2015 Damaris Horan Prize Fellowship in Landscape History
The View From Above: Capturing Capability Brown’s Masterpiece at Croome Park
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Deadline for Applications: May 29, 2015

The Royal Oak Foundation is pleased to announce a residential fellowship with the National Trust of England, Wales & Northern Ireland. This year the project will focus on using aerial footage and video to develop and produce films and social media content about one of the National Trust’s most iconic landscapes at Croome Park, Worcestershire, England.

The project will provide an American, who possesses a proven track record of excellence in video editing and production, the opportunity to work with the National Trust in documenting this exemplary landscape created by Lancelot “Capability” Brown (1716-83)—the man who gave the world the landscape garden. In preparation for the tercentenary of Brown’s birth, the Fellow will focus on telling the story of Brown’s work at Croome Park through video and photography for film and social platforms. The resulting project will be presented to an international on-line audience, at properties and events, via other media and at an International Council on Monuments and Sites (ICOMOS) UK Capability Brown international conference at the University of Bath in September 2016.

The Fellow will be based at the National Trust’s Headquarters in England at Swindon, Wiltshire and work directly with Mike Calnan, National Trust Head of Gardens. The duration of the project will be 6 weeks to begin on August 1, 2015. Royal Oak will provide a stipend of $5,000 and travel subsidy of $1,500.

To learn more about the fellowship, please visit: www.royal-oak.org/scholarships or email landscapeprize@royal-oak.org.
Video editing project to mark the tercentenary of Lancelot “Capability” Brown’s birth and work at Croome Park, a National Trust Property:

Lancelot “Capability” Brown changed the face of 18th century England, designing country estates and mansions, moving hills and planting trees to create rolling parkland, and making flowing lakes and serpentine rivers—a magical world of greenery. Centuries after his death, more than 260 landscapes remain associated with the remarkable landscape architect who influenced later garden designers and fundamentally transformed the history and appearance of the natural landscape.

Some of the best examples of Brown’s work are owned by the National Trust of England, Wales, and Northern Ireland including the parks at Stowe, Petworth, Ashridge, and Croome. 2016 celebrates the tercentenary of Brown’s birth and the National Trust of England, Wales, and Northern Ireland will contribute to the world-wide celebrations by highlighting one of Brown’s iconic projects—his first designed landscape for the Earls of Coventry, at Croome Park in Worcestershire, England.

The Project

- This 6 week project will be focused on editing pre-captured aerial drone video footage and stills taken of Croome Park, Worcestershire, England.
- The Horan Fellow will visit Croome Park and research the landscape’s development and history in order to create content for 4-6 short films.
- The footage and interviews will be used for presentation on the world-wide web, at properties and various events, via other media platforms and at an ICOMOS-UK international Capability Brown conference at the University of Bath in September 2016.
- The Fellow will conduct on-camera interviews plus other filming and photography at Croome to supplement existing drone footage. He/she will combine this footage in order to develop a film to tell the full story of the Park and highlight its important place in “Capability” Brown’s legacy and in the National Trust’s portfolio. (Story ideas may include a year in the life of the park, conservation stories, a detailed looked at one aspect of the Brown landscape, etc.)
- Working with senior National Trust staff including the National Trust’s Video Communications Manager, the Head of Gardens, other NT garden experts and Croome staff, the Horan Fellow will develop the final choice of subjects for films.
- This project will require the Fellow to create simple graphics, select music, and assist writing scripts for use in a variet of communications platforms and on the National Trust’s various web pages and for circulation to broadcast media.
- The Horan Fellow also will create video content for the National Trust’s public website and social media channels—currently YouTube.
- He/she will be responsible for uploading content to the host platform and social media channels and adding supporting information such as descriptions, thumbnails and tags.
- He/she will work with NT departments and individuals to generate new ideas for videos that are in line with the NT’s objectives and will promote a positive impression of the National Trust.
- The Fellow will procure and document relevant permissions to include any people, music, stills or third-party video featured in resulting film and video.
- The Fellow must send a detailed short report about the fellowship experience and video clips about the project (including the final film) to the Royal Oak Foundation no later than September 30.
Benefits to Recipient

- Opportunity to work in the UK with senior National Trust staff in Communications and Gardens. Experience working with specialist National Trust staff in the Midlands, England.
- Participation towards developing significant video content for use at National Trust sites and on internationally recognized social media platforms.
- Possible opportunity to produce video footage using drone technology.
- Key contribution and video production credit toward the creation of a video presented at an ICOMOS-UK international Capability Brown conference at the University of Bath in September 2016.
- Familiarization with developing communications and media content for the National Trust, an organization with over 3.7 million members and 50 million visitors to its open air properties
- Visits to NT gardens in the Midlands as required by the project including Croome and other regional properties

Supervision and Location
The Fellow will be based at the National Trust’s Headquarters at Swindon, Wiltshire and work directly with Mike Calnan, National Trust Head of Gardens.

Equipment Requirements
All equipment necessary for the completion of the fellowship will be supplied by the National Trust.

Candidate Requirements
The ideal candidate will have the following knowledge, skills and abilities:

- A proven track record of excellence in video production and editing, strong compositional and photography skill.
- A strong instinct for creative storytelling in video format.
- Experience working with various social media platforms.
- An understanding of the role of video within a multi-platform communications framework, as well as an awareness of developing social and national media.
- Working knowledge of video editing and production using Adobe Premier Pro and/or Adobe Premier Elements.
- Some knowledge of garden design and landscape studies or video production work about landscapes or garden topics is preferred.

The Fellow must have the ability to work well under pressure and visually communicate complex issues clearly. He/she will be self-motivated and have good organizational and communication skills. The candidate must have the ability to work as part of a team to use video to support multi-platform communications initiatives. He/she will be an American citizen or permanent resident.

Start Date: August 1 for 6 weeks
HORAN PRIZE APPLICATION GUIDELINES

Who Should Apply
Applications are welcome from individuals with undergraduate or graduate degrees or certificates in Film/Video/Documentary or Media Studies or experience in one of the following recommended areas: digital and documentary filmmaking, digital editing, video production or a related field. Applications are also encouraged from individuals with at least three years of professional experience in one of the aforementioned areas. Citizens of the United States or permanent residents are eligible to apply.

Fellowship Stipend
For the fellowship period, the fellow will receive an educational stipend of $5,000 to be paid in three installments. The fellow will also receive a travel subsidy up to $1500 for international and any train travel.

Fellow will be responsible for travel arrangements, food and other personal expenses associated with the fellowship. A non-refundable fee of $35 must be submitted with each application. Each applicant will receive a one-year Royal Oak Foundation Student/Young Professional membership.

Application Deadline
The application deadline is May 29 and the Fellowship will take place during August 2015 in the U.K. Successful applicants will be notified in June.

How to apply
Complete the application below. To submit your application, please email materials to landscapeprize@royal-oak.org or mail to:

The Royal Oak Foundation
20 West 44th Street, Suite 606
New York, NY 10036
ATTN: 2015 Damaris Horan Prize Fellowship

Each applicant must also pay a $35 fee, payable by becoming a Royal Oak Student/Young Professional member. You can become a member here: www.royal-oak.org/join. When joining, write "Horan Prize" in the comment field before completing the checkout process.

For more information and an application form, please visit www.royal-oak.org/scholarships or email landscapeprize@royal-oak.org.

The Royal Oak Foundation
The Royal Oak Foundation is the United States tax-exempt membership affiliate of the National Trust of England, Wales and Northern Ireland. Royal Oak raises funds for the conservation of historic properties including houses and gardens in Britain. Royal Oak also sponsors educational programs that address issues in conservation and preservation. www.royal-oak.org

The National Trust of England, Wales & Northern Ireland
The National Trust was founded in 1895 by three Victorian philanthropists concerned about the impact of uncontrolled development and industrialization on the English countryside. More than a century later, the Trust now cares for more than 200 historic buildings and 100 landscape parks of outstanding interest and importance, over 612,000 acres of countryside throughout England, Wales, and Northern Ireland, and nearly 600 miles of coastline. www.nationaltrust.org.uk
THE ROYAL OAK FOUNDATION
Americans in Alliance with the National Trust of England, Wales and Northern Ireland

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Application Deadline: May 29, 2015

Please read the guidelines and project details before completing this application.

(1) General Information

Last Name    First Name    Middle Name

Home Address     City   State         Zip Code

Home Telephone  Cell Phone Home     Email

Workplace

Workplace Address     City  State         Zip Code

Work Telephone     Work Email

Date of Birth (MM/DD/YY)     Place of Birth (City/State/Country)     Citizenship

Educational Institutions     Dates Attended/Degree Earned

________________________________________________________________________

I have heard of The Royal Oak Foundation before this application: Yes_____      No_____

I am a member of The Royal Oak Foundation (not required for application): Yes_____      No_____
(2) Essay

Please attach or include a 500-word essay discussing your qualifications and interest in the fellowship project and how you believe it will benefit your academic and/or professional development.
(3) **References**

*Please supply two recommendations from people who are familiar with your work and who are unrelated to you. Letters of recommendation may be e-mailed directly from recommender to landscapeprize@royal-oak.org or sent in the mail and sealed with a signature across the envelope seal. Please provide recommenders’ contact information below.*

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(4) **Examples of work and video production**

Applicants must submit 5-8 minutes of film/video work and any supporting script. This material should be uploaded to an online video service (e.g. YouTube or Vimeo). A link to the video must be included in the application in the space below along with any password necessary to view the work. Please be sure no download is required.
You also may send the material on DVD (Region 1). With the DVDs, you must include a list of the contents and your contributions to each work. Please allow necessary mailing time in order to meet the application deadline. DVDs will not be returned.

(5) Checklist

This checklist will guide you in assembling your application. Please indicate your name on all materials and on the outside of the mailing envelope or carton.

Application Materials (send 3 copies if mailed)
- Completed, signed Application Form
- Essay
- Resumé or curriculum vitae
- Letters of reference from two individuals—indicate if arriving via e-mail

Other Required Material
- Examples of work of video production with necessary links and passwords; or DVDs with supporting materials. Indicate if mailing materials
- Non-refundable $35 application fee, payable to The Royal Oak Foundation. Please send a check in the mail if applying via email
You will receive a Royal Oak Student/Young Professional Membership

(5) Declaration (to be signed by all applicants)

I declare that I am a citizen or permanent resident of the United States. If awarded a fellowship, I shall pursue my work to the full term and I state that all funds given to me by The Royal Oak Foundation will be used solely for my own education and maintenance. I certify that all information provided in support of this application is true and correct.

__________________________  __________________________
Signature                     Date

(6) APPLICATION DUE MAY 29, 2015

Please E-Mail Application Materials to landscapeprize@royal-oak.org
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Or mail to:

The Royal Oak Foundation
20 West 44th Street, Suite 606
New York, New York 10036-6603
ATTN: 2015 Damaris Horan Prize Fellowship

Note to all applicants: All material, original and reproduced, is submitted at the owner’s risk. The Royal Oak Foundation does not assume responsibility for any loss or damage while material is in its custody or in transit. Application and supporting materials will not be returned.

(2/13/2015)