

Bosch
PARADE

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SURVIVAL GUIDE 2026



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WELCOME TO THE ULTIMATE GUIDE TO BOSCH PARADE: OUR SURVIVAL GUIDE!

Let's be honest here. Creating a floating parade in the spirit of Hieronymus Bosch is quite a challenge. You could certainly use a good guide for that.

In whatever way you participate, read through this survival guide to understand a little bit about what we do and why.

After all, this guide is our attempt to share all our knowledge about Bosch Parade.

It's not a bible, laying down the truth.

But rather a handy travel guide, in which you can also write down tips you gathered on the way.

With chapters on how to get there, as well as background, examples and very many practical tips.

And a living document that we adapt and update again at unpredictable moments.

Based on all the tips we accumulated while on the road.

But above all, a guide that prepares you for something where you want to be.

At Bosch Parade!

HAPPY READING!





READING GUIDE

1. What can you read here?
2. What is Bosch Parade? And the Garden of Earthly Delights? And who organises it?
3. Who are Bosch Parade? Who are the people? Who do you ask what questions and how do you reach them?
4. The dates. When does what happen? Very practical. What is the planning and what are the important dates? And briefly why we do it that way.
5. How do you work on the water? And how can you get inspiration? And what are the challenges?
6. How do you work together as a Bosch Parade Community and involve others in our community?
7. How does everything work during the event itself? During Bosch Parade and at the Garden of Earthly Delights? What is the route?
8. What happens after the event? How do we clean up everything?
9. How do we communicate? With each other? And to the public?

Then there is a grey page for everything we forget or don't yet know. Because things are never black-and-white at Bosch Parade. Ambiguity adds colour to life. Hieronymus understood that very





WHAT IS BOSCH PARADE?

WHAT IS BOSCH PARADE?

ABOUT BOSCH PARADE

Bosch Parade is the floating parade created in the spirit of Hieronymus Bosch (1450-1516) in 's-Hertogenbosch. For the contemporary art event on and around the water, artists from all disciplines create new works to amaze, touch and connect people, as Bosch did 500 years ago and still does today.

Our impact on society is that all our participants, creators and visitors learn to look at the world as 'contemporary Hieronymuses', making our existence a little more idiosyncratic and social. It does this by confronting us with quirky and engaging visual stories that urge us to escape from our normal and everyday existence.

BOSCH PARADE IS A BIENNIAL

SUMMARY BOSCH PARADE

Each edition of Bosch Parade consists of 16-20 contemporary art projects inspired by a theme central to the work of Hieronymus Bosch. Through an open call, we invite creators from all disciplines to reflect on the theme of the edition and to realise their work with our community.

Bosch Parade is organised each edition with 5 performances around the longest day in June. The performances are supported by the art wharf, meeting place and pop-up restaurant 'Garden of Earthly Delights', which opens 5 weeks in advance.

SPEARHEADS FOR 2025-2028 ARE:

The odd years create space for further development. Work is underway the next edition, the further development of individual work and internationalisation:

1. Organising Bosch Parade from 2026, with a different inspiring curator for each edition, bringing the vision of Hieronymus Bosch into the present for a wide audience.

2. Strengthening community projects in Bosch Parade and the Garden of Earthly Delights, with a strong focus on talent development for both amateurs and professionals.
3. Developing professional art productions from Bosch Parade that can travel the world, with the Garden of Earthly Delights as an inspiring testing ground for experiments and pilots.

Bosch Parade is an evolving professional organisation that adheres to the Fair Practice Code, the Governance Code Culture and the Diversity & Inclusion Code. This translates into a strong focus on talent development within the organisation, the creators involved and participating communities.

NEXT EDITION BOSCH PARADE

From 18 to 21 June 2026, Bosch Parade will organise its 10th edition under the theme 'Powered by defect'. The supporting open-air studio with pop-up restaurant 'Garden of Earthly Delights' will be open from 21 May to 21 June.



WHY BOSCH PARADE?

Bosch Parade has a number of overarching goals, the reasons why we are supported by various grants and sponsors.

ART FOR AND WITH MANY

By choosing accessible formats, we enthuse a wide and diverse audience for contemporary art. Both Bosch Parade (sailing parade) and the Garden of Earthly Delights (open-air studio with catering) are appealing and accessible to large groups. Our community of professional makers and performers on the one hand, and large groups of builders and volunteers on the other, is a strong proposition in the Netherlands. This proposition contributes to the active cultural participation of hundreds of participants in 's-Hertogenbosch and Brabant. Moreover, our commitment to Social Responsibility also boosts cultural exposure for less fortunate people in our society.



interaction and are allowed to be large-scale. Participation is actively used and always encouraged.

CONTEMPORARY REFLECTION WITH HIERONYMUS BOSCH

Hieronymus Bosch is an artist extraordinaire and an icon at least as great as Vincent van Gogh. By taking Bosch's work as inspiration, universal themes can be highlighted and placed in a contemporary context for a large audience. Thus, Bosch Parade connects present with past. Self-reflection and a critical attitude create work that touches people, makes them think and makes them look at the world as 'contemporary Hieronymuses'.

MAKERS

Bosch Parade commissions (groups of) professional makers of all disciplines: composers, directors, dancers, visual artists, musicians and actors. We dare to take risks with a multidisciplinary attitude and give space to artistic experimentation. This positions us as an important party to commission multidisciplinary art forms in the southern Netherlands. By also focusing on further development, advanced makers get the chance to take the next step in their careers. Young, recently graduated talent is mentored at Bosch Parade.

UNIQUE CULTURAL OFFERING

Bosch Parade's manifestation - a parade of art projects across the water - makes it unique worldwide and therefore challenging for creators from different disciplines. Bosch Parade positions itself as a musical and theatrical visual arts event, where performance art and community art come together, where works seek

INTERNATIONALISATION

Bosch Parade seeks collaboration with international partners and invites foreign artists to participate. This broadens the view and enriches the art climate in the city and province. As regards the further development of projects shown in Bosch Parade, the starting point is to be able to offer the projects internationally afterwards. This gives great opportunities to present Brabant artists abroad, moreover presented as a product of the Netherlands Waterland.

WHICH PROJECTS AND MAKERS PARTICIPATE IN BOSCH PARADE?

WHAT ARE WE LOOKING FOR IN A WORK FOR BOSCH PARADE?

We are looking for work that fits the theme and our palette. Moreover, we are looking for makers who dare to transcend themselves. Sarah Moeremans: "Give two actors both a sword. The first thing they do is stab each other. The second thing they do is stick the sword up each other's ass. The third thing they do is unexpected and creative. Those are the proposals we are looking for."

| BOSCH PARADE SELECTS PLANS THAT: | BOSCH PARADE REJECTS PLANS THAT: | DO | DO NOT |
|---|---|---|---|
| Fit within the theme 'Power by defect' | Do not fit within the theme | Consider this open call well | Submit last day |
| Fit within the given palette of Bosch Parade | Cannot be placed on the water | Read the Bosch Parade Survival Guide | Submit a plan that does not meet our call |
| Are submitted by professional creators | Are direct replicas of Bosch's work | Think about how to involve people in your work | Fail to send all requested documents |
| Are visually appealing, thought-provoking or otherwise 'urgent' | Are submitted by non-professional makers | Think about how your work can be used more often | Submit existing work |
| Fit into the 'parade' concept | Have no social impact | Check whether the dates fit into your calendar | Underestimate the complexities of work on water |
| Are open to collaboration with the artistic team and the Bosch Parade Community | | Send all requested documents and complete the questionnaire in full | |
| Are inspired by or refer to the demonic images of Hieronymus Bosch | | Think about how the water can become your friend | |
| Get audiences to look at the world as 'Contemporary Hieronymuses' | | Create and send us inspirational impressions and images | |

JOINT PARADE

In Bosch Parade your work will relate to the work in front of you and behind you. Bosch Parade behaves as an idiosyncratic Gesamtkunstwerk: influences from other works can enhance yours. So your work should not only be autonomous, but should be able to hold its own in a collaborative context. That context is an important factor that is discussed and collectively developed between you, the curator and the artistic team.

WE BUILD THE BOSCH PARADE COMMUNITY

The most important element of Bosch Parade is the confrontation of a very large and broad group of people with art. Bosch Parade involves a lot of people: they help to create the artworks together with the inspired artists. They either play on the artworks in the parade or come en masse to watch. It is important that they come into contact with art, literally or figuratively - and for once not in a museum, but outdoors and on the water. Art is about coming together and marvelling at unheard and unseen stories. The new stories of Bosch Parade will not only be told by dozens of professionals, but also by a wide range of hundreds of volunteers who will become co-creators. From actors to boatmen, from singers to swimmers, everyone is invited to help build Bosch Parade. Together, they make up the Bosch Parade Community. Because we believe in working with the city, we give preference to makers who want to involve others in their work and working methods through active cultural participation. This can be done by involving co-makers, builders, painters, swimmers, actors, extras, musicians, dancers, choirs, etc., in the work. It is also appropriate to involve a specific target group in the preparation, realisation or performance of the 'Power by defect' theme.

WE COMMISSION PROFESSIONAL ARTISTS

For each edition, Bosch Parade issues new commissions for visual works, compositions and texts to both young and established talents. We invite professional artists of all ages, nationalities and orientations to showcase their imagination. We are open to all disciplines: visual artists, architects, social artists, choreographers, scenographers, directors, playwrights, lyricists, composers, dancers, circus artists, costume designers, lighting designers, filmmakers or any other artist.

The artist will have a relevant higher education qualification or three years' demonstrable work

experience. We are attracted to multidisciplinary artists, collectives and artists who dare to look beyond the boundaries of their own practice. We invite professional artists to collaborate with our Bosch Parade community of amateurs, with or without experience. Of course, it's also fine to search and involve your own commun

WE INVOLVE THE BOSCH PARADE COMMUNITY

Because we consider cooperation with the city important, we give preference to makers who want to involve others in their work and working methods through active cultural participation. This can be done by involving co-makers, builders, painters, swimmers, actors, extras, musicians, dancers, choirs, etc., in the works. Also, it is appropriate to involve a specific target group in this edition Bosch Parade theme of in the preparations, realisation or performances. Bosch Parade is created together with the city. This means that the performance of a substantial number of works will be realised in collaboration with many others. We strive for inclusiveness by also forging less obvious partnerships with specific target groups. The community comes together in our 'Garden of Earthly Delights' during rehearsals and performance days.

GARDEN OF EARTHLY DELIGHTS OPEN-AIR STUDIO

Prior to Bosch Parade, we will create a working and meeting place by the water from the end of May to the final performance day mid June 2026. In this open-air studio and pop-up restaurant, our makers, performers and other participants will work and rehearse together on the realisation of Bosch Parade. It is also a place where the public is welcome to enjoy the building process and the works over a snack and a drink. After the editions of Bosch Parade end, there is a short closing ritual here in the twilight, to bring each day to a memorable end. Bosch Parade offers the opportunity to build in the Garden of Earthly Delights, linked to our education programmes for pupils aged 10-15. Interested? Then indicate this when submitting the plan.

ARE YOU YOUNG TALENT?

We guide young and recently graduated makers in realising work at Bosch Parade. Together with KOP from Breda, we offer an extensive talent programme with workshops and coaching. This programme is especially for artists up to 30.

SUBSCRIPTION TO CODES AND GUIDELINES

CULTURE GOVERNANCE CODE

The organisation follows the principles of the Governance Code. It also takes into account current affairs, risk inventory, health and safety, physical and social security in the organisation, both in performance and in the public. We have a socio-cultural purpose and therefore also keep a close eye on sustainability and social connection to the city and region, as well as a national spread.

FAIR PRACTICE CODE

The artist fees guideline is used for a medium-sized organisation. Agreements with all creators are established with clear commissioning guidelines, taking into account the changing rules for self-employed persons. The remuneration of the team is based on the guideline job and salary structure presentation institutions for visual arts. Allowances are available for (active) volunteers and interns. Good employment practice is about clear stages, clear agreements and inspiring workshops.

This Survival Guide, with all the practical information in one document, is an important part of this.

We also translate this code into talent development at all levels, with talent development programmes for our community and our makers, an education programme for children and career opportunities within the organisation.

DIVERSITY & INCLUSION CODE

Connecting and inspiring is in the DNA of Bosch Parade, and from 2024 we will link it even more explicitly to artistic choices. With curator David Bade (Curaçao), we expand our focus on community building and the Antillean community. With curator Imke Ruigrok, we bring in 'beyond stereotypes', a theme where inclusivity is central. Curator Matthijs Bosman then takes this back to the audience and

BOSCH PARADE / THE PARADE / PARADE?

Bosch Parade is a proper name and can therefore also be used without a definite article. Only when we talk about the parade as the sum of passing elements, we refer to it as the parade. Thus without a capital letter.

To the outside world, it is often confusing that Bosch Parade takes its name from Hieronymus Bosch, and not from the city of 's-Hertogenbosch, mostly called Den Bosch, after which the painter once named himself at the expense of his actual family name 'van Aken'. In Dutch 'De **Bossche** Parade' (meaning The Parade of Den Bosch, a common mistake), says exactly what it should not say. Mainly because we should NEVER want to create the expectation that we are a festival like the nomadic theatre festival **De Parade**, but a Bossche variant.

There has always been confusion of names. A little history to explain this confusion:

Once upon a time, there was Terts Brinkhof's legendary nomadic festival Boulevard of Broken Dreams. That festival sought out a local partner in every city it was in. In 's-Hertogenbosch, that was Bureau Jeugdzaken of which Wim Claessen was director. For each city, the local partner took care of its own piece of programming, but mainly of all the organisational fuss.

Boulevard of Broken Dreams made it big, went on an adventure to Canada, overplayed its hand and went bankrupt.

Wim Claessen continued the Bossche part of the festival here under the name Theatre Festival Boulevard.

Terts Brinkhof founded a new nomadic festival, De Parade, so called because of the obligatory 'parade' by the artists. The name Boulevard of Broken Dreams could no longer be used due to bankruptcy.

The artists of the former Boulevard of Broken Dreams, now known as De Parade, performed annually on the Parade in 's-Hertogenbosch (i.e. square recalled **de Parade**) as part of Theatre Festival Boulevard, which was thus no longer Boulevard of Broken Dreams, but a festival with location theatre and a festival square as its beating heart: de Parade.

That went wrong after a few years because everything on the Parade (the square in 's-Hertogenbosch) was so close together that the resulting noise pollution often made playing impossible. Consequence: a lot of arguments between artists, because they were not only colleagues, but also competitors because they all had to fill their tents. The mutual relations between Wim Claessen and Terts Brinkhof were also seriously damaged by this.

Festival De Parade eventually left Boulevard, and now only performs annually in Utrecht, The Hague, Rotterdam and Amsterdam. The latter simultaneously with Boulevard in Den Bosch, which, by the way, takes place on De Parade of 's-Hertogenbosch.

I still hear people talking about the Parade in 's-Hertogenbosch when they mean Boulevard. And when I say Bosch Parade, I almost always have some explaining to do. In order to prevent this confusion.

We did not want the name Bosch Parade at the time. But the Bosch 500 foundation insisted. For good reason. The word Parade means the same thing in all our surrounding countries, which is convenient for international interest. Besides, the names of all planned Bosch 500 events were structured in the same way: Bosch Dinner, Bosch Young Talent Show, Bosch Art film Festival, Bosch Requiem, and thus also Bosch Parade.

And now... we simply can't imagine a better name than Bosch Parade. Or BP, for insiders...
's-Hertogenbosch 2015, Miesjel van Gerwen

WHO ARE BOSCH PARADE?



WHO ARE BOSCH PARADE?

Bosch Parade is a foundation, which mandates the day-to-day organisation to the artistic and commercial director. Together with experienced event organisers, they build Bosch Parade. These are the faces behind Bosch Parade!

ORGANISATION

ERIK DE JONG, DIRECTOR

Erik is an inspired connector, organiser of community-driven events and initiator of many creative concepts. He uses his experience - as an architect, founder of Music on the Dommel, former community manager at Eindhoven University of Technology - to realise Bosch Parade.

DORIEN VAN DEN HURK, HEAD OF MARKETING AND COMMUNICATION

A strategic marketing and communications adviser with excellent feelers for trends while having a broad creative vision. Brand perception is what makes her tick! On the basis of branding strategies, she develops enticing modern day means of communication receiving much attention. She is convinced that meaningful perception is THE key to successful and lasting communication.

TESSA VAN HELVOIRT, OFFICE MANAGER

Tessa graduated at the Avans Academie, receiving an associate degree in management in 2020. After her traineeship during Bosch Parade 2019 she became part of the team, supporting the various divisions within our organisation. She also manages the appointments, drafts the minutes of meetings and is in charge of the CRM system. She is the indispensable heart of our organisation.

ANNELOES EBING, VOLUNTEER COORDINATOR

Anneloes has a great talent for organisation and operation and she is a familiar face in cultural projects throughout the region. She is the one who coordinates the Bosch Parade volunteers who are active on the shores to make sure that the visitors as well as the volunteers are having a lovely Bosch Parade.

MIRIAM ALDERS, COMMUNITY MANAGER

Miriam is a senior project manager for events with a social goal. She supports the creation, organisation and roll-out of projects under the umbrella of Raak Evenementen. Inside Bosch Parade she is the matchmaker between the artists in need and the participants willing to help create Bosch Parade. She also coordinates the educational programme.

STEPHAN GRILIS, HEAD OF PRODUCTION

Stephan has years of experience in putting large, complicated projects on track – and keeping them there. He is also the head of production for the Freedom Festival and for the circus festival Circolo in Tilburg. With Stephan as our head of production, our operational and logistic tasks are in very capable hands indeed.

BOSCH PARADE COMMUNITY

Bosch Parade could not exist without our own community. The Bosch Parade Community is arguably most visible at the enormous amount of shifts, taken by our volunteers. In 2022 they filled 470 slots, totaling 2.400 hours. And that's without everybody helping and supporting the art works!

EXTRA TEAM DURING THE EDITION

Extra freelancers and interns are employed to prepare the edition. They're mainly active in the marketing and PR teams, plus the enormous production team.

ARTISTIC TEAM

DAVID BADE, CURATOR

David Bade is a community builder at heart. Bosch Parade invited him, together with Tirzo Martha, to create a major community project for the 2024 edition. Working with the Bosch community is a top priority for us. By asking David Bade to serve as curator for the next edition, we hope to anchor this working method even more firmly in our event. Moreover, with David at the helm, we expect nothing less than a diverse parade that manages to assemble the negative into a colourful whole.

Assemble is the key word when it comes to his own work. David makes drawings and paintings, sculptures and installations. He also runs community art workshops and, together with Tirzo Martha, is the founder of Instituto Buena Bista in Curaçao.

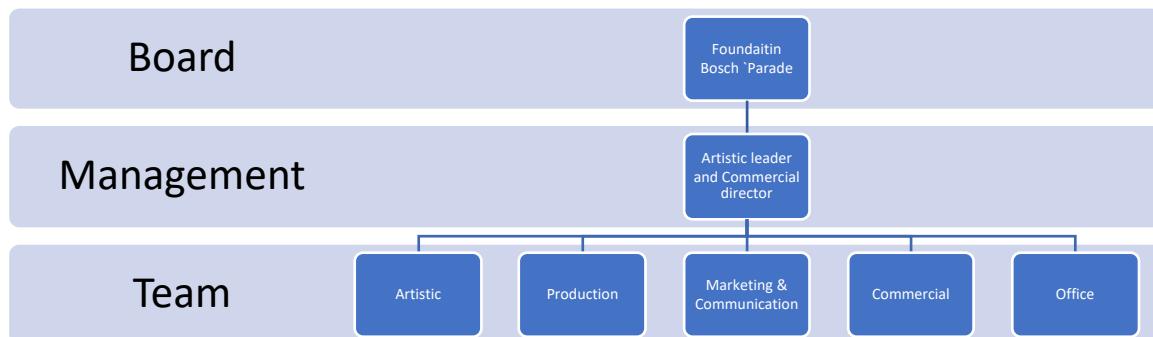
KOEN VAN SEUREN DIRECTOR

Koen van Seuren is a theatre director and writer who graduated from the Maastricht Academy of Theatre in 2020. Together with David Westera, he has formed the artistic team of Antiklimax since 2021. Koen's performances are characterised by rapidly alternating ideas, genres and images. Philosophical dialogues are supported by a good dose of humour and the Western canon is put through the shredder to be brought to life with shocks and squeaks as Frankenstein's monster.

NICOLINE SOETER, COMPOSER

Nicoline Soeter (1974) composes contemporary music for acoustic and electronically amplified instruments. Her compositions are particularly imaginative in sound, characterised by original inventions in harmony and choice of instruments. Driven by a great love of the relationship between music and text, she is regularly commissioned to write vocal music, but she is also particularly at home in musical theatre. She is also the artistic director of the VONK ensemble.

ORGANIZATION CHART



BOARD OF THE FOUNDATION 'STICHTING BOSCH PARADE'

Stichting Bosch Parade adheres to the 'Governance Code Cultuur' (see Codes and Guidelines). The Board members of the Foundation are jointly competent. The Board of the foundation 'Stichting Bosch Parade' consists of:

- **Jos van de Wouw** (voorzitter), advocaat VANDEWOUW Zakelijke Advocatuur
- **Vincent van den Heuvel** (penningmeester), professional in de culturele sector
- **Peter Ketelaars** (algemeen bestuurslid), voormalig lid dagelijks bestuur Waterschap Aa en Maas
- **Cassandra Vugts** (algemeen bestuurslid), directeur SPARK Campus
- **Thomas Vriens** (algemeen bestuurslid), cultureel ondernemer, eigenaar CABV
- **Boudewijn Thuis** (algemeen bestuurslid), business coach, interim manager
- **Marieke Keser** (algemeen bestuurslid), Onderwijsmanager KW1C.

The Board members of Stichting Bosch Parade have been attracted from various sections of society and their work for the event is unpaid. The Board of the Foundation safeguards the achievement of the objectives, the quality of the event programming and is responsible for budget implementation and feasibility.

RECOMMENDING COMMITTEE

Bosch Parade has a Recommending Committee consisting of socially engaged people with a formidable track record in society (and the town of 's-Hertogenbosch). They hold Bosch Parade very dear.

"Bosch Parade is one of the pearls in the legacy of the Jheronimus Bosch Year 2016," says Ton Rombouts – former mayor of 's-Hertogenbosch.

The Recommending Committee consists of:

- **Ton Rombouts**, Senator for the Dutch House of Lords and former mayor of 's-Hertogenbosch
- **Heleen Herbert**, chief commercial officer bij Heijmans

The Recommending Committee has an important advocating role within the city and the province. The Committee also advises general management and the management team in any topical issue.

WHO DO YOU APPROACH WHEN YOU HAVE QUESTIONS?

WHO DO YOU EMAIL AND WHEN?

Of course, that's the biggest question, who do you approach? Generally speaking, info@boschparade.nl is our most important email address. But sometimes you have general questions for one of our organisers.

- Content-related artistic questions, or just a sparring session > contact Miesje
- Questions on sponsorship, budget, objective, invoicing? > contact Erik
- Questions about marketing, communication or expressions? > email to Dorien and Marieke.
- Questions about transport of your work or technical insight > email to Stephan
- Would you like to help at Bosch Parade > email to Anneloes
- Need help looking for or finding community > email to info@boschparade.nl
- Want to join Bosch Parade with your club, association or organisation > email to info@boschparade.nl
- Questions about the open call? > email Tessa at opencall@boschparade.nl
- No idea who to turn to? > email to info@boschparade.nl and your question will reach the right person!

| POSITION | NAME | EMAIL |
|--------------------------------------|---------------------|--|
| Artistic director | David Bade | curator@boschparade.nl |
| Commercial director | Erik de Jong | erik@boschparade.nl |
| Head of Production | Stephan Grilis | stephan@boschparade.nl |
| Production | Linda van Loon | programmaproductie@boschparade.nl |
| Head of Marketing and Communications | Dorien van den Hurk | marketing@boschparade.nl |
| Marketing and communication support | Marieke Staps | marketing@boschparade.nl |
| Volunteers coordinator | Anneloes Ebbing | vrijwilligers@boschparade.nl |
| Open call | | opencall@boschparade.nl |



WHO CAME UP WITH BOSCH PARADE AND WHY?

THE FIRST SEED

In 2007, then Queen Beatrix celebrated her birthday in 's-Hertogenbosch. Such a party requires quite a bit of preparation. The local organisation was put in the hands of Marc Eysink Smeets. And he did an excellent job: he mobilised dozens of associations, clubs and cultural organisations to contribute. And they succeeded beyond expectations. Major eye-catchers during the nationally televised spectacle were several stilt-walkers from Close Act, dressed as figures from the paintings of Hieronymus Bosch who accompanied the queen's walk through the city. For Marc Eysink Smeets, the first seed was planted at that moment. A procession dedicated to Hieronymus Bosch was to be created in 's-Hertogenbosch. A parade in which many local associations, artists and volunteers would participate.

FROM QUEST TO SAILING PARADE

In 2009, he asked Miesjel van Gerwen, the local artist who had years of experience with the big cultural-historical parade of Brabantsedag in Heeze, to come and talk about it. Miesjel immediately brought along composer Bart van Dongen (now city composer). This resulted in fascinating conversations. First, it was established that a procession of Hieronymus Bosch figures through the city had little added value, but that contemporary artists in particular should be inspired by the medieval master. Then came the biggest concern. In 's-Hertogenbosch, a carnival city par excellence, how do you organise a parade of which no one will ever say, 'oh, something like carnival'? A challenge that led to long silence and some wavering suggestions. Until the penny dropped with Miesjel. It had to be a parade on water! In five minutes he sketched a future that would start small on the Binnendieze, and which would eventually move to the Dommel further via the Aa river. And who knows what would be possible after that.

A BONANZA FOR THE CITY

The trio immediately sensed the huge potential for the city. Beautiful historical locations, water everywhere, the city's biggest son as inspiration, the Hieronymus Bosch Year (2016) coming up and the city's ambition to profile itself as Cultural City of the South. The plan was therefore warmly embraced by the Bosch 500 Foundation, which saw in this concept a great opportunity to give shape to one of the city council's demands: the Bosch Year should not just be an elite party. Exactly what the creators also had in mind. The birth announcement card for Bosch Parade could be sent!

The rest is beautiful history.

WHO ARE OUR PARTNERS?

Bosch Parade is always looking for special partners to help giving content to its ambitions on all fronts. Bosch Parade is a comprehensive and complex event. The main partners of the moment are listed below.

KOP

'KOP (Artists Development Platform) is a springboard for starting artists to a commission-based practice. We want to make talent visible, offer them (new) platforms and connect them. We focus on the creation of paid commissions, guidance programmes, networking, knowledge development as well as the exchange of knowledge between (generations of) artists, intermediaries and the public. In doing so, we are explicitly open to cooperation with other disciplines, both within and outside the arts and culture sector.'

Bosch Parade has found in KOP a valuable partner to optimally guide young talent in taking on ambitious assignments such as for our unique event. Because there is quite a lot involved behind the scenes.

HET ZUIDELIJK TONEEL

We work together with Het Zuidelijk Toneel (HZT) to raise the theatrical level of the artworks. Not only do we use a talented director from the artistic team, but actors employed by the HZT also perform on the artworks on an equal footing in every edition. Our community has the opportunity to work with actors such as Joep van der Geest, Gillis Biesheuvel, Ousmane Bangura and Alicia Boedhoe.

Together with Het Zuidelijk Toneel (HZT), we are also looking for promising directors with a love for site-specific theatre, and we are giving them the task of directing the parade in the next planning period, so that they can develop in a project of this scale and specific character. Koen van Seuren has been chosen for the next two editions ('24 and '26), after a year as assistant to Sarah Moeremans (artistic director of HZT, edition 2022).

PANAMA PICTURES

'Dynamic, unpolished and at times spectacular, but at the same time vulnerable and intimate. Panama Pictures creates performances at the intersection of dance and circus, where the disciplines merge effortlessly and dialogue with architectural sets and live music. The company takes its audience into a sensory and physical story about universal issues. Choreographer Pia Meuthen translates literary and philosophical inspirations into poetic images and manages to touch her spectators with the great physical impact and human charisma of it all. She shows worlds that are recognisable to the viewer but also always leave room for own interpretation.'

Panama Pictures and Bosch Parade are very different, but also share a lot. Both are looking for great impact based on artistic content with lots of space for the people we work with. Panama Pictures is currently developing the spectacular performance Weight of Water on an iconic object from Bosch Parade 2019: Rob van Dam's tilting staircase (then titled De Triomf).



DE SPIJSBEREIDERS & VAN ZUID EVENTS

'With a passion for food, an eye for good design, and a hefty dose of individuality, we develop products and services for your business that stand out but do not lose sight of the commercial purpose. The world of food is subject to many trends and developments and yet still lacks character. Finding a place where you can put that one special stamp on the food world is therefore not easy. De Spijsbereiders would like to help you and give you the right ingredients for success. All the knowledge is pooled in our office, our kitchen and we have that broad network that is not afraid to think differently with us.'

Just as Hieronymus knew how to depict his Middle Ages raw and peppery in his paintings, te Spijsbereiders and Van Zuid Events are getting down to business with their dishes in the Garden of Earthly Delights. For their wild preparations, they visit the furthest reaches of the taste palette, cooking the ingredients in their Spartan cooking pots with spunk and fury. No pretentious morsels here, but tasty, surprising dishes that will blissfully challenge your papillae.

OTHER PARTNERS

Many partners help us shape the content of the programme. Together with November Music, we are sparring about composers and music. With House 73 we organise a big symposium on working together in a community. Besides being a financier, Brabant C is above all a partner who thinks along with us about making an impact. With Down the Rabbit Hole and Best Kept Secret, we develop new works of art. Together with Upsala Circus, we exchange knowledge. Bosse Nova does our administration, Studio Tween our design, Kleefkracht does much of our print work, Buro Meta our website.



THE DATES



THE DATES

Bosch Parade brings together dozens of artists to create one parade. That requires extensive preparation with ditto planning. Here's a list of how that's laid out and why. And in a row what that means for the 2026 edition.

THE STEPS TOWARDS REALISING BOSCH PARADE

Organisationaly, Bosch Parade distinguishes five larger phases that dictate the planning. These phases give maximum space to the artistic development process and at the same time, with clear final moments, force us to make timely choices for an optimal parade.

I. COLLECTIVE PHASE AND SELECTION

As a rule, 1.5 years before the edition. A multidisciplinary team is tasked with exploring the theme for the Bosch Parade in depth and looking for matching makers. Creators are recruited through the open call, with a number of creators through direct selection. Selected makers will be commissioned for a sketch design. In this phase, the larger communities are linked to the artworks. After content coordination between the artistic team and the individual makers, the selection process ends in October, with the finalisation of the commissions for realising the artworks.

II. PREPARATORY PRODUCTION

From six months before the edition. With commissioning, the final responsibility for the artworks is given to the individual creators. Realisation, rehearsals and exercises of the artworks take place in both in-house workshops and organised workshops in the city. During this period, the artistic director monitors progress together with the production manager and monitors the whole together with director. We organise Bosch Parade Café's to keep each other informed, share plans, meet the community and just because it is important to have a drink together!

III. EXECUTIVE PRODUCTION

From late May, the open-air studio 'the Garden of Earthly Delights' is built up for construction, finishing and rehearsals, content coordination and meeting. The education programmes are also held here. Individual rehearsals, the joint run-through and dress rehearsal follow in the final week. This phase ends with the realisation of the performances of Bosch Parade.

IV. EVALUATION & HANDLING

After the performance of Bosch Parade, extensive evaluation is carried out with the team, the creators involved, the community, collaboration partners and funders. External audience research is supplemented with the data from in-house CRM, ticket sales, social media and website visits. This phase ends with the delivery of the content and financial report of the entire edition. Further development projects are evaluated separately.

V. FURTHER DEVELOPMENT & INTERNATIONALISATION

These projects are all planned in the odd-numbered years, outside the parade years. This is where we gain experience and knowledge to improve the edition every time. And, we are looking for new partners to cooperate with.



IMPORTANT DATES BOSCH PARADE EDITION 2026

OPEN CALL

| | |
|--|--|
| Open Call opened | Wednesday- 20 November 2024 |
| Deadline Open Call | Wednesday 19 Februari 2025 12.00 CET |
| First selection (longlist) of 25 creators | Wednesday 26 March 2025 |
| Interviews/questions to creators (if needed) | Wednesday 26 March until Wednesday 16 April 2025 |
| Deadline additional information (if needed) | Wednesday 23 April 20 |
| Announcement of selection | Wednesday 14 May 2025 |

PREPARATIONS

| | |
|--|---|
| Artist meeting 1 | Wednesday 8 October 2025 (20.00-22.00h) |
| Bosch Parade Café 1 | Wednesday 12 November 2025 (20.00-22.00h) |
| Artist meeting 2 | Wednesday 4 februari 2026 (20.00-22.00h) |
| Bosch Parade Café 2 | Wednesday 4 februari 2026 (20.00-22.00h) |
| Float testing (if deemed necessary) | Friday 8 May 2026 |
| Bosch Parade Café 3 Opening Garden of Delights | Wednesday 20 May 2026 (20.00-22.00) |
| Open for public Garden of Delights | Thursdag 21 May until 21 June 2026 |

PERFORMANCE

| | |
|---------------------------------------|--------------------------------------|
| Transport Days | Thursday 4 and Friday 5 June 2026 |
| Individual rehearsals by appointment | Thursday 4 until Monday 15 June 2026 |
| Technical rehearsal | Saturday 6 June 2026 (10.00-17.00h) |
| Dress rehearsal | Sunday 13 June 2026 (15.00-17.00h) |
| Artist meeting 3 | Saterday 13 June 2026 (17.30-19.30h) |
| Performance 1 (try-out with audience) | Tuesday 16 June 2026 (20.00-22.00h) |
| Performance 2 (premiere) | Thursday 18 June 2026 (20.00-22.00h) |
| Performance 3 | Friday 19 June 2026 (20.00-22.00h) |
| Performance 4 (matinee) | Saturday 20 June 2026 (15.00-17.00h) |
| Performance 5 (matinee) | Sunday 21 June 2026 (15.00-17.00h) |
| Bosch parade Community party | Saterday 20 June (22.00-01.00) |
| Close for community | Saterday 21 June (17.00-19.00_ |

DISMANTLING

| | |
|------------------------------|-------------------------------------|
| Transport Days | Monday 22 and Tuesday 23 June 2026 |
| Site handed over clean | Wednesday 24 June 2026 (18.00h) |
| Bosch Parade evaluation café | Thursday 1 July 2026 (20.00-22.00h) |

WORKING ON THE WATER



ARTISTIC CHOICES

WHAT CAN YOU DO WITH WATER?

You work on the water. That is your stage. But it can certainly also be part of your work. It offers wonderful opportunities, and it is distinctive. And water also gives many opportunities for sound. And for play.

WHAT DO YOU DO WITH MUSIC (SOUND)?

Bosch Parade wants to be seen and heard. So in principle, we want every work to have a good sound or music in it (unless it has to be silent for content-related reasons, of course). That sound can be produced by the work of art itself, by live musicians and/or singers, or mechanically. Include this in your plan as well (and in your budget!).

Bosch Parade works with a composer who also sits on the selection committee. Sound is one of the elements that make it possible to turn all the works together into an exciting Gesamtkunstwerk. So it plays an important role in our choices and we have a say in it during our coordination meetings. We can also have a piece composed for your work.

DO ACTORS (OR MUSICIANS) HAVE TO BE IN MY WORK?

No, there is no need. If people are present in your work of art, make sure they are related to your work in an appropriate way (included in your image). People doing something - performers, dancers, musicians, or any other form - hold the audience's attention longer. So if it fits into your concept....

IS THERE HELP AVAILABLE WHEN MAKING CHOICES?

Absolutely, the artistic team can help you with artistic decisions and our production team can help you with production issues. It is not for nothing that we start with an open call with room for discussion and then organise various meetings. There is time and space to deepen and refine your plan.



TAKING CARE OF YOUR WORK OF ART ON THE WATER

WHAT TECHNICAL REQUIREMENTS MUST THE WORK MEET?

To start with, it must of course be a work that conveys your story to the public. And, obviously, it must be weatherproof and float. Also, it must be solid, so that it stays in one piece for all the boat trips, and it must be prepared for transport by water. If has to be lifted by a truck with a crane, it must have sufficient lifting eyes or be otherwise safe to hoist.

DO I NEED TO DO A FLOAT TEST?

In some cases, it is necessary. This depends on your construction. If our production manager deems a float test necessary, you will be told at an early stage and arrangements will be made.

HOW WILL MY WORK GET TO 'S-HERTOGENBOSCH?

If you cannot transport the work yourself or cannot arrange transport, Bosch Parade will provide transport. A truck with crane will drive on 13 and 14 June. Make arrangements about your transport with our production manager. Even if you arrange it yourself. Then we would like to know when to expect you.

WHERE IS MY WORK LOCATED?

Your work will be on the water at the quay or jetties near our Garden of Earthly Delights or at the starting point. Make sure it can be properly moored. Note: the water is always in motion (wind, current, swell caused by other boats or works of art). If the edges of your work are fragile, it will result in immediate damage.

HOW WILL MY WORK GET TO THE STARTING POINT?

Your work will be towed to the starting point by our crew. If your presence is desirable or necessary, arrangements will be made. In principle, the works are moved by a push

boat. This requires two sturdy eyes, about two metres apart, with which your work is tied. Also, make sure that everything you need during the parade is on your work before the work is moved.

CAN I STILL ACCESS MY WORK DURING THE PARADE DAYS?

As long as your work is at the Garden of Earthly Delights, you can get on and off freely. If it is at the departure point, and you need to do some work on it, it is more difficult. There are no facilities there, and some works are across the water. Because of logistics, there is no other way.

HOW DO I KEEP MY WORK MOVING WELL?

The base speed of the parade is the flow rate of the river. You have to be able to steer, speed up or slow down. You can do that in many ways.

- If you use an own method of propulsion (which both we and the audience appreciate), Bosch Parade's production manager will carefully check how it works. Extra practice is then necessary in many cases.
- If you work with a motor, make sure it is properly mounted, and that your battery is charged every day at our charging station. At night, the motor can be stored in a container.
- Rowers and paddlers must practice working together to keep the work under control.
- If you work with swimmers, you have to make sure you have enough people for that. The organisation has a lot of expertise on this. Also read the chapter on safety on the water.

PLEASURE BOATS

During the individual rehearsals you may come across pleasure boats or the tour boat on the Dommel. Make sure you make room and communicate clearly. On the joint rehearsal days and during the performances, we keep pleasure boating away from the Dommel.

THE BOSCH PARADE ROUTE

The Bosch Parade Route follows the Dommel River through the heart of the city of 's-Hertogenbosch. The armada will sail/float from the Willemplein near the Essent building down to the marina near the Citadel. The route itself is 1,360 meters long and is not in an exact straight line. The route meanders between the city walls and an ecological zone with trees and shrubs. Moreover, the Parade will sail under a handful of bridges and constructions.

WINDS AND CURRENTS: FRIENDS OR FOES?

It just looks so easy: gently gliding downstream... The current may help, but has relatively little impact. When you steer into a bend, the currents can well push you out of your course.

The main influence however is the wind that can quickly

change direction en route (because of the bridges). When the wind suddenly swells, it can become an enemy. In principle, the Bosch Parade armada will move with the flow velocity of the river. This means, that only a helm will not suffice to steer your craft. Fundamentally, a helm can only function when a craft moves faster than the stream's velocity below it.

BEAR IN MIND: LARGE OBJECTS ARE ALSO LARGE WINDWATCHERS

AN EXAMPLE

The project below was built on pedaloes but in the end did need motor support in order to stay on course – because of the wind. The objects were large and light-weight.



The egg, the bird and the angel (2013) by Wij-Familie



DIMENSIONS AND TECHNICAL REQUIREMENTS

The dimensions of the installation you will be constructing need to comply with the maximum sizes set. These dimensions are determined by a number of bridges you will sail/float under. The object needs to be able to move in or over the water in fluctuating weather conditions like currents, sunshine, rainfall and winds.

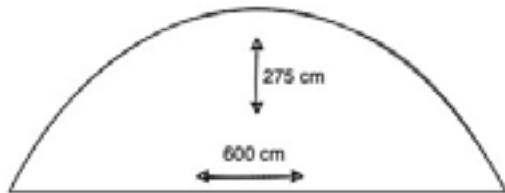
DIMENSIONS

The maximum dimensions are the following: length 12 meters, width 6 meters, height maximum 2.75 meters above water level. By unfolding, pushing up, inflating or tilting (parts of) your construction you could reach for additional height. The depth of the channel in the centre of the stream is at least between 1.7 and 2.0 meters.

It is also required that each object has already sailed any random water well before the time of the event. The schedule for the buoyancy tests by appointment can be found in the Bosch Parade Timeline. Tests are to be held in the open air workshop.

HEIGHT OF BRIDGES

There are four bridges on our route. The lowest bridge is in the middle 2.75 m high from the water surface. The narrowest passage with that height is 6 metres. Take this into account when determining the height and width of your work, or make sure you can adjust it while sailing.



TOWING OF WORK

During the rehearsal and performance days, 2 boats are available on the water to assist and tow the various works to the starting point.

- We will make arrangements for the towing of each work of art. In some cases we will need your help.
- Provide good towing eyes on the Work about. 1 metre from the centre both on the left and right.
- For each work of art, provide 2 towing cables of approx. 2 metres with a carabiner hook on each side (DIY store).

The Bosch Parade team needs a whole day to tow the works against the current to the starting point.



WILLEMSBRUG



MARIABRUG



WILHELMINABRUG



DRAAIBRUG



FLOATING EQUIPMENT AND MATERIALS

Custom-made personal creations have our preference – as long as they are safe and functioning properly. But, creations added (on) to existing craft or floating equipment may very well be used as well. Not only watertight boats stay afloat.

In previous Bosch Parade editions we've seen a whole range of alternatives: constructions on oil-drums, CBM water tanks, jerry cans and well sealed PVC pipes in all shapes and sizes have already demonstrated their value. Below you'll find some tips and tricks, some dos and don'ts.

PONTOONS

These pontoon elements (sized 50x100 cm) can be infinitely connected and have proven their value for Bosch Parade many many times.

- You can order pontoons via Bosch Parade. These will be rented centrally and the costs will be settled with the makers.
- Costs per m² per week: around 12,50 Euro (estimation).
- Please bear in mind you'll be needing art work construction time (onto the pontoons) as well.
- Maximum bearing capacity of the pontoon cubes per m²: 350 kg.

CBM WATER TANKS, JERRY CANS AND SYNTHETIC BARRELS NEED TO BE ABSOLUTELY AIRTIGHT, OTHERWISE THEY'D BE CRUSHED UNDER PRESSURE

FOAM AND STYROFOAM

Foam, and especially Styrofoam, cause immediate water pollution when damaged. We sure don't want that. Therefore, as a bare minimum, these types of materials need to be very well sealed to be able to use them as floating materials.

PROPULSION AND STEERING

Propulsion systems and steering equipment are an integral part of the artwork's design. If the object is being pushed forward by swimmers, or being rowed or paddled, this 'human propulsion system' also needs to be integrated in your design.

We very much appreciate surprising ideas, and that counts for propulsion ideas as well.

1. INGENIOUS (PADDLING) SYSTEM

These pond skaters 'walk' on water – thanks to an ingenious paddling system with flapping fins connected to the floats underneath the central legs.



Pond Skaters (2016) by Julius Wintermans and Ilse Vermeulen

2. PADDLE WHEELS AND TREADMILLS

Paddle wheels can be used in a variety of ways. Below you will find several examples of works in which these propulsion systems have been integrated.

EXAMPLES OF WORKS WITH INTEGRATED PROPULSION SYSTEMS



Jesus, to be continued (2013) by Miel Steeghs and Iwan Westerveen

Jesus, to be continued has two independently rotating steel wheels with “oars” attached to them as part of a dancing scene. These performers drive the object forth while dancing AND steering. *Heavenly drift* is double raft with four independently operable wooden paddle wheels, together creating a space for a physical performance. Four performers drive the object forth while wallowing AND steering. Accelerating, slowing down, changing the rotation direction or speed, offers a wide range of options.



Heavenly drift (2013) by Tim Hoefnagels

The work *Four Captains, One Ship* is set in motion by using a paddle wheel by four interconnected walking floors creates the integral starting point for the scene below. Four captains, each walking in a separate direction, provide a single motion. The actual steering is taken care of by a swimmer alongside the raft.



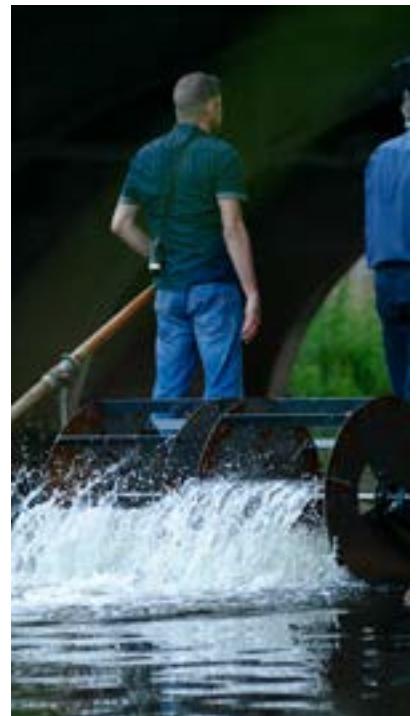
Four Captains, One Ship (2013) by Iksperiment

In *Hell of the North* propulsion using a paddle wheel fixed between two bicycle wheels. The 'bicycle' can be carried and easily (dis)assembled so that this object can be operated by a single well trained cyclist as if it were a gigantic cargo bicycle. A 12 meter long highly agile raft.



Hell of the North (2013) by Tineke Goemans and Bert Vogels

In Storming heaven there are three ladders with people storming towards heaven whose weight pushes the ladders into a hole in the raft. There, a chain drives the paddle wheel.



Storming heaven (2015) by Iksperiment and Sabine de Lat

Cycling over the water on big horns in Sonate Jheronimo. In order to steer the paddles left and right are being operated separately.



Sonate Jheronimo (2013) by Rob van Dam

In Factory a treadmill is driving a huge propeller. The helm is behind the propeller so that the flowing water makes the object operable.



Factory (2019) by Martijn van Dalen

3. SWIMMERS

Swimmers can be either visible or invisible in the overall picture. In case swimmers are visible, they either need to be very inconspicuously 'present' or be present in a very noticeable and theatrical way.

Bosch Parade thinks along with its makers about the issue whether swimmers are present in an 'image disturbing' or 'image enhancing' way.

EXAMPLE OF INCONSPICUOUS OR HARDLY NOTICEABLE SWIMMERS



The temptation (2012) by Thea van Vliet



The Latex Mother (2012) by Bernadette Notten, Marijn Moerenbeek, Dorus Verwiel

EXAMPLES OF A NEUTRAL PRESENCE

A succeeded integration in the overall appearance by using a black hood and black gloves.



The Fire (2016) Hijnstein

EXAMPLES OF AN IMAGE ENHANCING PRESENCE

The fire department divers who performed a tranquil choreography in combination with an ethereal sound object complete the musical unity here.



The Latex Overall (2011) by Bernadette Notten, Marijn Moerenbeek, Dorus Verwiel



Jheronimus and the Bragger (2014) by Beeldendouwers

EXAMPLES OF A THEATRICAL USE

A waiter in a rubber ring, swimmers like slaves on ropes and...



Dovecote (sour coffee) ship (2011) by Liesje Diemont, Anne Parlevliet



Singing Dead Dreams (2015) by Ralph Zabel, Adine Otten, Hiu Jen Lai

... a choreography around air mattresses painted with pictures of divers and swimmers.



Luctor et Emergo (2012) by Ellen Rijk and Ulrike Doszman

4. ROWERS AND PADDLERS

Rowers and paddlers can come in very handy. Take them well into consideration from the very early beginning. Below, you can see some examples of rowers and paddlers that have been deployed as an integral part of the artistic image.

In *The Wedding at Kana* eight choir singers serving as waiters to a wedding table whilst paddling - a threefold function in one image.



The Wedding at Kana (2011) by Tineke Goemans, Willemijn Smeets, Roel Dullaert and Sabine de Lat

On the *Tower of Greed* four undertakers serenely rowing the collapsed building of society towards the end of days.



Tower of Greed (2014) by Caroline Diepstraten

The raft of Voices in the Silence with deaf and hard of hearing dancers has specially designed butterfly paddles. The two 'unexplainable' rabbits fit in the picture like alien bodies – just like in Bosch's paintings.



Voices in the Silence (2014) by Katja Grässli and Kathleen Vink

Solo paddlers on painted surfing boards trying to restrain a rudderless band of mad musicians in a tub (Ship of Fools).



Ship of Fools (2012) by Gertjan Smolenaars and Anne Parlevliet

5. RADIO-CONTROLLED OPERATION

Another option is radio-controlled operation. This even applies to larger objects, which was proven by Rob van Dam's enormous art work *Triumph* in 2019.



We'll Meet Again (2014) by Bert Vogels



Triumph (2019) by Rob van Dam

6. MOTORS

We very much cherish the silence of the water and therefore we prefer to work with electric motors. We may deviate from that principle, should this be necessary for your work's impact. It will have to be coordinated between the artistic team and production management.

SAFETY ON THE WATER

In principle, swimming in the Dommel River is safe. Bosch Parade always has the water additionally tested just before performances. Nevertheless, it remains river water, not drinking water. Also, water always presents an additional risk.

RESCUE TEAM

During the performances and joint rehearsals, Bosch Parade cooperates with the 's-Hertogenbosch Rescue Team, who is stationed at three points along the route and keeps an eye on both the parade and the visitors. In the unlikely event of an emergency, all works of art must keep RIGHT.

SWIMMERS ADVICE

Foundation Bosch Parade is not liable for any form of damage caused by participation in Bosch Parade and related swimming and accompanying vessels on or in the water in the Dommel.

GETTING SICK FROM RIVER WATER

- Those who swallow a lot of water: we advice you to report to the Rescue Brigade at the end of the Parade for advice
- With open wounds preferably do not enter water. Otherwise bandage well, disinfect well afterwards and keep a close eye on it because of possible infection.
- Take a shower with soap/shampoo after the trip! Even if it's getting late. And don't forget to wash your hair.
- If you get the diarrhea or fever after the trips, go directly to the doctor (or gp post in the evening/on weekends) and indicate that you have swum in open water.

PREFERABLY NOT IN THE WATER

Negative advice for people with epilepsy, heart failure and pregnant women because of the water temperature. They are more sensitive to cooling, which can cause problems. People with open wounds also better not swim because of the risk of infection.

HYPOTHERMIA

Cold, ragged, chattering teeth, no longer thinking clearly, immediately call in Rescue Brigade! This can be prevented by taking good care of yourself, putting on wetsuits or dry suits. The better these fit, the better they work. A suit that is too large does not retain heat and is especially heavy to move in. A suit that is too small limits movement and increases the risk of cramping. Don't forget to put on shoes, but no loose boots and real working shoes. Sneakers also work fine.

SHALLOWS IN THE DOMMEL

The Dommel is a jagged river with a very irregular bottom. Don't dive or jump into the Dommel. Don't dive or jump into the Dommel to avoid injuries.. Make sure you don't fall off your vessel.

DROWNING

We do not assume, but if it looks as if it's happening, call in the Rescue Brigade as soon as possible and give them space to do its job. If the Rescue Brigade arrives, go to the RIGHT with your artwork as much as possible.

PROTECTIVE CLOTHING

All the suits we have used so far during the Bosch Parade are wetsuits. These suits must be a good fit because they precisely give the heat because there is only a small layer of water between your skin and the suit. This layer of water becomes warm due to your body heat and stays there. If the suit is (slightly) too big, new water always enters the suit and you cool down a lot. Because there must be (a little) water in the suit, it is called a 'wetsuit'. However, you have these wetsuits in different shapes and types.

- surf suits usually only 3 mm thick, so you can be much more mobile
- diving suits for Dutch waters usually are 5/6 mm thick, because they really have to protect against the cold.
- tropical diving suits are also thinner 3mm and/or shorter.

Diving suits often also have a hood attached to the suit, because most of the heat leaves your body through the head. Surf suits don't have that because that would hinder freedom of movement again. A swimming cap or a neoprene bandana but also a simple cap or small hat can also help against the cold.

Note: we should not underestimate the influence of the water temperature on your body in June/July. It is a flowing river that is largely fed by rainwater, the warming of which is quite slow and often only reaches the highest temperature towards the end of the summer. Especially when a 'fresh breeze' blows, so-called 'windchill' occurs: the temperature feels much lower due to the cooling wind, so you can get very cold even in a summer temperature.

You could wear thin tight clothing over the wetsuit: e.g., thermal underwear or tight long sleeve and sweatpants. This provides an extra layer against the cold, and you can get it in many colors, or you can easily paint them. That also swims easier than, for example, overalls. There are also thin neoprene "shirts" for sale that you can wear under the suit to keep yourself warmer.

'Drysuits' are diving suits in which you stay completely dry. You can use a tracksuit or something else as undergarments to stay warm. The suit itself does not give you warmth, the undergarments do... The advantage is that after swimming you are not wet and do not have to stand in the cold naked.

Note: 'drysuits' are less flexible and therefore give less freedom of movement. Swimming becomes difficult, climbing up and down the artwork is also more difficult! The boots are glued to the suit because everything must be completely waterproof. That makes them very difficult to fit well, which makes them very expensive, and much more difficult to rent. So, we think you should not use this option!!!

Diving/surfing shoes are not warm, usually too much water flows in and out, because they never fit well at your feet. Neoprene socks are (of course) also for sale for this.

A good tip is to give your swimmers flippers. These protect the feet and provide a lot of propulsion force with little energy. They can then maintain the speed with much less effort.

Use of fat or petroleum jelly will not contribute substantially.

More details are available at the dive shops:

<http://www.safediving.nl>

<http://lieven.nl>



WORKING WITH EACH OTHER



WORKING TOGETHER WORKING AS PART OF THE BOSCH PARADE COMMUNITY

EVERYONE IS PART OF THE BOSCH PARADE COMMUNITY

Bosch Parade is a full-blown spectacle with the daily efforts of 200-250 performers from our Bosch Parade Community: stage artists, drivers (swimming, rowing, steering, punting, etc.), extras, actors and dozens of volunteers and professionals along the shore. To prepare that, prior diverse people also work with each other : residents, associations, the Bosch Parade team, artists, people who want to learn something new....

In total, the Bosch Parade Community consists of over 500 people who realise Bosch Parade!

What brings the community together is the creative spirit of Hieronymus Bosch. The community thrives in the preparation and during the performances of Bosch Parade and is fluid in nature. This means that there is room to join for longer or shorter periods of time. With this, the community is emphatically open to (foreign) guests, interns and school classes. The community meets in Bosch Parade Cafés, the Garden of Earthly Delights and, of course, during rehearsals and performance days.

WHY WORK IN THE COMMUNITY?

POSITIVE EFFECT ON THE WORLD

With the Bosch Parade Community, we want to touch and make our participants think by placing universal themes from Bosch's work in a contemporary context. Moreover, we connect people through collaboration, as they jointly create Bosch's spectacular fantasy world. More long-term effect is that all our participants become more self-reflective and have a healthy critical attitude towards our society through contemporary art. That is what we want! Like Hieronymus Bosch, to use art to make the world a little more self-willed and social.

EXPANDING THE PALETTE OF ARTISTS AND AMATEURS

Collaboration of artists with volunteers & amateurs is a source of new insights and creative ideas for both groups. The artist gets a much broader palette of possibilities, the amateurs and volunteers are challenged, fed and enriched. Moreover, working together on a project ensures that you belong somewhere.

Artistic director Miesjel van Gerwen: *"The professional makers carry and create the Gesamtkunstwerk. They have an in-depth view, they make the thought process to make Bosch's dreams tangible for the participants. Conversely, amateurs offer the professional the chance to rise above themselves. They are given the opportunities and resources to create work they could never have realised on their own: expertise in construction, love for what you do, fighting together to realise the work."*

SOCIALLY URGENT

Bosch Parade recognizes that there are still too many people outside our society, which often results in a cultural gap. These people often lack the social skills to really participate. Every edition, people with a cultural disadvantage are therefore extra involved through art projects that float along with Bosch Parade. To reach them, we work with social partners from the city and surrounding areas. This cooperation creates reciprocity. We help these target groups gain the competences to participate. At the same time, we give our makers a direct source of inspiration for the edition.

COMMUNITY SUPPORT

BLOOD GROUPS IN THE COMMUNITY

Different blood groups can be recognised within the community:

- Makers are the professional artists at the basis of the artworks.
- Fellow makers support the creators during construction and during the performances.
- Volunteers, in turn, help make the entire event possible.
- The Bosch Parade Team is supported by volunteers.

All these groups together make the Bosch Parade Community!

ROLE OF CREATORS VERSUS ROLE OF BOSCH PARADE TEAM

The creator is responsible for collaborating with the fellow creators involved. This keeps the maker in control of the artwork and creates the collaboration we are looking for: the amateur learning something from the professional and vice versa. That means a lot! Because it also makes the maker responsible for communicating with and recruiting their own co-makers.

Bosch Parade supports makers wherever possible to connect with the community. This starts in the selection, where we actively look for socially engaged makers and we include working with the community as a precondition. Sometimes we even include groups of participants in our open call. Within our team, there is a community manager who maintains our focus on collaboration. Finally, we organise very many opportunities to meet, both physically and online. Note however that the core always remains that the creators are ultimately responsible for their own project.

FACILITATING CONNECTIONS

Bosch Parade organises various meeting opportunities to connect with each other.

MEETINGS IN BOSCH PARADE CAFÉS

We strengthen commitment with Bosch Parade Cafés. Here, plans are forged and shared and connections between people are created. Everyone in our community is welcome: makers, co-makers, volunteers and all other interested parties. There is always a central part, where plans are shared and there are opportunities to actively participate in the conversations and discussions. The social part is all about meeting people. One Bosch Parade Café is dedicated specifically to evaluation.

MEETING PLACE GARDEN OF EARTHLY DELIGHTS

A particular asset in community-building is our open-air workshop, backstage and festival site in one. During the last month, the Garden of Earthly Delights is an indispensable place for connection. People work, rehearse and laugh together. And in one of the most beautiful places in 's-Hertogenbosch, on the waterfront near the Citadel!

EATING TOGETHER AT PERFORMANCES

The strongest tool for social cohesion is rehearsing and performing together! The ultimate Bosch Parade feeling always arises during the performance week. Eating together becomes an important unifying factor. At all evening performances and the try-out, Bosch Parade provides the communal dinner for the entire community.

ONLINE COMMUNITY

There is an active Facebook page where the community can meet, but also where makers can post calls. We also regularly post calls for participation in our newsletters and on our social media channels.

SUPPORTING THE ENTIRE COMMUNITY

Bosch Parade supports the entire community. Afterwards, we celebrate together in the Garden of Earthly Delights. Of course, there are T-shirts for the entire community. Extras such as an absurdist 'award ceremony' afterwards and a joint opening of the Garden of Earthly Delights make Bosch Parade unforgettable for the whole community.

INVOLVING THE BOSCH PARADE COMMUNITY

WHERE TO FIND FELLOW CREATORS FOR BOSCH PARADE?

One's own network is often a good starting point to find co-makers for the project. However, associations or existing other groups are also often strong parties to work with. Some of them are already included in the open call.

COMMUNITY RECRUITMENT

Bosch Parade recruits the volunteers to make the edition possible, no co-makers therefore! An exception can be made for international makers, as they have no network in the Netherlands. The maker is therefore responsible for recruiting enough participants for the work.

GRADATIONS OF COOPERATION

Gradations of cooperation are characteristic of Bosch Parade. This can be done with the involvement of co-makers, swimmers, actors, extras, musicians, dancers and choirs in the works. Involving a specific target group in the theme in the preparations, realisation or performances is also appropriate.

AN IN-HOUSE COMMUNITY MANAGER

A community manager can help shape the project, communicate with participants, and have the hands free to communicate during the busy construction weeks. Moreover, they can help recruit all co-makers needed.

MAKING THE CONNECTION WITH FOOD AND DRINK

We recommend connecting around food. From a home-prepared cup of soup with a sandwich lunch to fully laid tables in sheds, we have seen it all. Getting together for drinks afterwards is also a strong motivator. You can account for such things in your budget.

COMMUNICATION VIA CREATORS

Bosch Parade distributes all information relevant to the community (and specifically the co-makers) via the makers and via newsletters. So keep in mind that as a maker you have a big role to play in passing on that information! So as a co-maker, it is also best to contact your artist.

RULES OF CONDUCT

Bosch Parade adopts manners rules every year, especially also around the safety of working on the water. A topic that has our attention for the future is the appointment of a confidential advisor.



COOPERATION WITH CREATORS

OWN RESPONSIBILITY IS CENTRAL

The creator is responsible for the entire work, including those for all participants in the work. Bosch Parade is responsible for the event as a whole, including the collective image to the public.

WORKING ON WATER: PROMISING BUT CHALLENGING

Working on water is unpredictable. Currents can be strong or disappear altogether. Gusts of wind can unintentionally turn any vessel into a large sailboat. Safety is always a concern. Propulsion and steering is essential and must not fail. For safety reasons, Bosch Parade may require an additional float test.

There are four bridges on our route. The lowest bridge is six metres long and 2.75 metres high above the water. So think about the height and scale of your work, or make sure you can adjust the height as you sail. Above all, don't see the bridges as an obstacle, but as an opportunity to make a splash for the audience.

PUBLIC EXPERIENCE

Bosch Parade sails downstream on the Dommel River, 1.4 kilometres from Wilhelminaplein to the Garden of Earthly Delights near the Citadel in 's-Hertogenbosch. The medieval fortified city is a stunning backdrop, and audiences therefore watch from different heights and even from the bridges. Bosch Parade has one performance per day and passes by the audience in one hour, so each work has 2-3 minutes of attention. Your work must fall into the cadence of the parade to keep the audience involved in the performance. This means your work is always seen within the context of the work before you and after you. The artistic team takes this into account when determining the sequence of works.

SUSTAINABILITY

We ask artists to be responsible with the materials they use in their work. Sustainability is a spearhead and is achieved by using environmentally friendly materials and moving on water by muscle power or electricity. Development and/or re-use is essential. We fund works that have a second (or third or fourth) life after Bosch Parade, or are made from materials that can be reused.

INVOLVING THE COMMUNITY

Involving people requires attention. Ideally, you should

invite the community in advance, even while you are writing your outline proposal. Think about the people who will help you manage the community, for example by asking for a real community manager.

Bosch Parade Café evenings are the meeting place for makers and co-makers in the preliminary stage. The Garden of Delights serves as a meeting place during building and performances.

MUSIC AND COMPOSITION BY BOSCH PARADE COMPOSER

Music is a powerful connector that allows us to musically unite Bosch Parade. Nicoline Soeter therefore responsible for music of the entire edition of Bosch Parade. Of course, this is done in consultation throughout the process. Please share your wishes and ideas at the Open Call.

OWNERSHIP

The realised work remains the property of the creators after Bosch Parade. They are free to further exploit the work. Bosch Parade is open to supporting any further development wherever this is regarded as promising. The artists themselves are also responsible for storage or dismantling after the parade.

STRUCTURE ARTWORK BUDGET

A binding working budget will be determined on the basis of the approved plan (including production plan). This working budget consists of:

1. Fee, depending on the size and complexity, but at least complies with the Artist's Fee Directive and the Fair Practice Code.
2. Material and production costs, including costs for technique, such as sound amplification.
3. Costs for hiring third parties, such as artists, project supervision or support in engaging a specific target group.
4. Travel costs for international artists, for international projects only.

The project provides scope for organising additional sponsorship (of materials or otherwise). However, sponsorship is never allowed on the works and is only allowed in a way indicated by the organisation. Consult Bosch Parade before making arrangements with suppliers.

COMPENSATION

Bosch Parade applies the Artist Fee Directive for medium-sized organisations and, on average, the fees offered exceeds those amounts. We use 'realisation of new work in a group exhibition of 7 or more makers for 1 month'. We have used this as a starting point to determine the fees in the table below:

| NUMBER OF ARTISTS | SKETCH DESIGN FEE | ASSIGNMENT FEE | TOTAL FEE |
|-------------------|-------------------|----------------|-----------|
| 1 | € 500 | € 4.450 | € 4.950 |
| 2 | € 500 | € 6.600 | € 7.100 |
| 3 | € 500 | € 8.650 | € 9.150 |
| 4 | € 500 | € 10.600 | € 11.100 |

All fees are maximum amounts. All amounts are exclusive of VAT.

For additional substantive work, such as a complex collaborative project or a contribution to the education track, grants of between €1,000 and €4,000 are available, depending on the number of artists involved.

INDICATIVE AMOUNTS FOR MATERIAL AND PRODUCTION COSTS

Indicative material and production costs are €3,000 for a small-scale work built in our own workshop, up to €10,000 for a complex and large-scale work. Only in exceptional cases do we reserve a higher amount for materials, and then only if there is a prospect of a follow-up project. Are you working with a (large) community? If so, include a small amount in your production budget to pay for things like a lunch, barbecue or drinks.

Also take travel costs into account. Bosch Parade generally organises the transport of the artworks on the transport days (unless there are easy ways to transport the artworks yourself) - this does not need to be budgeted for. All amounts are stated exclusive of VAT.

COSTS OF HIRING THIRD PARTIES

When hiring artists, project support or support to engage a particular target group, we always ask the question: can you organise this with your own community, a new community or our community? This has an idealistic purpose: we prefer to work with the community as much as possible.

Sometimes it is necessary to use professionals, because of a special role in the implementation, a special construction method or a special project leader. For this, budgets of between €1,000 and €4,000 are available, depending on the need and complexity. Amounts exclusive of VAT.

TRAVEL COSTS FOR INTERNATIONAL ARTISTS

We can reimburse travel and accommodation costs for a maximum of three international projects. This only applies to artists who do not have their own accommodation in the Netherlands. Bosch Parade will only reimburse shared accommodation, such as our 'Terra Nova' Botel or a house or apartment arranged by the municipality, plus any (flight) tickets for the journey.

CONTRIBUTION OF OWN FUNDS

There is scope within the project to raise additional (material) funding yourself or to bring in a co-producer. Requests for sponsorship should always be made in consultation with Bosch Parade. Sponsorship messages are never allowed on the works and are only allowed in a form specified by the organisation. Discuss this with Bosch Parade before making any arrangements with suppliers.

OWNERSHIP

The realised work remains the property of the creators after Bosch Parade. They are free to further exploit the work. If it shows promise, Bosch Parade is open to supporting further development. The artists themselves are also responsible for storage and dismantling after the parade.

WERKEN VOOR PUBLIEK

AUDIENCE VISION

Our mission is to make all Bosch Parade visitors look at the world as 'modern-day Hieronymuses' in order to make that world a little more idiosyncratic and social. Moreover, we want to reach, surprise and inspire a large audience. To achieve this, Bosch Parade not only runs a sophisticated campaign that reaches a wide audience. Above all, we are appealing to everyone involved: your artwork must be presented to the public in the best possible way to touch them!

THEME IS LEADING FOR THE PUBLIC

The theme of the edition guides the selection and the performances, and we communicate this to the public in advance. With the theme we want to give a larger message to our audience and especially to all the participants. This goes beyond the individual work. Bosch Parade is a single entity because of its chosen theme, which makes the collective as important as the individual work.

THE ARTISTIC TEAM HELPS TO GET YOUR MESSAGE ACROSS

The artistic team monitors Bosch Parade in its entirety. The artistic team is therefore there during performances to help make the work come across as forcefully as possible to the audience. Indeed, it is through those eyes that they look at your work. It is for this reason that they are involved from the selection moment to the rehearsals and performances.

The artistic team consists of a curator, director and composer. Together, they look at the entire parade and in their own discipline they can provide additional help.

- Curator, visual artist who monitors the whole and looks on from the image/concept.
- Director, theatre maker who monitors the dramaturgical line and can enhance how the works interact
- Composer, musician who writes the music, but can join in the rehearsal to ensure the best sound and volume.

The artistic is assisted by the director.

The joint and individual rehearsal moments are there to create the best parade together with the artistic team. They stand on the bank and try to image how the public would react. Thanks to this perspective, the artistic team can be both complimentary and sharp.

So never forget: this artistic team is there to help you. So welcome their input to optimise your work.

AUTONOMY VERSUS COLLECTIVITY

The work's own autonomy is enhanced when it fits into the parade. Your work must fall into the cadence of the parade to keep the audience involved in the performance. This means your work is always seen within the context of the work before you and after you. The artistic team takes this into account when determining the sequence of works.

However, the rehearsals may reveal a different picture. In this case, the artist is in charge of his own work, the artistic team is in charge of the parade. This means that sometimes the artistic team will point to things that touch on the autonomy of artist's work. Although this is always done by mutual agreement, sometimes sharp discussions and conclusions cannot be avoided. For us, the artistic team leads, the artist is listened to, and if there are major issues, the director makes the final decision. See also the grey page!

ROL PRODUCTION TEAM

The production team is there to ensure that the whole parade runs smoothly in terms of production. This means making sure that the artworks have enough towing options, that they arrive at the starting point on time and that there are enough working scaffolds. They are never at a loss for ideas, but they cannot solve problems during the busy performance week. That is really up to the artist. You can, of course, consult with production about specific issues beforehand.

It has happened that a work could not sail along for a performance due to production problems. Because of safety issues, the production team is in charge here. Fortunately, not participating in a performance is a rarity. However, this always happens with works that were not completely finished during the technical test.

WORKING FOR PUBLIC

HOW DO YOU OPTIMISE THE EXPERIENCE?

There are literally hundreds of ways to do that. Think of way of sailing, the play of the people on board, the facial expression, the volume of the work, the distance to the work before or after you, a 'climax' at a prime spot, et cetera, et cetera.

The real answer to the question is preparing and rehearsing!

Some general things to consider:

1. Talk to our artistic team about your ideas, and share updates in your thinking.
2. Prepare joint rehearsals well to make the most of them.
3. Get as much experience as possible with your own rehearsals, dry in the studio.
4. Schedule your own float test for the technical test, with or without a non-complete version, that will do wonders for your experience.
5. Schedule individual rehearsals with programme production in the Garden of Earthly Delights, with or without the composer, director or curator present.
6. And our most important recommendation: use our artistic team to help you with this. They are watching from the banks.

WHERE ARE THE BEST SPOTS FOR SOMETHING EXTRA?

Your work should be used to its best advantage everywhere. However, there are some prime spots for a climax in your work, namely where most of the audience is gathered. These are:

- Before and after the three bridges
- In front of the grandstands
- At the public places Bastion Maria and Bolwerk

St. Jan

You can take this into account when planning your performance. So look at the route carefully.

ENTERING THE GARDEN OF EARTHLY DELIGHTS

The Garden of Earthly Delights is a special place where the works arrive and dock after concluding Bosch Parade. A presenter calls on the public to give a final hearty applause. Enjoy that moment!

HAVE YOUR WORK PRODUCTIONALLY UNDER CONTROL

The struggle of working on the water is always visible to the audience and does a disservice to your work. Have your work under control, make sure you know how your work sails and steers before you rehearse on the water. Always sail an extra lap in preparation. During a performance, a problem can become part of the performance by remaining 'optically relaxed'. This is only possible if you are in control of your work.

IS THE FIRST DAY THE HARDEST

The first rehearsal is the hardest day of sailing, because then everything is new. Sounds logical, right?

However, Saturday evening proves to be the most complicated sailing day. Because that's when everyone thinks they have everything under control and when life on the water takes an unexpected turn. A bit more current, changing wind, forgetting to charge the battery. So maintain a sharp focus, each and every day. Working on water is unpredictable.

DURING THE EVENT



DURING THE EVENT & PREPARATION DAYS HOW TO VISIT BOSCH PARADE?

WHEN ARE THE PUBLIC PERFORMANCES OF BOSCH PARADE?

Bosch Parade sails on Thursday evening at 20.00, Friday evening at 20.00, Saturday evening at 20.00 and Sunday afternoon at 15.00. The try-out on Tuesday evening at 20.00 is a full-fledged performance for some invited guests, but is not communicated to the public.

The first works will pass by halfway along the route at Bolwerk (see image of the route) at around 20.30 (15.30 Sunday). The end point is the Garden of Earthly Delights on the Citadel, where the first works will arrive from around 21.00 (16.00 Sunday).

The flow rate of the Dommel River determines the speed of the parade, so these times may vary.

WHEN IS THE GARDEN OF EARTHLY DELIGHTS OPEN?

The Garden of Earthly Delights will be open from wednesday until Sunday.

From its opening Wednesday to Sunday, the Garden of Earthly Delights will be open to visitors from the afternoon until late at night. You can find the entrance gate at Zuid-Willemsvaart 2, 's-Hertogenbosch. It is possible for the public to have a sociable drink or a tasty bite to eat. Visitors can also take a closer look at the works here or see the makers at work. They might even be tempted to help out....

The open-air studios remain open in case of bad weather, but the catering facilities may remain closed on bad days (too cold or too wet).

On performance days, you can witness the Final Ritual in the Garden of Earthly Delights, which will start after the last vessel of the parade arrives.

The Garden of Earthly Delights is accessible to the disabled.

ARE THERE TICKETS FOR BOSCH PARADE?

Yes there are! Bosch Parade provides some pleasant, paid seating spots right by the water each edition. Do you want to be sure of the best view and see the parade pass by in comfort? Then book your ticket in time via our website.

Moreover, with your ticket you support Bosch Parade and help make the colourful parade of works of art possible. Bosch Parade can also be visited free of charge. You can do so from the city walls, in the grass on the banks or on the often crowded bridges. Of course, the best free spots are quickly occupied and often less comfortable.

For our disabled visitors, seats at Bolwerk are accessible by lift.

MAKER DISCOUNTS/TICKETS

Of course, as a maker you also want your own supporters to experience Bosch Parade. For this reason, makers receive a number of tickets from us. You will also receive a number of discount codes. So you can also offer a few people a cheaper seat on a stand.

ACCESSIBILITY

We ask everyone to travel by public transport. Bosch Parade can be reached on foot from 's-Hertogenbosch station. Parking is available for cyclists at Citadel.

For more information on parking and accessibility see: <https://www.visitdenbosch.nl/nl/plan-je-bezoek/parkeren-bereikbaarheid>

CAN YOU SEE THE PARADE FROM THE GARDEN OF EARTHLY DELIGHTS?

No, you won't be able to experience Bosch Parade from there. This is because the works enter the Garden of Earthly Delights and the parade literally falls apart. Also, the ships are often docked, which stops the work in progress. However, it is a fun place to watch the parade come in. We provide a presenter to 'cheer' the works in and ask for a final round of applause for the artists and participants on board.

WHAT DOES A BOSCH PARADE DAY LOOK LIKE

9.00–18.00 TOWING OF WORKS

On the performance days (including the dress rehearsal and try-out), the works are towed to the starting point by the Bosch Parade production team. This is a time-consuming task and takes many hours. So during this period your work is not available for a quick adjustment or is located in another place where there are no facilities.

17.30–19.30 CHANGING AND PREPARING

You may have a number of performers or musicians who are putting on a costume or need their make up done. Make sure you do this on time and are ready. Depending on where you are in the parade, this could be before or after dinner.

18.00 EATING TOGETHER

All makers will receive an envelope at the try-out. This contains T-shirts for all the volunteers who contributed something at your place. Also in there are consumption tokens and vouchers. At the evening performances, Bosch Parade will provide a communal meal for all makers, co-makers and volunteers in the Garden of Earthly Delights. From 18.00, food will be waiting for you in the backstage area.

18.30 BRIEFINGS

Every day around dinner time, there is an artistic and production briefing about any changes and updates. A representative from each work must attend this briefing. Maximum 2 people per work.

19.00 TO THE STARTING POINT

The participants then leave in good time on foot to the starting point. This is about a 25-minute walk. Two vans will be used to transport large instruments, props that cannot be taken on foot and for people for whom this walk is a challenge.

20.00 DISCIPLINE

The order of the works in the parade has been decided by the artistic team. The works are 'pushed off' in that order at the starting spot by the production director. There is limited space at that starting point. This means that not everyone can board his/her work at the same time. Depending on the size of the groups, the required preparation time and the departure order, agreements on timing are made.

20.00 - 22.00 SAILING TOGETHER

However minimal the flow of the Dommel River sometimes looks, it ultimately dictates the direction and base speed of the parade. During the sailing parade, the works have to maintain a steady distance from each other for an optimal experience at the waterfront. It is also in your own interest that your work reaches the audience in the best possible way.

21.00 - 22.00 AFTER THE SAILING PARADE

Upon arrival, the artist makes sure his team gets off the vessel and the vessel is docked at the instructions of the production director. Immediately remove anything that needs to be removed from the work. Make sure any batteries get on the chargers to make sure they are 100% charged the next day.. For swimmers, there is always hot soup and a shower. Also store your costumes and wetsuits neatly again so that it hangs ready for the next day.

22.00 - 22:30 AFTERWARDS

Once all the works are in around 22.30, a short evaluation takes place with the makers each day (15-30min) to finalise the details for the next day. One person with final responsibility for each work must be present for this. Again, maximum 2 people per work. This is also a time to share your own findings and enthusiasm. And the bar is open until just before closing time!



REHEARSALS

WHAT IS THE IMPORTANCE OF REHEARSALS?

For a regular exhibition, there are no rehearsals. However, rehearsals are crucial for Bosch Parade. The public will be watching a drifting group exhibition carefully compiled by the artistic team. That has selected the works to collectively show a world-class parade to a very large audience.

The fact that the exhibition will float by makes it extra important that everyone abides by the rules on the water. As in any group exhibition, the works relate to each other. So do not think that your work will benefit from being seen out of context from the surrounding works. Isolated with lots of space around your work - the effect will be that the audience will lose interest for it all takes way too long. That is not in your interest either. By comparison: in a museum, a visitor looks at a work for about 19 seconds on average. At Bosch Parade, we manage to keep your work in view for about 3 full minutes with each visitor. And that among many thousands of people!

Performing an exhibition like a parade on water is unique worldwide. But it does require extra practice in the form of rehearsals and try-outs. Very much needed to let the works -including yours- shine optimally on this special stage. It takes time, but it is well worth it.

FINAL RESPONSIBILITY

The final responsibility for the work lies with the artist. This also means that you are responsible for solving possible problems with your work during the Bosch Parade Week. You make sure your work is ready on time and sufficiently solid to withstand the rehearsals and performances. You also make sure your team is complete for each performance and always present on time. Does this sound very strict? We get that. But it is mainly meant to create clarity and thus ensure that we all know what to expect from each other and what not.

Should you run into any problems that you cannot resolve, the Bosch Parade team will of course assist you. Communicate about this in time.

CAN EVERY WORK BE INCLUDED IN BOSCH PARADE?

The artistic or production team may indicate that a particular work cannot be included in a performance or edition. It is ultimately up to the director to decide whether this happens or not.

On rare occasions, works have not been included in a Bosch Parade performance. Usually this only happens with works that have not performed adequately during the technical test. So make sure that everything is in order during the technical test.

GREY PAGE

WELCOME
to all the unforeseen things
that we don't yet know!

There are always going to be things
that we run into at Book Parade, but..
Who is going to solve them?

You?
Me?

Us?

This page names that 'grey' area
our only best advice:

KEEP TALKING ABOUT IT!

WORKING IN THE GARDEN OF EARTHLY DELIGHTS

BUILDING IN THE GARDEN OF EARTHLY DELIGHTS

In the Garden of Earthly Delights, there will be a greater emphasis on working on artworks for the Parade this edition. Among others, David Bade and Tirzo Martha (both NL/Curaçao) will work here from the public opening with various community groups to realise their work. Among others, they will do so with a group from Stichting Loods, an organisation that tries to strengthen the weakest links in our society a bit.

Space will also be made there for a number of other artists to build, assemble or finish their work. On the banks and on the water. Would you also like to build in the Garden of Earthly Delights? Then coordinate that with us.

The closer we get to the parade, the busier it will get by and on the water. The Bosch Parade Community here is increasingly growing into a big warm working community. Everything happens in the open, visible to visitors.

GUESTS AND PROGRAMME IN THE GARDEN OF EARTHLY DELIGHTS

The Garden of Earthly Delights is open to the public from Wednesday to Sunday. In addition, there are programmes we organise ourselves. Among other things, the garden hosts an education programme with schoolchildren aged 10-14. Cultural partners hold regular meetings and business relations can receive their guests there. Our catering partners always provide hospitality and catering.

All this offers a lot of space, but thus also requires discipline to make optimal use of it. Cleaning up in between will also be necessary to keep the Garden clean for visitors. Of course, work also has to be done safely.

FACILITIES PRODUCTION AREA AND CATERING

A production area will be set up in the Garden of Earthly Delights with dressing rooms, clothes racks, mirrors, showers and toilets for performances. There are also lockable containers for storing materials overnight. Only a limited number of lockers is available to leave valuables.

The production area is staffed daily. During staffed hours, water, coffee and tea are always available free of charge for the Bosch Parade Community.

During performance days, there will be a communal meal. This is a light meal, similar to a hearty lunch. We serve only vegetarian dishes. Based on the rehearsal schedule, no lunches are provided. For swimmers, there will be soup after the performances. Please order meals in time for your participants/volunteers who are working during rehearsals or shows. Without an order by the artist, no meals will be available for your team. We reserve meals and consumption tokens for the participants/volunteers by who have been registered.

HOUSE RULES GARDEN OF EARTHLY DELIGHTS AND BACKSTAGE

The following house rules apply in the Garden of Earthly Delights:

- Keep workshop clean and clean up everything daily.
- Work safely and with proper protective equipment in the Garden of Earthly Delights.
- Use of tools that produce metal fine dust are only allowed in the Garden of Earthly Delights workshop due to possible damage to the boats in the marina opposite. Think of grinding, welding, sawing, etc.
- Stichting Bosch Parade accepts no liability for any kind of damage or theft. We therefore advise you to leave valuables at home.
- The Garden of Earthly Delights is only accessible by car before the Garden opens to the public. This is for loading and unloading only, so please park your car as soon as possible. This also means that you may not park your car in front of the entrance.
- Bosch Parade has no parking spaces in the historic city centre of 's-Hertogenbosch. Cars after unloading park in the surrounding area
- Bicycles in the bike racks at the Garden of Earthly Delights and not on the grounds.
- The works (and all involved) may only use our own pontoon jetties, do not enter jetties across the water.
- Keep showers and toilets clean.
- During performance days, only people with a community band are welcome in the backstage area.

WHAT DO I DO WITH MY WORK AFTER THE EVENT?



WHAT DO I DO WITH MY WORK AFTER THE EVENT? IMMEDIATELY AFTER THE EDITION

CLEANUP & TRANSPORT

First and foremost, all works are expected to be taken away immediately after Bosch Parade. After all, three days after the final procession, we are expected to return the site in a spotless condition to the city. You can use the Monday and Tuesday after the performances to clear your work area and remove your work of art.

The work is the property of its creator. Bosch Parade takes care of transporting the work back to the creator's studio if they cannot transport it themselves.

SUSTAINABILITY

We ask artists to be responsible with the materials they use in their work. Sustainability is a spearhead and is achieved by using environmentally friendly materials and moving on water by muscle power or electricity. Development and/or re-use is essential. We fund works that have a second (or third or fourth) life after Bosch Parade, or are made from materials that can be reused.

SUPPORT IN REUSE

We would like to see you reuse your work. Sometimes we can even support further development, but this will always require early consultation. See also our examples in this chapter. Plan those consultations well before the edition takes place!

If you want to further develop your project yourself, Bosch Parade has limited storage available. The storage is meant for Bosch Parade items and works that will be used more often after the edition. These works can, in consultation and if space permits, be stored for one year free of charge to explore future prospects.

Work that will eventually not be used anyway should be removed from our storage. We charge a fee for storing work that is successfully reused. Bosch Parade can always ask the maker to remove the work or store it elsewhere due to lack of space or to provide space for new projects.

EXAMPLES OF REUSED WORKS

Although we have the works made especially for the edition, we encourage the reuse of works of art. We now have a number of inspiring examples of this, both large and small, in performances and exhibitions.

2022 W'ATLANDIS – ATM MODEL ART

If the sea levels continue to rise, Bosch Parade will be passing along your dormer window in a few decades... W'atlandis warns us against that. It shows us how Atlantis, the sunken city of yore, becomes the city of the future – a marvellous metropolis where we're no longer tempted by the joys of consumerism, and where culture and nature amplify each other instead.

Like a tranquil laboratory, a garland of isolated 'experiments' peacefully passes down the stream. Floating fountains cleanse the air. Inside the surrounding spheres, plots of vulnerable landscapes are protected against the polluted world outside. Will this be awaiting us?

ATM Model Art created W'Atlandis for Bosch Parade. Together with Mojo, we invested in the work so that it could also be displayed at Down the Rabbit Hole festival.



2022 ANGLER MAIDEN – LISA NIGRO

For Lisa Nigro, artistry is like a religious vocation. "It has always been my dream to create art – together with, and on behalf of, communities around the world". Previously, she made interactive works of art that were full of fire effects for the annual experimental art festival Burning Man in the Black Rock Desert of Nevada (USA). Now, she has created the Angler Maiden for Bosch Parade 2022.

Angler Maiden is a monster-like fish constructed of steel and old iron, that seduces the fishermen with her music and her colours – and her fiery demeanour.

Angler Maiden was purchased by an enthusiastic visitor to Bosch Parade, and he placed it in his garden in Berlicum.



2022 THE LEGENDARY GOURMAND – KRISTA SMULDERS & MICHELI UBELS

Even more fantasy with Krista Smulders & Michiel Ubels. For their artwork they asked children to let their imagination run wild. What kind of sculpture would they like to see? A flaming rocket, a hairy monster, an elegant castle, or all of these together? The result is the De legendarische lekkerbek, a huge, voracious fish that shows what our unbridled consumerism leads to.

Krista and Michiel's work landed in the free art route 'Roete Route - Biëstig in de Binnenstad' in Venlo.



The Legendary Gourmand by Krista Smulders and Michiel Ubels has been reused in an outdoor street exhibition in Venlo.

2016 WE LIVE ON HAPPILY / SLIPPERY SLOPE

"A performance in light of the changing climate. An exciting performance in which the dancers have to make choices between helping each other or saving themselves. Between recognisability and absurdity. As an audience, you get involved in the dire situation and are shown several mirrors about the boundless talent we all have: maintaining the greatest possible denial about the threat we create ourselves. Are you getting warmer yet?"

After participating in Bosch Parade in 2016, Vloeistof made an independent performance of the huge floating roof, which has been seen at Festival De Karavaan (Alkmaar), Festival Onderstroom (Vlissingen), Sonsbeek, Veurne (Belgium), La Strada Internationales Festival der Strassenkunst Bremen (Germany) and Zeeland Nazomerfestival in cooperation with Het Watersnoodmuseum.

2022 SURVIVAL UNIT - MARTIJN VAN DALEN

Individualism doesn't make our earth better off. We think our personal pleasure is more important than the environment and find it hard to resist harmful temptations. Survivalunit shows what this could lead to, offering a mirror with a grim image of the future.

Inside a vegetable greenhouse, lives a man who succeeds in surviving this silent disaster. Within this sterile solitary space he can fend for himself, but for how long? Survivalunit merges alienation and reality, warning us for what may lie ahead.

In 2022, this work ended in the Jeroen Bosch Garden in 's-Hertogenbosch, where we place a work after each edition.



Survival Unit of Martijn van Dalen has been exposed in the Jeroen Bosch garden in Den Bosch.



'Slippery Slope' from dance company Vloeistof was called 'We live on happily' in Bosch Parade.

2013 SONATE JHERONIMO - ROB VAN DAM

Sonata Jheronimo was artist/architect Rob van Dam's contribution for 2013. Two floating horns powered by paddle wheels with pedals similar to a pedalo. Over the years, the two horns have become iconic images of Bosch Parade.

Rob van Dam has ensured that his beautiful floating horns can also be used on the street. This allows him to use them at many events. Sonata Jheronimo rode around Oerol Terschelling, floated on Lake Geneva, was part of Music on the Dommel Eindhoven and served as the unofficial opening act for the three-day Down the Rabbit Hole 2022 in Beuningen, among others.



2011 TROOSTVLOOT - ELLEN RIJK

The wooden boats of Troostvloot are based on elements of Gothic architecture in form and graphics. The boats are like reclining chapels on the water. Chapels are small shrines; they invite silence, contemplation and reflection. Religious or not, people seek peace and comfort there, for grief over death or over life.

Troostvloot was commissioned by Bosch Parade 2011.

The boats of Troostvloot have been seen in many places over the years. Always in a different setting. But always true to the initial intentions.



Ellen Rijk's Fleet of Comfort showed up in many places.

EXAMPLES OF FURTHER DEVELOPMENT

Bosch Parade's biennial edition provides new commissions for visual work, composition and texts for both young and established talent. The space between the biennial editions is used, in line with the multi-year strategy, for development, experimentation and collaboration to further strengthen the event and the art climate.

As a rule, we ask artists to further develop work themselves. We often do this when there is also a suitable cooperation partner for this who - together with Bosch Parade - can contribute to the project. It is also important that we strengthen our organisation more long-term through this collaboration.

Below are examples from recent years.

2022 ANTWAN'S HAND – LUCAS KASTELIJN

He conceived it for in a dry desert; after all, his inspiration was Hieronymus Bosch's Triptych of Temptation of St. Anthony, the desert monk of Egypt... But Lucas Kastelijn created his artwork Antwan's Hand for Bosch Parade 2022: in June, the inflatable tower of dreams and desires became a floating mirage, with which Lucas and a tangle of dancing, sensual bodies paid tribute to boundless imagination.

Almost three months later, however, Antwan's Hand as yet managed to reach its predestined location: Black Rock Desert in Nevada, during the experimental arts festival Burning Man, themed 'Waking dreams'. Lucas: "Burning Man is all about mutual generosity and self-sufficiency: you take something or do something for each other, all voluntarily, without money. So when the organisation invited Bosch Parade to come and have a look, the idea arose to bring Antwan's Hand. As a gift from Bosch Parade for Burning Man."



2019-2020 WITTE VLEUGEL - BERT VOGELS

The artwork 'White Wing' by visual artist Bert Vogels and composer Loes Reiling was developed as an interlude in Bosch Parade edition 2019. It reflected upon a tough battle, a moment of rest, looking back on the struggle to create space for the new.

During the coronavirus outbreak in particular, time for reflection arose for many people as a need for the new. Unfortunately, this is not positive for everyone: culture makers sat unemployed at home, residents of care homes stayed isolated inside. With the project, Bosch Parade wanted during the pandemic to briefly remove elderly local residents from their isolation while at the same time provide makers from multiple disciplines with a paid assignment.

Together with city poet Doeko L., composer Loes Reiling and the Zuid-Willemspark, Bosch Parade went in search of residents' exceptional reflections on the transformation of the Zuid-Willemsvaart into the Zuid-Willemspark. The corresponding insights and stories of residents of the 'Nieuwehagen' care home were collected by four poets during the lockdown period. It resulted in four new songs, which were played during the Bossche Zomer and at the opening of the 'Tribune' subproject of the Zuid-Willemspark along the former canal.



2021-2022 NAÏAD – SKYPUNCH COLLECTIVE

On a mirrored cliff, a rock full of reflections and reverberations, a creature stirs. She moves on howling sounds, sometimes lovely, sometimes monstrous, suddenly with two heads, then four. Her arms double, growing from her back or from her legs. With her alienating dance, she lures more figures towards her and the rock is set in motion. A game unfolds between holding on and letting go, moving along and dropping off, drowning and rising again. NAÏAD is a sensual performance that balances at the intersection of dance, music and visual art. The work makes ultimate use of its playing environment by making water an indispensable element in the performance. Similarly, the mirrors that make up the set ensure that the environment, sky and weather are incorporated into the image.

Skypunch Collective is a multidisciplinary collaboration between Celine Werkhoven, Anna Zurkirchen and Antonio Alemanno. The collective aims to harness the human body and its capabilities to create alienating, poetic and reality-transcending performances. The combination of movement, sound and highly visual scenography is the common thread in the work.

Naïad was created for the 2022 edition of Bosch Parade and was further developed into a standalone performance by the young makers of Skypunch with support from Bosch Parade. The registration can be found here: <https://vimeo.com/635657684>



2019-2026 TRIOMF / THE WEIGHT OF WATER – PANAMA PICTURES & ROB VAN DAM

In 2019, the sailing staircase Triumph by visual artist/architect Rob van Dam was part of Bosch Parade. In co-production with Panama Pictures, we brought back the Triumph with The Weight of Water as an exciting setting for a poetic dance/circus performance. The pilot version of The Weight of Water was shown at the Garden of Earthly Delights in 2022, the short version at Down the Rabbit Hole in 2023 ('the visual highlight of the three-day, sold-out Down the Rabbit Hole' - NRC) and the full performance at Theatre Festival Boulevard (audience favourite with an 8.9 rating). The collaboration will lead to performances across Europe, from Spain to Lithuania, until 2026

Sleek white in design and imposing in appearance, the swaying staircase creates an unstable balance. Just one of the sailors needs to move to the other side and the whole thing tilts. So the stakes are high in the dance on the sailing and tilting staircase: the six performers must react immediately to the movement of each other and the object. It thus demonstrates a pursuit of power, but also shows dependence - on each other, and on larger uncontrollable elements.

Weight of Water is a co-production of Bosch Parade with Panama Pictures. The long version will premiere at Theatre Festival Boulevard, as a true Bosch party. The preview can be found here:

<https://panamapictures.nl/shows/the-weight-of-water/>



Rob van Dam's Triumph became Weight of Water by Panama Pictures in co-production with Bosch Parade.

2024-2026 EVOLUTIE DER DEMONEN - BOOST PRODUCTIES

In the 2024 edition, Boost Productions presented 'Three Characteristics Magnified' as contemporary demons. The next step is the translation into a nationally touring full-length theatre programme, 'Circus for the People'. In this programme, with the three created images as co-actors, Boost also makes room for interpretation by a local community, project or institution. As a lasting relationship and audience-building exercise, these will premiere at the Garden of Earthly Delights as the opening performance of the Garden of Earthly Delights in 2026, followed by a national tour. They will also perform in prestigious venues such as Porto Circolo.

2024-HEDEN RAD VAN WONDE-N/R - CAMIEL CORNEILLE

With Camiel Corneille, the performance 'Rad van Wonder', an artistic exploration of the contrasts between physical possibilities and contemporary torture, will be further developed. The work will be adapted for an indoor version at the Korzo Theatre, to be performed alongside the water version.



HOW DO WE COMMUNICATE ABOUT BOSCH PARADE ?



HOE COMMUNICEREN WE OVER BOSCH PARADE? CAMPAIGN & GOALS

AUDIENCE VISION

Our mission is to make all Bosch Parade visitors look at the world as 'modern-day Hieronymuses' in order to make that world a little more idiosyncratic and social. Moreover, we want to reach, surprise and inspire a large audience.

THE CAMPAIGN

Bosch Parade wants to grow in terms of reach and impact. Through audience engagement, knowledge sharing and inspiration, we share 'the perspective of Hieronymus'. The works of Bosch Parade are the main elements to create content on. The programme booklet is available to give context and tools to the audience.

We already reach the older audience well. They are important and that can and should be said. From now on, we call them Youngsters. Because their energetic and young outlook is what got us where we are today and what keeps the (cultural) Netherlands going. Besides regular visits, we want to entice them to come to the paid parts with attractive seats and package deals.

We also want to see the young online visitors along the route. Rejuvenation of the artistic team and the field of participants (including talent programme) contribute to this objective through identification. A special aspect within audience engagement is the Garden of Earthly Delights. With the Garden of Earthly Delights, a new format will be used to bind a younger audience in particular to Bosch Parade. These include active families as well as young people aged between 16 and 30. The Burgundian catering offer will be linked to the building and artworks in the Garden of Earthly Delights to reach them specifically.

Bosch Parade aims to reach people at a distance from culture by implementing a social responsibility strategy with social partners (in the community) and sponsors. The use of the Bosch Parade Community in the parade is also an important tool for this.

In the run-up to the parade an online cross-channel campaign gives a unique insight into the making process. Artists in their studios, collecting materials and then the challenge of material choices are featured. The images shared leave much to the viewer's imagination. For example: performing floating tests, inflating inflatables and producing sounds with the often unique, handmade instruments.

We kindly request your input for this campaign.

TARGET GROUPS

Although Bosch Parade strives to appeal to all audiences, we have chosen to focus on three specific target groups for an effective campaign. For Bosch Parade 2024, Youngsters were the primary target group in the national campaign. We aimed to reach them with the offer of paid seats. The other two target groups were active local families and the so called 'Young, hip and happening' individuals. This group was targeted more locally, too. The chosen target groups are interconnected. The parents of today's active local families are (partly) the affluent culture seekers of tomorrow. A portion of the young, creative minds classified as 'Young, hip and happening' will settle in the Brabant province and might start a family in the future.

| TARGET GROUP | AFFLUENT CULTURE CURIOUS - 'YOUNGSTERS' | ACTIVE FAMILIES | YOUNG, HIP AND HAPPENING |
|------------------------|---|--|--|
| Description | Youngster are reinventing what it means to grow old. Largely from a generation that invented youth culture, was at the cradle of contemporary pop music in the 1960s and 70s, set the fashion scene for decades and still has a sizable stake in the economic, social and political arena. | Young, busy families with many daily commitments experience continuous time pressure. When schedules permit, they are culturally very active. At the forefront are the children, who largely determine their parents' leisure activities. More than other groups, they visit cultural activities with their own and befriended families. | This group is young, open-minded and creative. They tend to steer away from established preconditions. Higher educated, often still studying or working in a liberal profession. They are happy with their vibrant cultural life in the city. They have a lot of time but not always much budget to spend on culture. The group goes to events and festivals a lot, often in groups. |
| Characteristics | <ul style="list-style-type: none"> Over 45 years of age Salaried, entrepreneur, liberal profession, (pre) retirement Higher or university education 1.5 or 2 times modal income Like to eat out Value arts and culture in their own lives and for society | <ul style="list-style-type: none"> 30 to 55 years old, have children in all age groups Salaried, entrepreneur Higher or university educated 2x modal income Their busy existence requires many amenities | <ul style="list-style-type: none"> 16 to 30 years old Studying, self-employed, part-time job in service sector Relatively young and open-minded Higher secondary school, higher professional education or university Below average or modal income Visiting culture is an important part of leisure activities |
| Objectives | <ul style="list-style-type: none"> Bosch Parade paid visit Garden of Earthly Delights catering | <ul style="list-style-type: none"> Garden of Earthly Delights catering Bosch Parade free visit | <ul style="list-style-type: none"> Garden of Earthly Delights catering Bosch Parade free visit |

KEY NUMBERS OF FORMER EDITIONS

NUMBERS OF VISITORS

2019: **27.000** 8TH EDITION

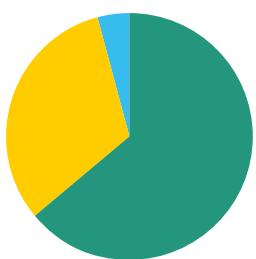
2022: **36.000** 9TH EDITION



VISITORS CHARACTERISTICS 495 VISITORS

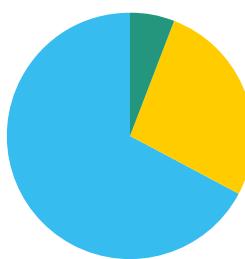
GENDER

● woman ● man ● otherwise



AGE

● 18 - 34 years ● 35 - 54 years ● 55 years and older

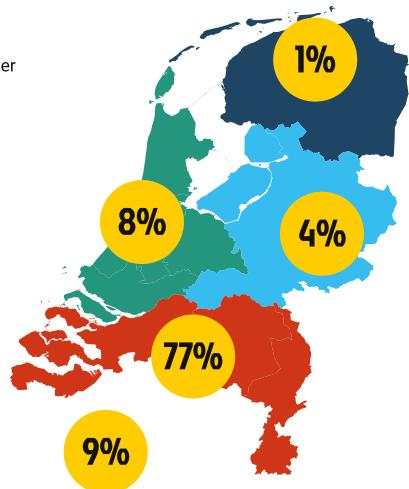


LEVEL OF EDUCATION

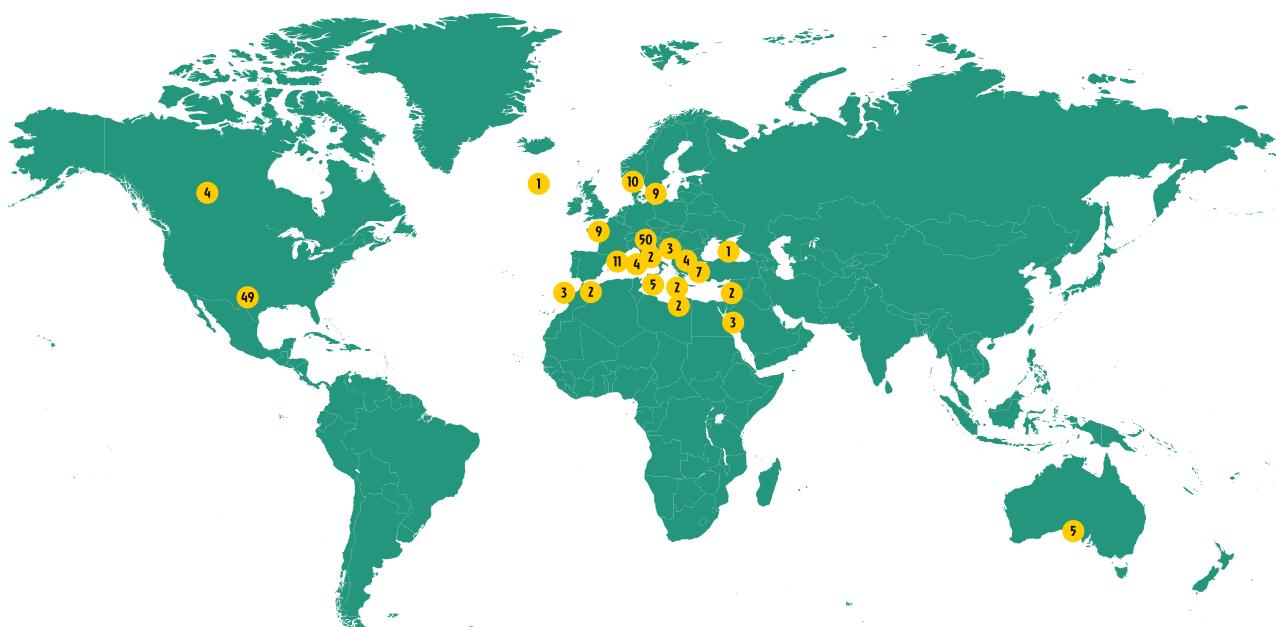
| | | | |
|---------------------------|-----|-----------|----|
| theoretical | 72% | practical | 4% |
| theoretical and practical | 15% | unknown | 9% |

ORIGIN OF THE VISITORS

| | |
|-------------|-----|
| Netherlands | 91% |
| abroad | 9% |



SOLD PER COUNTRY



COMMUNICATION TOOLS

To give an idea of our campaign, some components of the marketing campaign are further named below.

NEWSLETTERS

In communication, information is distributed attractively in several phases to build momentum for Bosch Parade. Bosch Parade sends its supporters frequent newsletters containing inspiring and activating content:

- Art: information about the creators, the creation process and their work
- Ticket sales information and calls to action
- Practical information during the event
- Community: recruiting volunteers, facts and figures and looking back on successes

SOCIAL MEDIA

All Bosch Parade social media channels consistently campaign for Bosch Parade. The artworks, the Garden of Earthly Delights and sporadically a look back at previous editions, with calls to readers like "what was your favourite?". The channels Bosch Parade uses are Facebook, Instagram (separately Bosch Parade and Garden of Earthly Delights), LinkedIn, YouTube and X.

WEBSITE

Bosch Parade has a multilingual, mobile-friendly site on which well-structured information is offered in various ways.

PRESS RELEASES

Press lists have been compiled for Bosch Parade to suit the target groups.

ADVERTISEMENTS & NEWSLETTERS

Nationwide advertising is done with customised ads, online advertorials, newsletter advertorials and banners in print and online media such as de Volkskrant, Museumtijdschrift, Groene Amsterdamer and Zout magazine.

POSTERS & FLYERS

Through outdoor posters, bus shelters, sandwich boards and indoor A2/A3 posters are distributed in the large and medium-sized cities of Brabant and the surrounding areas of 's-Hertogenbosch. Posters are also hung in the Randstad area.

LETTERS TO RESIDENTS

Residents living near the Garden of Earthly Delights and the parade route are informed about practical matters and invited to the Garden of Earthly Delights by means of two letters. Residents of De Muntel district will receive a promotional A5 flyer via door-to-door distribution.

PROGRAMME BOOKLET

A programme booklet is produced every edition. This 52-page A6 booklet successfully distributed during the parade days.

FOTO REPORT

Photographers with their specific areas of expertise are deployed as roving reporters during the Bosch Parade Days and in the Garden of Earthly Delights. This produces a wealth of visual material! These photo's and video's are used to promote Bosch Parade and it is used to keep in touch, most of it is used to keep in touch with our supporters in the run-up to the next editions.

VIDEO REPORT

Both media partners and our own video team make short and long recordings of the creative process and the final performances. Focus for our video teams is on making short videos of 40 to 60 seconds. Media partners also do coverage of the parade, with highlights Deutsche Welle (5 min, international audience with highlights Deutsche Welle (2022) and This is Colossal (2024).) and DTV (30 min, local audience).

COMMUNICATION FOR AND ON BEHALF OF THE ARTISTS

In order to draw as much attention as we can for Bosch Parade, we use a wide range of communication channels, aimed at the audience and the press. We would like to inform you what these channels are, how we use them and what you can expect from us.

You as makers, however, can offer a vital contribution to the strategy, by spreading your and our message as broadly as you can among your friends, relatives and networks and within your organisations. How you can help is described below.

THE BASIC PRINCIPLE: AUDIENCE FIRST

The promotion of the event will be taken care of (and paid for) by Bosch Parade. We do this through posters, flyers, advertisements, the website, social media, newsletters and press releases. Within these means of communication, we will be using images from all the works of art.

Bosch Parade also prepares texts about the makers and their works for the program booklet, the website and social media – among others. These texts have been based on the information offered by the makers. For the ‘transformation’ of the information we specifically aim at the audience: ‘What will the audience experience?’. Naturally, you may use these texts for your own communication purposes as well.

Using a clear set up and tone we first and foremost outline the project as a whole: Bosch Parade is not a fragmented procession, but a unified whole: a confluence of unique works of art. Moreover, we emphasize the ‘Powered by defect’ theme as the source of inspiration. Therefore, some works of art may occasionally get (a little) more attention.

YOUR WEBSITE AND SOCIAL MEDIA

In order to inform the audience more broadly and thoroughly about you and your artwork on the Bosch Parade web site and social media, we like to add media links to your website, social media or on-line movie clips. What (and how) you wish to communicate there, is up to you – naturally.

Connecting a wide variety of networks is one of Bosch Parade’s strengths. However, your input is essential. So please tell the story, distribute posters and flyers, share social media messages and point out to the newsletters

that people can subscribe to. In that way, we can magnify our reach and create a community of people who are interested – not only in Bosch Parade but also in you as an artist.

You will receive flyers and posters from us to increase awareness. You will also get a digital package of Bosch Parade logos. And should you need any more or anything else, just let us know and we will take care of it.

Bosch Parade will also create its own Facebook event. In order to use this with maximum effect, we ask you not to create your own Facebook-event, but to join that of Bosch Parade instead. Please also share and spread messages – and add your personal comment to them!

Always use hashtags (#) and/or tags (@) in your messaging about Bosch Parade on your social media. That’s: #boschparade and @boschparade. And, when referring to makers, please do it like this: @erik_vink_artist or @folkert.de jong & Wijfamilie @artivon.

Please also check the links you provide us, so that visitors will always land on the right page with the correct information.

REPORTING

Photos and films will be made during the construction and performance days of Bosch Parade. These pictures and movie clips will be used on the website and on social media, among others. We will offer a number of photos for each work of art/maker. These are free of rights, so you can use them in the way you choose. You must however mention Bosch Parade whenever using them, plus the names of the photographer and the maker(s) in the picture.

PRESS AND CONTACT

Bosch Parade informs the media and journalists through press releases and personal contacts. Should you be (directly) approached by them, regarding Bosch Parade, then please consult us beforehand. This way, we can prevent any contrasting messages or double messages and establish our joint story in a more strategic way.

JOINT EFFORT

Combining our joint effort with all these tools, we hope to create maximum awareness of Bosch Parade – making Bosch Parade a well-attended, large-scale success every time.

SPONSORSHIPS AND LOGOS

FINANCING MIX

Bosch Parade has the backing of many financiers. The financing mix includes sponsors, subsidies, private income, co-financing, ticket sales and catering. They support Bosch Parade through personnel, materials and financial resources. There are also relationship evenings and dozens of networking events. To share all this well, without overwhelming the public, a comprehensive communication strategy has been drawn up.

LOGOS ON WORKS?

No sponsorship messages, in any form whatsoever, are allowed on or attached to the works of art themselves during the performance of Bosch Parade and/or in the Garden of Earthly Delights. This is because we do this centrally at fixed locations on the grounds, in the programme booklets and online.

OWN SPONSORS?

It is certainly allowed to raise your own resources and funds, in addition to the remuneration by Bosch Parade! This can be in the form of (project) subsidies or facility sponsorship. However, it is always advised to coordinate this with Bosch Parade. Mention of sponsor names of self-raised co-financiers and material sponsors can be included on the Bosch Parade website and the programme booklets in consultation with the principal.



OWN COMMENTS



ARTISTS' CHECKLIST

This checklist is designed to keep a clear view of your project. Not all issues matter for you, but still read everything carefully and check out what is already done.

Please pay attention: Bosch Parade is a stage for you to show your work to a very large audience in a beautiful surrounding and in a special context. We help where we can with our expertise and all the general things, but it remains your project and the production of your project therefore also is your responsibility.

1. PRODUCTIONAL PREPARATIONS: CONSTRUCTION PROCESS & PRELIMINARY

- Do you have a suitable workshop? (Bosch Parade does not have its own workshops, but for some international projects we can mediate)
- If you need paid support, do you have that included in your project budget and your schedule?
- Do you take care of your own transport? If you can't, strain it with our production manager Stephan Grilis.
- Do you already have it clear if a floating test is important for your work?
- Do you participate in the community Facebook for exchanging stuff and knowledge via group app artists?
- Do you have enough people to assist you: Builders / technical people / costume makers? Or post a question on our Bosch Parade community facebook page.
- Materials
 - Is everything arranged for costumes (fabrics, sewing machines, people)?
 - Did you arrange wetsuits for your swimmers?
- Did you arrange the disposal and/or storage of your project afterwards?

2. WORKS OF ART / VESSEL

- Is it clear what your basic craft will be (existing craft or homemade, how?)?
- If you need one or more outboard motors, have you arranged that?
- If you need pontoons, did you arrange that with our production manager? How many do you need, and when do you want them available? Please note that they cost money per week on your own budget.
- Is the purchase of materials regulated?
- Propulsion by people: are swimmers / skippers / rowers arranged?
- Make sure you have solid packaging for storage of small materials for your project during the performance period: think of crates or solid boxes for judo suits, shoes, sound system etc.

3. COMMUNITY

- People for the performances
 - Are you completed with the music + musicians, make-up artist, dancers, singers, choir, performers?
 - Do you have a clear communication with your community?
- Reward
 - Have you uploaded the community form to sign them up for a T-Shirt and dinner?
 - Have you thought of an extra gift to thank your volunteers, regardless of what they will get from Bosch Parade?
- Companies and partners:
 - Do you work with an existing group (such as a choir or dance group)?
 - Do you work with existing Institutions or Companies?
 - Do you have clear agreements with them, including about sponsorship?

4. EXECUTIVE PRODUCTION

- Do you have it clear in which phase of your work should go to the water?
- Did you include that in your schedule and communicate with Stephan?
- Rehearsals
 - Do you have your own group rehearsals planned?
 - Do you have a location for those rehearsals?
 - Do you have all the total rehearsals and performances according to schedule implemented in your schedule and clearly communicated them with your team?
- Do you have to make use of the backstage area in an early stadium?
- Has a clear consultation with the director been made about play, costumes and grime?
- Do you need make-up artists on the performance days?
- The costumes will be distributed centrally during the performance days. Is it clear which costumes are intended for whom?
- Do you have batteries and chargers, and are they marked?

5. SECURITY

- Is your work safe for the people on board and the swimmers around it?
- Does your vessel have solid and well-placed hoisting eyes to lift it onto the truck with a crane and transport the vessel over the water and dock it?
- Is there clearness within your team about responsibility concerning safety during rehearsals and performances?

6. FINANCIAL

- Are all financial arrangements clear?
- Have you thought about compensation of expenses for your crew?

7. COOLING

- Do you make sure that your employees drink enough cooling in heat?
- You have to keep in mind that, due to working outside when the temperatures are high, the productivity level of you and your team will be lower.

Do you have enough margin built into your schedule?

8. COMMUNICATION

- Press: do you know any relevant press, someone who's a fan of your work? Please inform us about your website URL and social media channels. Please let us know, we'd love to send them a Bosch Parade media kit. Thank you in advance!
- Social media: please refer to the Bosch Parade Facebook event if you promote your work on socials. We do not appreciate any separate Facebook event pages but would like to work together with

DISCLAIMER & COLOPHON

This Survival Guide has been created by Stichting Bosch Parade. You are not allowed to copy (any part of) it without Bosch Parade's prior written consent.

The information in this document has been prepared with great care. Despite our care, it is possible that you will find some errors. All information is subject to possible printing and typing errors.

PHOTOGRAPHY



Ben Nienhuis, Willeke Machiels, Kleurstof,
Melissa Scharoo, Rob Hogeslag, Teis Albers.

POSTAL ADDRESS

Stichting Bosch Parade
Pand 18
Sint Josephstraat 18
5211 NJ 's-Hertogenbosch

GETTING IN TOUCH

info@boschparade.nl
www.boschparade.nl