

WELSH NATIONAL SAILING ACADEMY & EVENTS CENTRE, PWLLHELI

SCOPE AND BRIEF FOR
ARTIST PROJECT MANAGER (APM) ROLE

NOV 2014

Issue 01

Contents

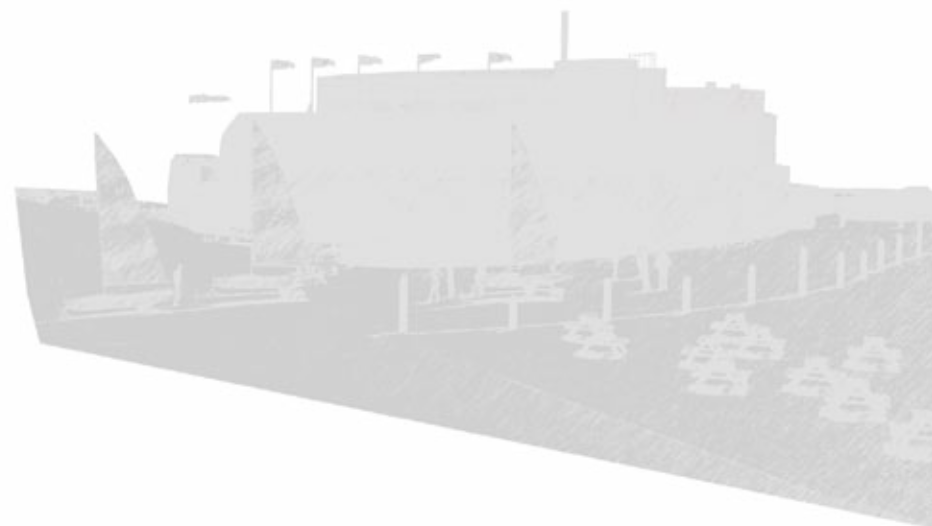
- 1.0 Background and site context
- 2.0 Location for Artist /Architect Collaboration
- 3.0 Precedents
- 4.0 APM scope and submission requirements



WELSH NATIONAL SAILING AC



ACADEMY & EVENTS CENTRE, PWLLHELHI



1.0 - Background and Site Context

The commission

Ellis Williams Architects seeks expressions of interest from experienced public art consultants/arts project manager (APM) wishing to manage the implementation of an artist(s) commission as part of the Welsh National Sailing Academy & Events Centre, Pwllheli. The APM will sit within the Architect's team (EWA) and its service agreement for the Client: Cyngor Gwynedd Council.

Context

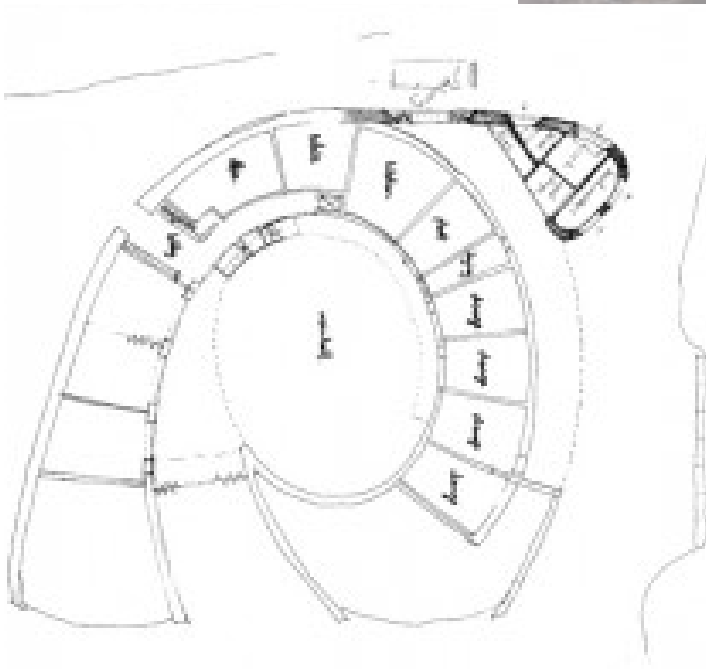
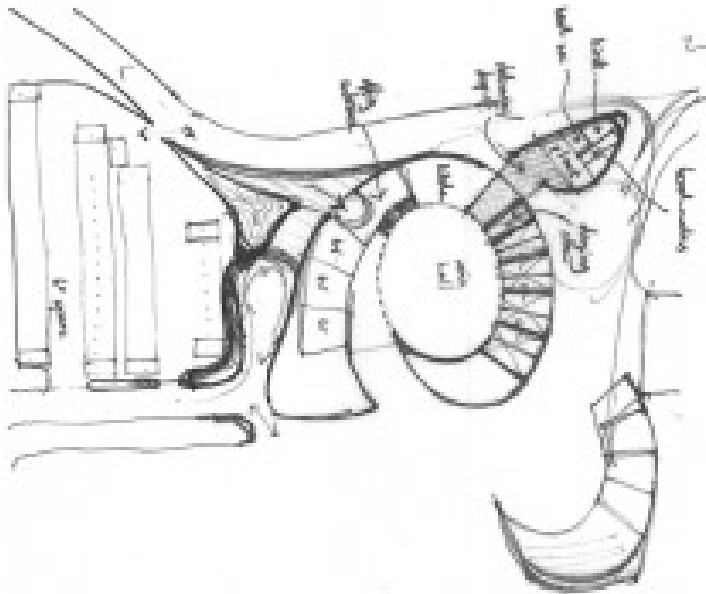
The proposed building is located on the Glan Don estate area of Pwllheli Harbour, located between the main road and the nearby beach. As the proposed works will involve potentially external and internal elements of the Academy building, it is expected that both the area surrounding the new building and the environment within will benefit from this unique project. The project is fully backed by Arts Council Wales and the Stakeholders.

The proposed Welsh National Sailing Academy and Events Centre project will realise the identified potential of the location as a centre for excellence for sailing events, training and activities in the area.

The new Academy will provide a centre to develop sailing events at national, European and worldwide levels; attract new visitors by sea and introduce new activities to the area. Over the long term, the new building will provide the central focal point for the proposed activities of the Welsh Sailing Academy and provide the foundation upon which the legacy of its participants success may be built upon.

The proposed commission will improve and enhance the public experience and building environment thereby increasing its overall character. We have considered an element such as external lighting and/or internal feature lighting, the public interface internally and externally and some informational elements. As a permanent feature of the new building, the proposed commission is expected to have both aesthetic and functional roles.

As a part of the WNSEAC project, this public art commission will follow established project guidelines for public engagement and communications. The commissioned artist will be encouraged to engage wherever possible with the stakeholders and the wider community to ensure engagement with the commission and WNSEAC project as a whole





2.0 - Location for Artist/Architect Collaboration

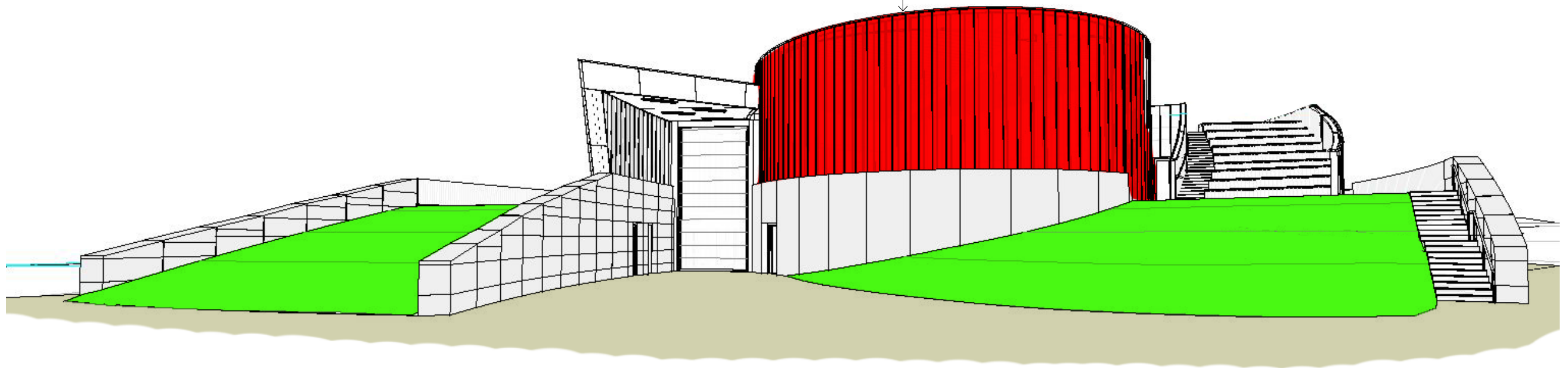
Artwork idea - Location for Artwork

We have a looked at a number of Artist collaboration ideas for the project and believe the maximum impact in terms of Audience or Public perception of the new building would be a collaborative project around the theme of light and possibly public interaction. It's a project that has a potential to be viewed in part or whole from a distance either on land or water, particularly during winter months with darker skies. This could also assist as an attractor to the site when visitor numbers could possibly drop.

During summer months with higher frequency of events there is also a possibility of the idea of beacon and also more intimate contact with information through display technology. A concept brief document of the proposed commission is to be developed with the APM in order to seek an Artist to work with the Architect through an interview process.

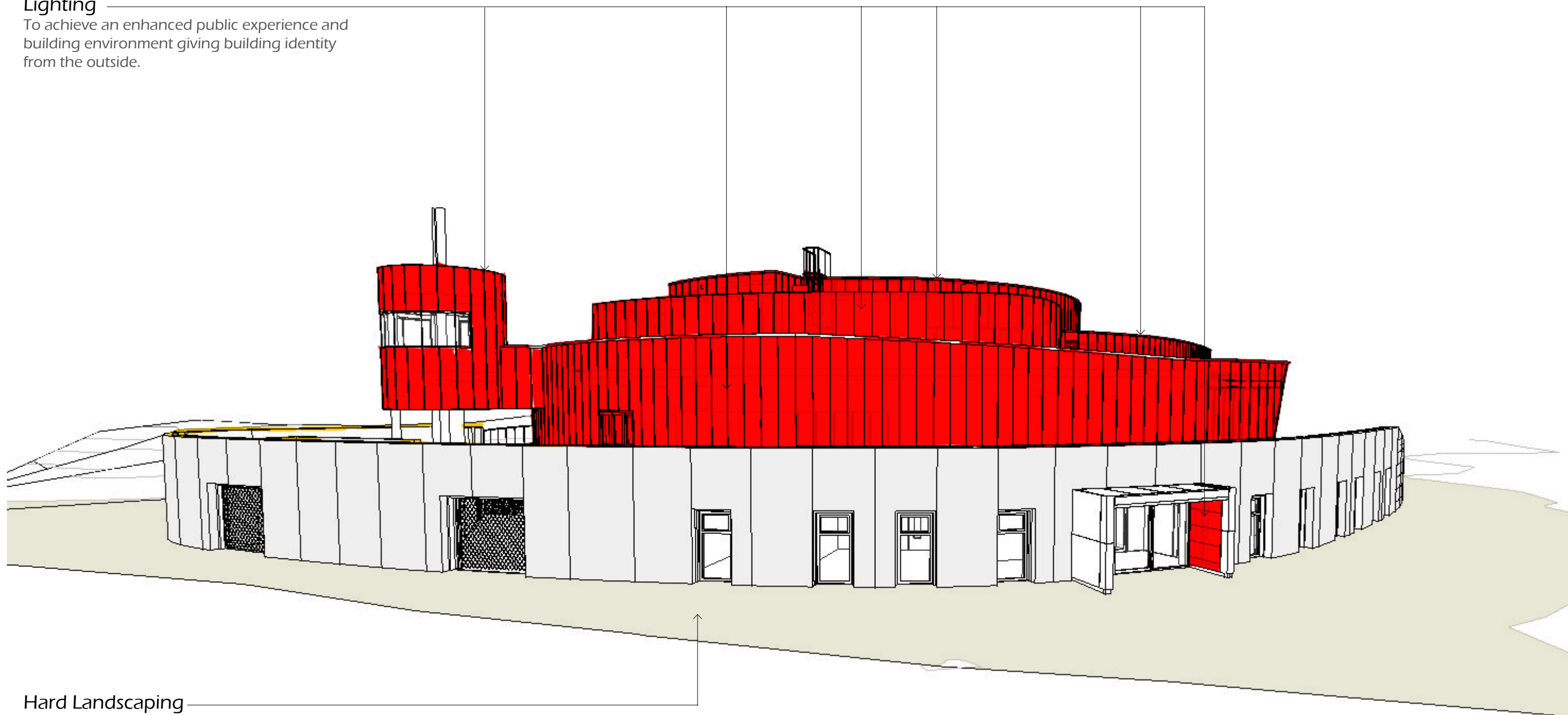
Lighting

To achieve an enhanced public experience and building environment giving building identity from the outside.



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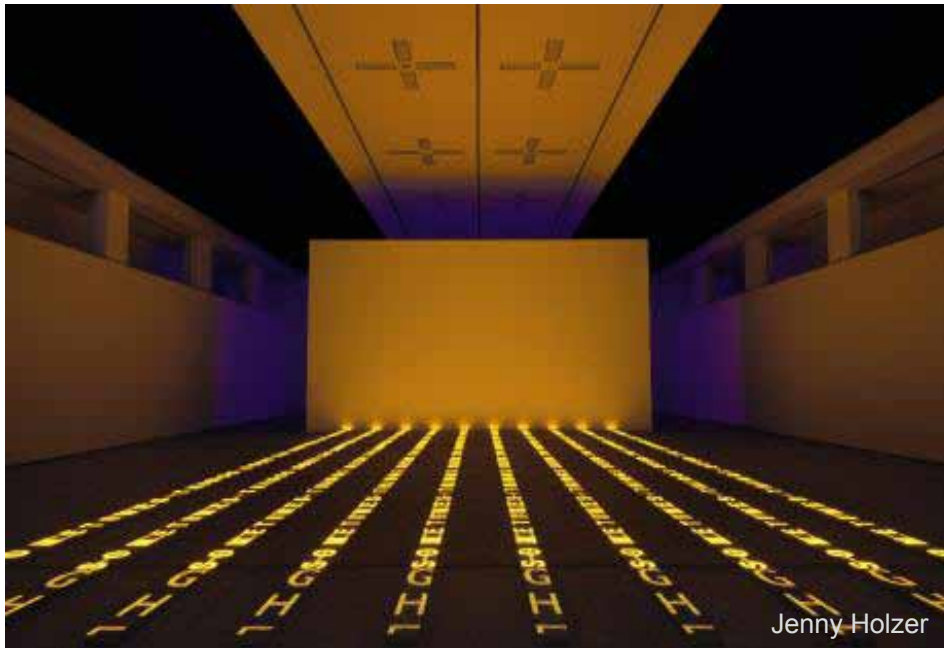
Hard Landscaping

Potential to external lighting as part of the artwork

3.0 Precedents

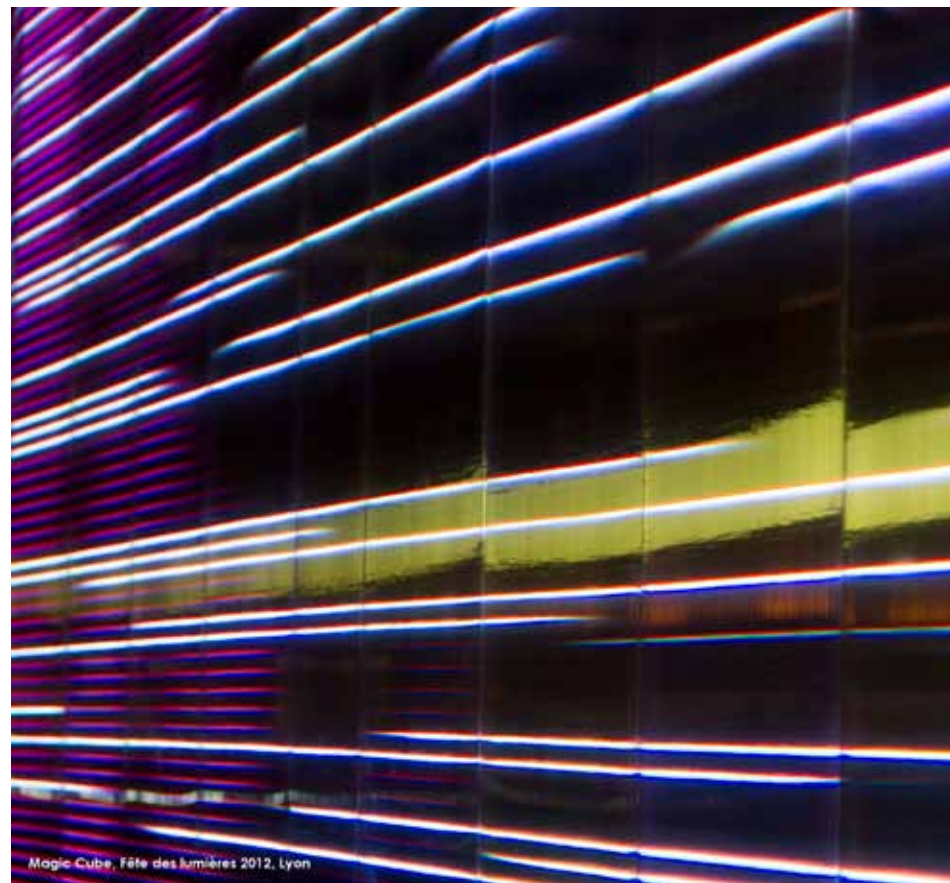
Lightworks

The Architects have some experience with working artists on projects such as Mostyn Gallery and the Baltic Centre for Contemporary Art. Technology is rapidly developing and we would be interested in the integration of something developed with an artist possibly into the facade material, Danpalon (www.danpalon.com). We would also see that the artist would drive the content and also the way the work might respond to the public or the environment, possible using wireless technology and interfacing with building infrastructure.



Kinetic Lighting - Magic Cube example by Gilbert Moity

During the Lyon light festival, the Magic Cube was the main attraction at the main Place Bellecour. For this event the material moved away from its most popular architectural applications, to become an enabler for an art work by lighting artist Gilbert Moity. Over 10 000 visitors shared in powering the light piece by cycling one of the 28 stationary bikes used to bring to life the Magic Cubes.



3.0 -APM scope and submission requirements

Meeting requirements

Following the Artist selection process, the APM would be expected to work with the Architects and also interface with the Plas Heli steering group, the overall Project Manager (Client rep), an Arts Council Wales advisor, and will be responsible for the delivery of the Artist Design. We would also want the APM to organise the Artist/ Architect collaborative meetings and track progress against programme for these. We would, where appropriate, invite a Contractor representative to these sessions if specialist knowledge is required on lighting components etc.

Key meetings will be held in either Plas Heli or Caernarfon. It is envisaged these would be the location for artist interviews and also allow for inception meeting, two progress meetings and an artist presentation meeting for the users (hopefully one). Also we would allow for (2-4) collaborative meetings to be held in EWA office (Preston Brook), technical meetings say 2-3 on site at Plas Heli with the specialists. It is also envisaged that there will be 2 schools workshops with either the main artist or a community support artist regarding the commission, the APM should allow for organisation for these with the Artist.

Key Tasks:

To lead the procurement of the artist and assist in the planning and development of the installation of the public art for the centre.

- Ensure that the aspirations of the scheme in terms of public art are fulfilled.
- Writing artists' brief to include planning requirements, access statements, Health & safety, Risk Assessments and Public Liability Insurance.
- Lead the group in the advertisement and the selection process for the engagement of an appropriate artist(s) for the proposed artwork and the co-ordination of project to budget and timescale.
- Lead the group in the advertisement and the selection process for choosing appropriate artist(s) and piece of public art and the co-ordination of project to budget and timescale.
- Manage Artist and Community workshops (two envisaged)
- Liaison with Arts Council Wales and any funding administration support work.
- Input into risk register and monitoring of Artist progress against programme.
- Contribute to discussions on, scope and use of material taking into consideration effects of weather erosion and the potential for vandalism. Advise Arts Council Wales and users on installation maintenance plan (with information supplied by specialists and design team)
- Managing the artist's contract, all necessary permissions, installation of art, maintenance, insurance and ownership issues.
- Input into the public consultation, marketing and promotion of the artwork including launch to maximise the potential economic benefit to the area. (Plas Heli to lead on this)
- The Brand Guidelines of the Stakeholders and Arts Council Wales and of the partnership must be followed when designing exhibitions and interpretive material.
- All text used must be bilingual and provision for this must be considered within the space allocated or when designing and developing media.

Timescales:

It is envisaged that an Artist would be selected ideally by late Jan 2015, with a concept developed over Feb 2015 with the installation progressing in stages to suit the contractors programme. It maybe that early decisions have to be taken regarding 'first fix items' and this might determine potential locations early on. The artwork must be installed to suit contractor's programme. The detail will need to be discussed with the APM in order to inform the brief and as the design progresses. The following is envisaged as key tasks requiring an agreed timeline.

- Artist brief and agree selection process and criteria.
- Artist advertisement
- Selection process
- Artist Concept development and Collaborative Workshops
- Presentation to Steering Group for concept sign-off
- Artist detail development with suppliers and installers
- Community schools workshops (allow for two).
- Final design and costs agreement process with stakeholders.
- Installation drawings (Contractor's specialists) sign off by Artist/ Architect process
- Installation
- Commissioning, snagging

Reporting Process

The Project Manager will be asked to provide regular updates to the Architects and Project manager on the progress of the work for Stakeholder meetings.

Budget

The available budget for this element of the scheme including fees for the APM, Artist and others providing design input through to the installation of the artwork is approximately £120,000 excluding VAT. The project is 50% funded by Arts Council Wales with match funding from the project fund. This includes the all design, supply and installation of all equipment.

Fees

The initial request is for a standard hourly rate. A capped budget will be set for the commission to include fees and expenses once the final scope is finalised between all parties and the successful candidate.

How to apply

Expressions of interest should be submitted, either electronically or in hard copy to:

Debby Calderbank
Office Manager
Ellis Williams Architects
Wellfield, Chester Road, Warrington, WA7 3BA
debby.calderbank@ewa.co.uk

Expressions of interest should include:

CV(s) of the Arts Project Manager maximum 3 x A4 sides
A statement of why the project is of interest to you
Your hourly rates (excl) VAT
Details of previous experience relevant to this project
Confirmation of availability during December 2014 to commence work on advertising for artist(s)
Contact details of 2 referees

WNSA ACW Arts Project			
Outline Programme of Activities			
Activity ref	Description	Start date	Finish date
1	Prepare APM brief and approval.	10th November 2014	27th November 2014
2	Place advertisement	27th November 2014	
3	Application period	25th November 2014	8th December 2014
4	Main contract programme review	26th November 2014	
5	Return of applications	By 5pm on 8th December 2014	
6	Application assessment	8th December 2014	
7	Interview and recommendation.	11th December 2014	
8	Appointment of APM	12th December 2014	
9	Artists brief and approval	15th December 2014	22nd December 2015
10	Place advertisement for Artist	22nd December 2014	
11	Artist submission	22nd December 2014	12th January 2015
12	Main contract programme review	5th January 2014	
13	Assessment of Artist submission.	12th January 2015	15th January 2015
14	Interview and recommendation.	19th January 2015	
15	Appointment of Artist	23rd January 2015	
16	Concept work	23rd January 2015	20th February 2015
17	Main contract programme review	20th February 2015	
18	Community workshops	23rd January 2015	20th February 2015
	Stakeholders		
	Education		
19	Detailed design	3rd March 2015	17th March 2015
20	Materials procurement	17th March 2015	15th May 2015
21	Main contract programme review.	17th March 2015	
22	Installation and commissioning subject to Contractor's programme.	18th May 2015	12th June 2015