

Norwich Castle

Brief for a new animated film

Background

Norwich Castle Museum and Gallery is part of Norfolk Museums and Archaeology Service, one of the leading museums' services outside London. The Castle is Norfolk's most visited museum and an iconic building in itself. Its collections and displays provide an in-road into the county and its history, and feature archaeology, decorative arts, fine art and the natural world.

The Normans, Anglo Saxons and Vikings, crime and punishment (the castle was Norfolk's gaol for over 600 years) and Boudica each have their own galleries. This commission is to create a new animated film to replace an existing short film in the Boudica gallery.

Context in which the film will be viewed

The Boudica Gallery tells the story of Boudica and the Iceni tribe and their rebellion against the Romans. More broadly it contrasts the worlds of the indigenous Iceni people and their Roman invaders.

The new film will be shown on a wide-screen monitor at the far end of the Boudica gallery. In front of the monitor is a small seating area encircled by display cabinets and interpretation panels. Several items from the cases will appear in the animation including a coin hoard and hoard of metalwork vessels, and the knee from a full-size statue of a horse. It's a fairly intimate space and levels of traffic and other activity vary considerably throughout the year.

The Boudica gallery is designed to be family-friendly and includes various interactives including a chariot ride. Sounds and natural materials give the gallery an immersive quality.

The Brief

Delivery format:	HD, 16:9 ratio
Film to supplied for use on	42 inch monitor fed by hard drive
Image	3 hi-res still images
Running time:	3 to 3.5 minutes
Budget:	£5,000 to cover all expenses including production and delivery costs, travel and fee
Container	Quicktime or similar
Codec	Pro Res 422 or 8/10bit uncompressed
Resolution	1920 x 1080
Audio	Stereo final mix on tracks 1 and 2, 48Khz 16bit
Frame rate	25
Mode	Progressive

The film will tell the story of Boudica and the Iceni rebellion against the Romans, and communicate key ideas about this interesting period in British history. It will need to appeal to all ages and we would like it to be attractive, playful and engaging.

You must be able to attend a creative planning meeting in Norwich on 13 or 14 May at which we will work with you to sketch out the storyboard and agree maps, visuals and other information or materials, to be supplied digitally. Wording to appear in the film will be drafted at or shortly after the meeting.

In terms of the style of animation, we are looking for something that has a hand-crafted rather than CGI feel to it, eg hand-drawn, graphic or cutout.

Our first thoughts are that we would like the film to feature atmospheric and ambient sounds only and that a small amount of supporting text will be integrated into the animation or dropped in as intertitles. We also anticipate that maps may provide a useful device to illustrate some aspects of the story.

Please find below a condensed version of the Boudicastory and key concepts that we would like to see highlighted in the animation.

This will be the first animated film commissioned for Norwich Castle. We will be keen to work with you to promote the project through social media and through local and specialist (museums, arts and film) press.

Contact

Your contact will be Helen Mitchell. (01603 454016, 07765 784705, helenmitchell@inthefields.co.uk)

The broader project team comprises John Davies, Chief Curator, NMAS (and a leading Boudica specialist) Rachel Kirk, Norwich Museums Manager, Emma Taylor, Norwich Museums Development Officer and Jon Maxwell, Head of Display. Helen will act as liaison with this group.

Schedule

5pm, 1 May	Deadline for applications
7 May	Interviews (these can be by Skype if necessary)
13 or 14 May	Planning meeting at Norwich Castle to draft storyboard
Fri 24 May	Supply of finished story-board for feedback
Fri 18 October	Supply of finished film

How to apply

Please email applications to helenmitchell@inthefields.co.uk by 5pm on Wednesday 1 May 2013.

Please include;

- two sample mood boards to indicate the visual style you propose to use
- 4-6 images from a sample storyboard covering a small section of the film
- link to where we can see examples of your work
- statement outlining your previous relevant experience and why you are interested in this project.

For more information

www.museums.norfolk.gov.uk/Visit_Us/Norwich_Castle/index.htm

or please call Helen Mitchell on 01603 454016.

BOUDICA – A NORFOLK STORY

The Roman Empire

- one of the largest empires in history taking in vast swathes of Europe, Africa and Asia (map)
(*imperium sine fine* or empire without end)
- a sophisticated and powerful people (urban planning, culture, warfare...)

Iron Age Britain and the Iceni

- a tribal land, seen as cold and backward by the Romans
- The Iceni are in Norfolk, north Suffolk + east Cambridgeshire, separated from the rest of England by the Fens, dense woodland and rivers (map)
- they are Celts and farmers, living in harmony with their environment. Rivers are sacred to them.
- horses are of great importance (Norfolk has more finds from this period relating to horses than any other English county)
- they are ruled by Prasutagus and his wife Boudica

First encounters

- BC 55 first Roman expedition
- 100 years - expeditions and skirmishes but also trade and growing familiarity in the south
- the Roman's bring luxury items such as amphora of wine and silver cups (but not to the land of the Iceni who resist Roman imports, unlike southern tribes)
- ... also new ideas and fashions, and writing (remember this)
- the British trade corn, animal hides, slaves and hunting dogs

AD 43, D-Day

- Emperor Claudius invades Britain seeking military glory and expansion of the empire
- massive armada of men animals and stores landing in Kent and Sussex
- towns established in Colchester, Londinium and Verulamium (St Albans)

A client kingdom

- Romans sign agreements
- Iceni become a "client kingdom", free to have their own laws, traditions and coinage but ruled by Rome
- Roman money lenders make loans to members of the Icenian elite

AD60 Death of Prasutagus

- He leaves his kingdom to the Emperor and his daughters
- Emperors aren't used to sharing
- The Romans money lenders call in their loans which the Icenians had thought to be gifts
- Violence flares and the Romans flog Boudica and rape her daughters

Revenge

- Boudica demands vengeance. ("How much better it is to have poverty with no master than wealth with slavery!")
- It is early summer. The Icenians abandon their crops and set off for Colchester.

- Accompanied by wagons and carts they gather fighters from other tribes as they go.
- Fleeing the violence they bury their coins and valued possessions.

Romans versus the Iceni

The Iceni	The Romans
<ul style="list-style-type: none"> • leather trousers, bodies and arms daubed in blue dye • bill hooks and other farming equipment, elite only spear and double edged or • chariots, by then outdated • undisciplined individuals fighting for honour and freedom • possibly as many as 200,000 of them 	<ul style="list-style-type: none"> • Helmet, body armour, leather apron • Shield, short sword and 2 javelins • Legions of battle-hardened, disciplined soldiers + cavalry

A trail of devastation

- The **IX legion** from near Peterborough comes to stop the rebels
- The rebels catch and slaughter all 1,500 men
- Rebel attack on **Colchester** - 3000 troops and inhabitants are massacred
- Rebel attack on **Londinium**
- Rebel attack on **Verulamium**
- Boudica and her army head north up **Watling Street** to seek further confrontation...

The end

- **Mancetter** in today's Warwickshire
- 80,000 rebels die against only 400 Romans
- Trapped by their own wagons, defeated by the iron discipline of the Romans

Returning home

- The Romans hound and track down escaping rebels who abandon the spoils of war, burying them beside sacred rivers (head and leg of horse's statue – both on show in the gallery)
- Hunger and de-population
- Over time Roman ways begin to displace the old Iron Age ways
- Boudica and her story is forgotten

An end and a beginning...

- Now Boudica is seen as a British icon
- We know about Boudica's revolt through Roman historians Tacitus and Casius Dio
- Boudica's story marks the end of the iron age and pre-history
- 'History' starts with written records including the telling of her story
- Their descendents of these first chroniclers are today's archaeologists and historians. They continue to search and discover more about the story of Boudica and her times...