

## **Commissioning The Tour of All Tours**

Bill Aitchison Company 2016



Commissioning The Tour of All Tours requires commitments from both host and artist. This brochure explains what those commitments are and how a successful tour is made.

## Making a Tour

The Tour of All Tours is an art and tourism performance project that is made new for each location that a tour is commissioned for as it really works with what is specific to each place. Bill Aitchison Company brings the expertise to make distinct and innovative tour performances that work with what is unique to each location. The process is always slightly different each time as no two places are the same. This document should, therefore, be taken as a set of guidelines but not a fixed formula.



The Tour of All Tours in East London

### Process of Making a Tour

- The host and artist meet, ideally in person in the area the tour is to take place in, and talk over the project and location. Terms and conditions are set.
- Bill does research before coming, the host assists by answering questions and enquiries.
- Upon arrival he takes existing tours, researches themes that arise from this process, he becomes familiar with the geography and makes a route.
- He writes a text for the tour and practices it on location.
- This text may be taught to local guides/performers and/or developed as an audio tour or video work, as appropriate.
- The tour is then given to the public.
- The tour is then documented.
- The total duration of this process will vary according to the type of tour performance that is made and will typically last between one to four weeks.

## Features of a Tour

- Typical duration: 70-90 minutes.
- Suitable for groups of up to 35 people and can be performed two times a day.
- Suitable for both an arts public and tourists.
- Created and given in English, translation is possible.
- The tour can be composed entirely of locally researched tours or it can also be developed as a more fictional tour that talks about tours from all over the world creating a hybrid tour.

## Guides

It is possible to have additional local guides who can also give the tour alongside Bill. This makes it possible to reach a larger number of people as tours can run more frequently, something that can be useful during a festival, for example. The local guides can offer the tour in other languages, and they can also give the tour after Bill has left.



The Tour of All Tours being given in German by Andreas Miedler

The most efficient way of working with local guides is that they also participate in some of the creative process by taking tours. In this way they have 1<sup>st</sup> hand knowledge of the tours and can answer questions people might ask them. It is possible to teach the tour to a guide who hasn't participated in the research but this will require additional time at the end of the creative process.

## Education

Bill is experienced at giving workshops, lectures and post-show discussions and has also made conference presentations on The Tour of All Tours and on cultural tourism more generally. The theme of any educational activities for students is best rooted in the work of The Tour of All Tours and this can be interpreted in many ways depending on their educational level and discipline e.g. Visual Art, Performing Arts, Languages or Tourism. Students can also be included within the creative process of making and giving the tours offering them the experience of working on a professional production in different capacities such as in the researching, translation, publicity, assisting and guiding.



The Tour of All Tours in Beijing

## Finance

Bill Aitchison Company requires a fixed fee to cover the time spent researching, creating and giving the tour. Travel and accommodation expenses are also required. The level of the fee is arrived at by looking at the amount of time required, the context and the type of the tour proposed.

Bill Aitchison Company is experienced in making international co-productions with partners in the arts and education sectors and can offer advice and assistance on the financing.

## Publicity

The Tour of all Tours is very successful at generating press as it is both an international arts event and at the same time a work that addresses the local environment. Bill Aitchison Company will assist the host in producing high-quality press materials in order to publicise the project in the form of interviews, press releases, regular blog posts, images and web video. Bill Aitchison Company will also assist in the distribution of publicity using its own national and international press database.

Tours usually leave behind them a large online record in the form of publicity texts, reviews, video and blog posts that capture the taking of tours in the city and the making of the work. This writing has subsequently been republished too (e.g. *Tourists Like Us: Critical Tourism and Contemporary Art*, Panda Guides China) ensuring that tours typically have a significant afterlife beyond the performance.

## Promoting Tourism



The Bath Tour made in collaboration with VisitBath

The Tour of All Tours is a contemporary arts project that can be used to promote cultural tourism. It can do this in two ways. The first is by generating local, national and international publicity as an arts event that draws attention to the host's location. The second is that on a more local level it can draw attention to the specific places and services that feature within The Tour of All Tours, such as a museum that the tour visits or a coach tour that is talked about. It is important however that The Tour of All Tours does not look like an official tourist board advertisement but rather, is made with its own artistic integrity and retains its own style and wit.