

ARTIST'S BRIEF
ANDOVER TOWN CENTRE PUBLIC ART COMMISSION

WELCOME ARCHES FOR THE SIDE LANES – ANDOVER HIGH STREET

Background

The Andover Town Summit Group has been working for over two years to support projects that enhance Andover Town Centre and help to build Andover High Street as a vibrant place for both community and visitors.

The project is now moving into a second phase and as part of this work it has become apparent that the seven small lanes that run off the High Street would benefit from an entrance feature to provide a visual marker in the High Street, heightening awareness of their existence and their retail offer. This feature will help to signpost people to the wide variety of small independent shops that are situated in these areas.

With this in mind, Test Valley Borough Council would like to commission an artist to design and fabricate a series of entrance arches for these seven lanes incorporating into the design signage to the shops which is easy to maintain and replace. The designs should relate to the particular character/histories of each lane but be in line with the vibrant contemporary image that the town would like to build for the future.

At this stage we are looking for designs and costings from artists working mainly in forged/fabricated metal possibly incorporating other materials into the details but that will complement and be sensitive to the surrounding material environment of each lane.

History:

The side lanes in the High Street mostly owe their heritage to Andover's heyday as an important staging post for coaches between London and the West Country. In the main they originated as yards for old inns, which because of the needs of stabling during the coaching era, required large premises behind their façade.

Below is a brief outline of the known history of the yards, provided by Andover History and Archaeology Society.

Black Swan Yard: named after the Black Swan Inn which used to stand on the Upper High Street and ceased to exist around 1900. It has also been known as Fox's Yard (after a shop run by a Mr Fox), Rolls' Yard and Adams' Yard.



George Yard: named after the Inn. The inn building was formerly called Penyttons and was owned in the 1580s by Lord Sandys of The Vyne.



Waterloo Court (two entrances, one from Upper High Street, One from Bridge Street): a modern name given to the area which is roughly behind what was Parson's and Hart's shop. The building right next to the passageway was called Waterloo House from the early 19th century onwards and this name was eventually given to the area. Robert Tasker (of Tasker's Ironworks) owned or leased the original Waterloo House from c.1830 until Parsons bought it from him.



Entrance from top of the High Street

Entrance from Bridge Street

Union Street: There seems to be no clear indication why this street is called Union Street. There was an Andover Union, also notorious as the Andover Workhouse, but this was in Junction Road and Union Street led in the opposite direction. There may possibly be some connection.



Shaw's Walk: was originally the entrance to the courtyard of the Bell Inn. But from c.1808 to the 1980s there was a shop called Shaw & Son at 9 High Street which gave its name to the walkway.



Globe Yard: the yard for the Globe Inn.



King's Yard:

Not clear where the name comes from. There was a King's Arms in the High Street but this was the other side of the street near the Globe. John King may have had a printing works in the yard, and the name could be a derivation of this.

Site

There will be a site visit with Arts Officer Alex Hoare on Tuesday 30th September at 11.00am when artists will be able to view the sites for the arches and gather further information on the project.

A map is attached with this brief that indicates the location of the lanes, and the listed buildings in the town centre.

The Brief

- Each yard has a distinctive feel and unique entrance way. The artist should develop individual designs for each entrance that should relate to the name of the lane and if appropriate its history and the uses of the lane now. The designs will need to take into consideration the different requirements for fixing that each entrance requires.
- Arches should create an entrance to the side lanes, making them more visible from the High Street. They should look to create imaginative but clear signage to the shops in the alleyway, bearing in mind each shop sign will need to be affordable and easy to replace and maintain.

Budget

The budget for seven archways is £35,000 – approximately £5,000 per arch.

Timetable

Site visit with Arts Officer: Tuesday 30th September, 11 am

Deadline for applications: Monday 13th October

Submission details:

Please send an outline of your relevant experience and what inspires you about this project with initial sketched ideas and details of fabrication/materials.

An artist's statement and current CV (no more than 2 sides of A4)

4 examples of projects of a similar nature with images

Criteria:

- Track record in working in the public realm
- Skill in producing high quality art work
- Imaginative and relevant understanding of the project

Send by 5pm on Monday 13th October 2014 to:

Alex Hoare, Arts Officer, Test Valley Borough Council

Email: alexhoare@testvalley.gov.uk

Post: The Lights, West Street, Andover SP10 1AH

For more information please contact Alex at the above email address.