

East Belfast Public Art Commission

Artist Brief and Application Process

East Belfast Partnership is calling for applications from experienced and suitably qualified artists/artist teams for the commission of an iconic piece of public art to celebrate our industrial heritage and create a visual focus for the Newtownards Road.

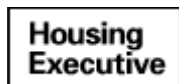
Applicants are requested to read the full contents of this document carefully as it contains important information about the application process and terms of reference.

Deadline:
12pm Tuesday 2nd February 2010

This project is funded by:



INTERNATIONAL FUND FOR IRELAND



RENEWING COMMUNITIES REBUILDING CONFIDENCE REVIVING HOPE RESTORING PRIDE

Commissioned by: East Belfast Partnership, Avalon House, 278-280
Newtownards Road, Belfast, BT4 1HE

Project Co-ordinator: Cailin Hardy

Contact: cailin@eastbelfast.com +44 (0) 28 9046 7931

1. APPLICATION PROCESS

Stage 1: Applicants are invited to submit applications that set out their proposed methodology for the delivery of the project and all relevant experience and qualifications. Stage 1 applications must be made in accordance with the submission requirements as outlined in Appendix A attached. ***Please read Appendix A carefully and comply fully with the requirements.*** The deadline for receipt of applications is **12pm Tuesday 2nd February 2010.**

The selection panel as outlined below will consider these submissions and select up to five artists to go forward to stage 2 of this process.

Stage 2

Up to five selected artists/artist teams will be invited for interview by the panel. In addition the selected artists/artist teams will be asked to develop their proposal and make a 10 to 15 minute presentation to the selection panel as part of their interview.

This should include sketch designs or visualisations, an explanation of the concept for the artwork, how it relates to our vision (as outlined above) and how the artist/artist team would approach its design, fabrication and installation. Details of maintenance requirements and lifespan expectations should also form part of the presentation.

The artist/artist team must demonstrate how the work can be implemented within the allocated budget as outlined below and details of the anticipated duration of the project with timescale broken down into research, production and delivery.

The East Belfast community will be right at the heart of this project and the selected artist/artist team must demonstrate how they will work with the community to develop a sense of ownership and pride in their environment – and most importantly help create a shared cultural space for all. Therefore the artist/artist team must also outline the approach they will take to engage and work with the local community and showcase successful projects where they have done this in the past in a similar environment.

The Selection Panel will shortlist artists/artist teams on **Wednesday 3rd February 2010** and artists/artist teams will be interviewed on **Friday 26th February 2010.** The successful artist/artist team will be notified in the week commencing **1st March 2010.**

The Project Co-ordinator will be available by email and telephone during this period to advise and answer any queries.

The selection panel aims to select one artist/artist team to undertake the commission.

Successful artists/artist teams must submit their presentations to Cailin Hardy, East Belfast Partnership, by no later than **12pm Thursday 25th February 2010**.

Detailed project information and artist's brief and selection criteria are contained in Sections 2 & 3. Please also read carefully Appendix A which contains important information about submitting your application for stage 1.

2. PROJECT BACKGROUND

Introduction

This project is to create a significant piece of artwork to celebrate the industrial heritage of East Belfast. The location of this artwork is significant as it is to be located on the Newtownards Road – the 'gateway' into East Belfast and it is intended to act as an iconic landmark in our community.

History

For over 200 years East Belfast has been the powerhouse of industry and export, strikingly symbolised by the iconic cranes of Harland & Wolff and soon to be joined by the rising towers of Titanic Quarter. However within sight of these iconic structures are communities and individuals living with daily hardships borne of poverty, poor health, low educational attainment and the legacy of conflict in Northern Ireland. Sectarian imagery has been rife in this part of the area, like many other deprived areas in Belfast, and this project offers the opportunity for a new image for the area and to help revive pride in its heritage.

Newtownards Road

Newtownards Road was once a bustling, vibrant quarter in East Belfast and acted as a key arterial route to the city centre. The road's proximity to Harland & Wolff shipyard meant that it was an ideal place to live, work and play. The Newtownards Road has since suffered from years of neglect and is currently a priority area for regeneration to restore this area to its former glory.

A new era

21st century East Belfast presents a vibrant community proud of its culture and heritage and proposes a blueprint for growth for an area which has suffered from the decline of traditional industries and multiple deprivation.

Against this backdrop East Belfast Partnership wishes to commission a significant and permanent work of public art that will visually celebrate the rich heritage of

East Belfast and increase community confidence and pride for local people and place East Belfast on the tourism map. It is our hope that this initiative will also encourage the communities in East Belfast, and indeed across the city, to explore their roots, look inward and learn new ways of looking at who they are and where they come from.

The Vision

Our vision is to transform this part of East Belfast, enhance civic pride for local people and create a more welcoming greeting for visitors at the gateway into East Belfast.

To create an iconic art piece that can be used to demonstrate a new face for East Belfast as a European post-industrial region geared to growth and a commitment to using it's industrial legacy as a means communicating its renaissance.

The Objectives

The key objectives for this project are to:

1. Contribute to the regeneration of Newtownards Road and add to the work already undertaken to revitalize this area and help generate economic benefits to signify a new era for East Belfast.
2. Build local community capacity through engagement with the appointed artist.
3. To raise cultural awareness on an inter- and cross community level.
4. Build upon the tourism offering of the area and celebrate and interact with our rich heritage.
5. Produce a positive image of East Belfast at local, national and international level as this will be located on the main arterial route to our government institution.

Project Management

East Belfast Partnership

Governance of the project will be the responsibility of EBP and will be steered by a sub-committee made up of local stakeholders which include the public, private, community and political sectors.

East Belfast Partnership is a social based voluntary organisation dedicated to the regeneration of East Belfast. EBP provides genuine opportunities for residents to get involved and develop programmes aimed at improving their quality of life. We contribute to the social, economic and physical renewal of this area through our regeneration strategy.

3. BRIEF AND APPLICANT SELECTION CRITERIA

This section provides artists with the project description, project and artist's brief and selection criteria.

Project Brief

One hundred years ago engineering and shipbuilding East Belfast was at the heart of the economy of one of the major UK industrial cities. But now that industry has almost entirely gone and East Belfast is a deprived area which has suffered from inter-community strife during the troubles. This project seeks to create a transformational art piece to visually celebrate the rich heritage of this area and increase community confidence and pride for local people.

Location

Art Piece Location: The art work will be located at Pitt Park, Newtownards Road, Belfast:

Belfast City Council has agreed to locate the art work on their lands at Pitt Park. The Council believes that areas such as the lower Newtownards Road on a main arterial route should be seen as much more than playing a mere transportation role in connecting the many neighbourhoods and communities which comprise the social, economic and environmental fabric of Belfast. Locating the art work here will enhance the vitality of this key route into East Belfast and provide a positive visual impact to our visitors. (See attached images in Appendix B)

Working Context

Community Participation:

Community support and involvement is central to this project and it's concept has been grown from a desire to build and improve relationships between groups and individuals in East Belfast. We aim to educate and inform all communities within East Belfast of their shared heritage and bring them together through art and cultural activities. This programme will highlight the connectivity between these communities and foster a sense of ownership of the art works.

Project Budget

The budget for this project is **£179,000**.

This budget includes research and design time, the delivery of all workshops, travel costs/time, all materials and installation costs. Excludes the cost of landscaping the surrounding area and planning permission.

The budget for the art work will include further artists design fees, expenses, materials, insurances, production and manufacturing, community consultation/workshops and installation fees, and other necessary fees in order to finalise the installation of the public art piece. The artist/artist team will be required to sub-contract and project manage all associated work for the public art piece.

Role of the artist

The artist/artist team will be responsible for the concept, design, fabrication and installation of the artwork in consultation with representatives of East Belfast Partnership and within the budget of £179,000.

The artist/artist team will provide drawings and specifications necessary for achieving any relevant planning permissions applications.

The artist/artist team will take part in any press and marketing opportunities relating to the work. Please refer to Section 4 for specific responsibilities of the artist/artist team.

This is an artist led project, and the artist will be expected to take a lead role in the organisation and management of the project, as well as the delivery of workshops and final art work. The successful art/artist team must agree:

- To work with the project co-ordinator to recruit participants for the project and organise workshops.
- To agree and oversee the project time-line and budget in agreement with the project co-ordinator.
- To work with local community organisations, schools, sports clubs and residential homes in the development and delivery of workshops.
- It is envisaged that the artist will conduct at least 40 hours of workshops with the local community between February 2010 and March 2011.
- To liaise with the local community through the workshops to come up with the final design for the art work.
- To liaise with the project co-ordinator regarding the launch of the project.

- To organise all necessary materials for workshops and for the fabrication of the final art work.

Artistic and Technical Considerations

The work of art should be:

- relevant to the cultural and environmental context of East Belfast
- thought provoking, educational but also 'alive' representing our community
- portraying the industrial heritage of Belfast as shared by everyone
- prominent and eye-catching
- a focal point into East Belfast on the Newtownards Road
- durable and requiring minimal maintenance
- resistant to vandalism where possible
- safe and not constitute a hazard to pedestrians or motorists
- compliant with Pitt Park site specifications as outlined below;

Due to site restrictions the art work must be contained within the following dimensions: surface area 30msq and no more than 2 metres in height.

Kinetic, sound and electronic elements may be incorporated if the requirements for minimal maintenance and safety are satisfied.

Criteria for Artist Selection

Submissions for both stages will be assessed against the following criteria:

- Whether the bid is compliant with instructions issued.
- Artistic quality – evidenced by track record and quality of work.
- Representation of, understanding of and appreciation of the subject and brief.
- At least 3 years experience in delivering art based workshops in a community/group context.
- Excellent facilitation and group skills, with the ability to handle conflict and utilise it for creative and positive outcomes.
- The ability to deliver the project within the prescribed time-frame and ensure that the Partnership completes the project by 31st March 2011.
- An up-to-date child protection policy and clearance to work with children from the necessary authorities.
- Durability.
- Of major importance will be previous experience of working alongside community organizations developing and implementing similar community art projects.

*Please refer to Appendix 1 for the submission requirements for stage 1.

The panel will award the commission to the artist based on their submitted proposal and subsequent interview if successfully shortlisted.

Selection Panel

The panel will consist of:

- Chief Executive, East Belfast Partnership
- Two representatives from local Community Organisations
- One representative from ACNI Visual Arts Team
- The Project Co-Ordinator
- A representative from An Cheathrú Ghealtachta Public Art Initiative
- A representative from our funding partner NIHE

4. ARTIST'S / ARTISTS' RESPONSIBILITIES

The successful applicant(s) will be responsible for:

- 4.1 Liaising with the project co-ordinator on all aspects of the project;
- 4.2 Documenting the project design and specifications;
- 4.3 Supplying and funding all materials required for the project, including works' safety requirements;
- 4.4 Ensuring appropriate work site safety procedures are undertaken throughout the preparation and installation of the public art.
- 4.5 The fabrication and installation of the works;
- 4.6 Completing the project within the time-frame provided;
- 4.7 Contributing to marketing activities such as photo shoots, allowing use of concept drawings, providing artist statements and any other reasonable activity requested by East Belfast Partnership to promote the project;
- 4.8 Contributing to reporting and evaluation requirements at the conclusion of the programme;
- 4.9 Attending Steering Group meetings when required;
- 4.10 Conducting a series of artist-led workshops with local community groups and key stakeholders;
- 4.11 Regularly updating the project co-ordinator on project development;
- 4.12 Provision of an integrated artist's statement as part of completed art work.
- 4.13 The successful artist/artist team will be expected to submit an itemised project budget that identifies all costs, including contingencies. It must cover all disbursements, design, documentation, materials, manufacturing and the delivery to the site of the finished art work.

5. EAST BELFAST PARTNERSHIP'S RESPONSIBILITIES

East Belfast Partnership is responsible for:

- Monitoring the project on behalf of project funders;
- Co-ordinating with project funders and fulfilling funding requirements;
- Overall Project Management and supervision of construction, if required;
- Drafting the Commission Agreement and Artist Contract(s);
- Primary artist/artist team contact;
- Providing community contacts;
- Project marketing and reporting;
- Advising the artist(s) if in the future the art work needs to be relocated or intentionally modified, or destroyed;
- Facilitating community relationships as requested and is suitable;
- Setting up and documenting appropriate consultation procedures with the community;
- Managing the overall budgets for the projects;
- Managing all aspects of technical assistance requirements for planning permission as necessary, which includes development consent, building permit, and paying all associated fees where relevant.

6. NOTES ON BUDGETS, FEES AND EXPENSES FOR SHORT LISTED ARTISTS

Fees and Expenses

Up to five shortlisted artists will be invited to develop and present a proposal as detailed in the brief. Up to five selected artists will each be awarded a fee of £300 to develop a proposal.

The Project Co-Ordinator will be available by email and telephone during this period to answer technical queries and advise on feasibility.

The budget for the commission itself is £179,000. This is inclusive of artist's fees and expenses, and cost of fabrication, installation and site interactive signage.

Prospective artists must note that this project is dependant on securing full project funding which we expect to have leveraged by February 2010.

7. PROJECT TIMELINE

PROJECT TIMELINE	
Event	Period
Commision Process Open	21 st December 2009
Deadline for Receipt of Applications	2 nd February 2010
Short-listing of Artists/Artist Teams for Project	3 rd February 2010
Deadline for Receipt of Presentations	25 th February 2010
Interviews for short-listed Artists/Artist Teams	26 th February 2010
Letter to successful applicant(s)	Week commencing 1 st March 2010
Exchange of contracts and meetings with project co-ordinator and project team	Week commencing 1 st March 2010
Workshops and development	March – June 2010
Finalisation of art work proposal	July 2010
Unveiling of project	By first quarter 2011

8. Eligibility

East Belfast Partnership is committed to equal opportunities for all and the submissions will be judged as seen, purely on merit and without prejudice.

9. Ownership

All Public Art Work and publications become the property of the East Belfast Partnership after installation/completion.

10. Submitting an Application

Submission requirements for Stage 1 are detailed in Appendix A please read these carefully.

All submissions are to be sent to:

CAILIN HARDY
East Belfast Partnership
278 Newtownards Road
Belfast BT4 1HE

Submission Timeframe:

The East Belfast Partnership will be working to the following indicative timetable:

Closing date for submissions for Stage 1 is 12pm Tuesday 2nd February 2010

Artists notified of result of selection by 4th February 2010

Selected artists to submit presentations for Stage 2 no later than 12pm Thursday 25th February

Short-listed artists present proposals Friday 26th February

Successful artist/artist notified 1st March 2010

Commission of artwork March 2010

Installation of artwork first quarter 2011

Further information

Further information can be obtained from

Cailin Hardy, Project Co-Ordinator

Email: cailin@eastbelfast.com

Appendix A

Interested artists are invited to submit to East Belfast Partnership, by no later than **12pm on Tuesday 2nd February 2010**, a proposal comprising of the following:

Submission Requirements

If you wish to be considered for the commission please submit images and supporting information as follows:

1. Up to ten images of your existing work

- These must be submitted as digital files on CD.
- Digital files must be in JPEG format or QuickTime movies of not more than 30 seconds duration each.
- Digital files must be labelled with your name and a number corresponding to a printed list.
- No other image formats are acceptable. Printed images, DVDs and video tapes will not be considered by the selection panel.

2. List of images

The list of images should identify the images and include details as indicated below:

Artist's Name:				
Number	Title	Medium	Date	Location and commissioner
Eg. 1	Sample	Wood and steel	2004	Installed in X. Commissioned by X.

3. Curriculum Vitae

Your CV should be headed with your contact details including, name, address, telephone, and email. Highlight relevant qualifications and experience for a commission of this nature, particularly information on recent exhibitions and/or commissions.

4. Outline Proposal

A written document of a maximum 500 words, outlining your approach to the brief; and describing their initial ideas for the commission.

5. Proposed Implementation Plan

A detailed budget breakdown which may include Artist's fees, materials, site works (e.g. foundation excavation, pouring of foundations, installation etc), insurance, etc. An outline of the anticipated project time-line broken down into research, production, delivery & installation where possible.

6. Stamped addressed envelope

Details of any proposed forms of engagement with the community outlined in a 200 word artist statement that gives a further explanation of their experience with similar projects.

7. Stamped addressed envelope

If you wish your CD to be returned to you after the selection process please enclose a suitable stamped addressed envelope or a stamped addressed label that can be fixed to the original envelope.

All submissions are to be posted to:

CAILIN HARDY
East Belfast Partnership
278 Newtownards Road
Belfast BT4 1HE

The closing date for receipt of submissions for Stage 1 is 12pm Tuesday 2nd February 2010.

Appendix B

Pitt Park, Newtownards Road, Belfast



