



**“On the Spot”  
PUBLIC ART FOR THE SPOT**

**Artists Brief**

## **Artists' Brief**

### **On The Spot: A public art competition**

#### **Budget up to £50,000**

Derby City Council, in partnership with QUAD and St Peter's Quarter BID is seeking to appoint an artist/group of artists to work with DCC and businesses in The Spot area to produce artworks to be integrated in the public realm enhancement proposals for St Peter's Street and The Spot area in Derby City Centre.

The art work should be permanent in nature, respond to the site location, views and urban context. A consultant team of Waterman- FPCR has been working on preparing the Stage D level designs for the area. The selected artist will need to work with the consultant team and produce art works that are integrated within the overall design.

Derby City Council has identified up to £50k from the City Centre Regeneration Framework (CCRF) Action Plan Capital Programme to fund the project. This budget may be increased in case of a successful Arts Council funding application or offer of match funding from strategic partners.

Depending on the nature of the selected artwork, and in consultation with the artist, it may be possible to incorporate the art work's construction works within the wider public realm construction works.

#### **The key objectives of the public art work are:**

- To create a distinct identity of The Spot as a 'place'
- To create an identifiable landmark/gateway for St Peter's Quarter
- To create a space for public performance, meeting and gathering
- To work with the design consultants to provide an integrated public art solution for the proposed public realm proposals

#### **Background information:**

The key objectives for this project are to enhance the built environment and improve the accessibility of this key node by working in partnership with various stakeholders, businesses and funders leading to an increase in the level of inward investment (number of sales and rentals of properties) in this part of the city centre. The City Centre regeneration Framework (CCRF) identifies The Spot as a key node at the interface of Westfield and St Peter's Street, the historic North-South retail axis linking London Road in the South to A6 in the North. The Spot is bounded by prominent heritage buildings of Derby and forms a key gateway to the St Peter's Quarter Business Improvement District (BID) area as well as to the area traditionally known as the 'Lanes'.

The Spot was a well known meeting place prior to the area's redevelopment in the 1990s. Now it is a transient space for shoppers and commuters and a busy taxi waiting and a drop off area for buses. The centre of the space is currently dominated by a 1930s style toilet structure and a large musical clock by Smith of Derby.

At the public consultation event held in February, Derby people have voted for an option of removing the toilets and creating a multi-functional plaza type of space to accommodate performances, events and a mini-market place. Please see **Appendix 1** for the preferred option of design concept.

### **Time Trail:**

Time Trail is a tool to explore the 'Derby Story' through time. Time Trail is a series of planned urban interventions, helping to narrate the Derby Story in an interesting and interactive way. The North-South axis of London Road- St Peter's Street- Iron Gate is identified as one of the 'Time Trail' through the city. The Spot is the first location identified to explore the Time Trail concept through public art works. Please see **appendix 2 and 3** for further details on Time trail. The artists are encouraged to explore the themes of Derby Story as identified in appendix 2 in their proposals.

### **The public art work:**

Appendix 1 illustrates the current designs for the space where the artworks is to be situated. What is required is a spatial intervention that creates the feel of a public gathering space whose design is inspired and informed by the notions and themes explored in the 'Derby Story' and link closely with the 'Time Trail' which is outlined in detail in Appendix 2 and 3 respectively.

The aim for the public realm enhancement is to create a distinctive place that enables people to gather together and interact with or be part of the performances and activities taking place in this multi-functional space. The Spot plaza is expected to accommodate occasional markets, performances, meeting place for local residents, visitors and shoppers, as well as congregations for events and processions.

The public art work needs to integrate in the design of the public realm and enhance the setting of the place. The nature of the artwork is to be spatial, interactive, sustainable and contextual. We expect the artwork to meet high artistic standards with preferably a significant functional element. The work needs to introduce a dynamic animation to the space and could incorporate sound, time, digital connectivity, landscaping, trees or water features.

Previous consultation exercises with stakeholders have identified the following issues:

- The place needs to work both during day and after dark. Solutions that involve light and projections that can only be enjoyed in the dark should be discouraged.
- The artworks need to be integral to the design of the place and not just a decorative element. Urban graphic art or graffiti works should be avoided.

### **Artist selection process:**

#### **Expressions of interest from artists are invited giving the following:**

- CV detailing career to date to demonstrate previous experience of delivering projects of this nature and scale.
- 1 page summary explaining the approach in response to the brief and the location.
- Deadline for submissions 12 noon on 5<sup>th</sup> August to [hannahp@derbyquad.co.uk](mailto:hannahp@derbyquad.co.uk)
- Any pre-submission inquiries should be made to [keithj@derbyquad.co.uk](mailto:keithj@derbyquad.co.uk)

#### **Artist selection criteria:**

- Quality of work to date – concept and realisation
- Experience of working in the public realm
- Track record of balancing creativity and technical soundness of implementation
- Appropriateness of approach to meet the needs of the location and Derby's communities

#### **We will short list up to three artists who will be invited to prepare detailed proposals to include:**

- Overall concept/ vision
- Approach to engagement process
- Delivery timescales and key risks

#### ***They will be paid a fee of £500 to prepare these proposals.***

Derby people and stakeholders will be invited to cast their vote on their preferred proposal. This vote will account for 50% of the selection criteria.

The other 50% will be marked by a project team of DCC officers, St Peter's Quarter and QUAD. The project team will consider:

- Quality of concept
- Response to the brief including Derby Story
- Deliverability
- Viability of the proposal (based on the criteria below)

The selected artist will be responsible for achieving the proposed outcome within the approved budget and agreed timescales. The final outcome will need to satisfy the following criteria:

- Historic and existing site context
- National and local planning policy
- Highways regulations
- Health and Safety issues
- Financial viability - value for money, outcome achieved within budget agreed at the outset
- Longevity of creation
- Structural integrity
- Resilience and appropriateness of materials
- Ease of maintenance- both routine and over a long period of time
- Environmental sustainability issues- (energy cost, embedded energy etc)
- Construction timescales of St Peter's Street and The Spot enhancement projects
- Financial viability - value for money, outcome achieved within budget
- Maintenance plan and cost over the lifetime of the commission (to be discussed with the Streetpride team)
- Decommissioning process (when? And who/what will need to be involved?)

## **Process & Timescale**

### **Phase 1 – Artist Recruitment**

Aim is to promote this exciting opportunity widely and identify a range of artists capable of presenting a range of proposals that clearly meet the brief

- 22<sup>nd</sup> July: Advertising and promotion of opportunity
- 5<sup>th</sup> August: Deadline for submissions
- 6<sup>th</sup> August: Agreement of shortlist
- 7<sup>th</sup> August: Briefing with Shortlisted Artists (up to 3)
- 22<sup>nd</sup>/ 23<sup>rd</sup> August: Public vote
- 23<sup>rd</sup> August: Artist selected
- 26<sup>th</sup> August: Contract awarded/ inception meeting

### **Phase 2 – Technical Commissioning**

Once the artist is contracted we need to move quickly to get fully worked up designs and establish technical feasibility

- w/c Oct 28th: Stage C & D level design
- w/c Feb 24<sup>th</sup> 2014: Final Technical Designs
- w/c May 12<sup>th</sup> 2014: Construction

**Please note** the shortlisted artists will invited for a detailed briefing on the 7<sup>th</sup> August.

The short listed artists will be expected to present their ideas in person on the 21<sup>st</sup> August and prepare display material to enable the public vote both online and at an event in the city centre on 22<sup>nd</sup> and 23<sup>rd</sup> August.

### **Appendices:**

- **Appendix 1: The preferred design option for The Spot public realm**
- **Appendix 2: Derby Story narrative**
- **Appendix 3: Time Trail**

### **Note:**

On completion of implementation of the art work, the ownership will be transferred to DCC.

The IPR would remain vested with the artist, but that the DCC will be granted royalty free irrevocable licence to use the creative outcomes upon completion of the implementation of the artwork.

DCC will own the outcomes of the consultation process at all times and will use any data gathered by the artist as part of consultation for future reference or in any relevant projects.

DCC reserves the right to stop the project at any point of time or not deliver some elements of it.

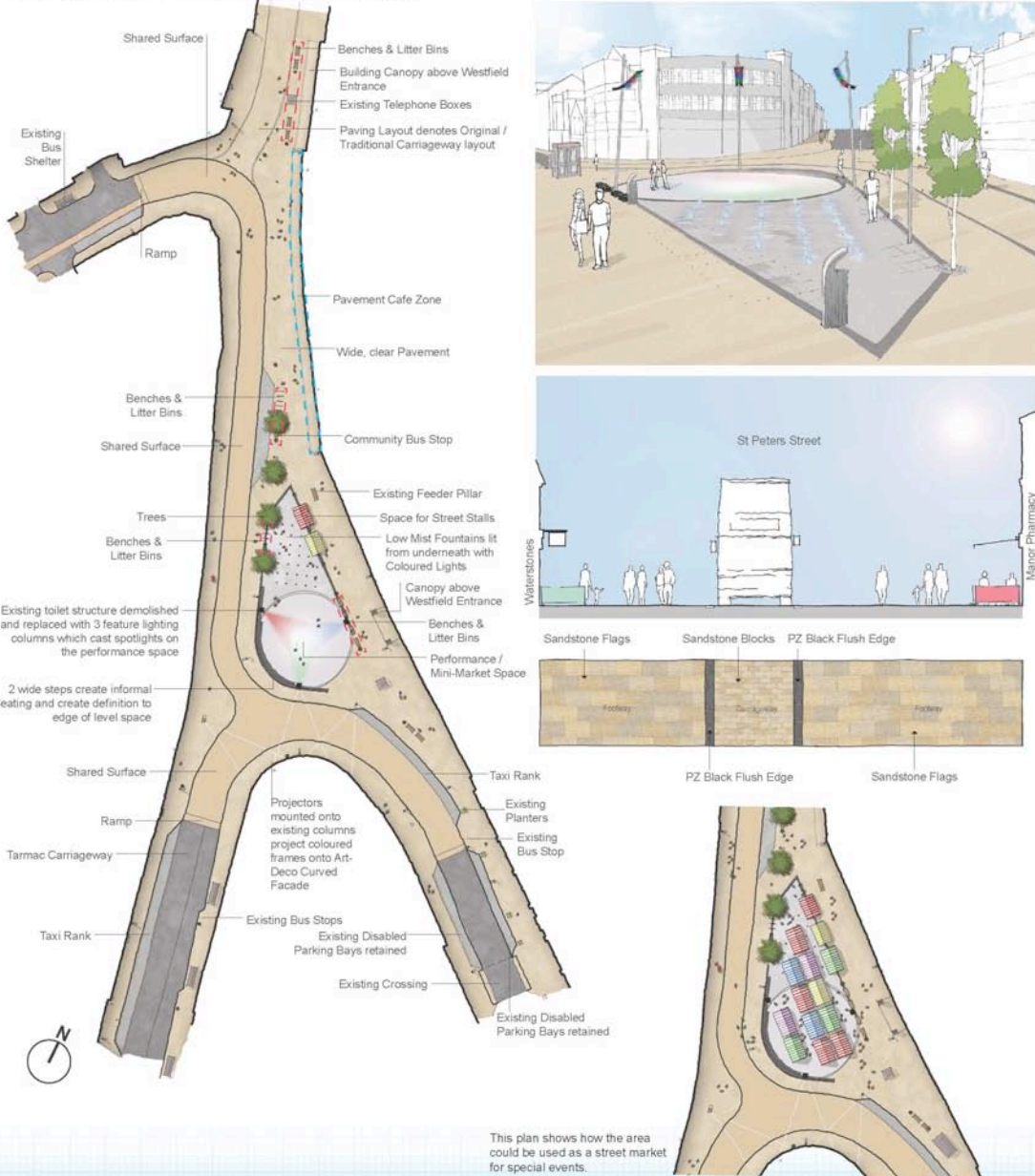


**Appendix 1:** The preferred design option for The Spot (under consultation and will be developed further along with the public art intervention)

# 5 OPTION 2: Toilet Structure Removed The SPOT

This option shows the toilet structure removed and a new level area created that could be used for a range of activities, such as street theatre, markets (such as farmers or craft markets) or as a gathering space for civic events.

St. Peter's street is shown as a "shared space". The kerbs have been replaced with high contrast, good quality paving materials to make the area pedestrian friendly.



This plan shows how the area could be used as a street market for special events.

## The Derby Story

**This section introduces the Derby story as a key city-shaping concept being developed by partners within the city.**

The Derby Story is based on a core narrative that reveals the city as a world-leading centre of innovation.

The Derby Story uses the city's inherent assets - Derby's geography, its built heritage, and the creativity of its people - to shape the renewal of the city in the following ways:

- developing Derby as a diverse, aspirational and high attaining international centre for living, visiting, business, sport, entertainment and culture.
- enhancing Derby's status as the UK's leading centre of advanced engineering - strengthening the local economy; supporting jobs; shaping the development of the sector at home and overseas; providing centres of education and inspiration to help people become the 'next generation of world-class makers'.
- engaging Derby's citizens - its institutions, businesses, organisations and residents - as active participants in citywide renewal.

**The Derby Story is a living history  
of world class thinking and making**

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## **City of Innovation**

**This is the core narrative to the Derby Story.**

Derby became world class more than two centuries ago.  
It did so through a small group of people who opened up new ways of thinking and making.

They were connected into international movements. They came from different backgrounds and worked across different fields of knowledge - art, science, philosophy as well as business, enterprise and manufacturing. They collaborated and they competed. Working in this way, these people were at the global cutting edge of Enlightenment and Industry - world class thinking and making.

**These people helped shape the modern world. They laid down the template that made Derby a world-leading centre of innovation.**

The tradition of innovation has been constantly renewed in the city ever since. The evidence for this is in the remarkable sequence of Derby developments - from the birthplace of the modern factory system, through the evolution of the rail industry, to the latest Rolls Royce engine.

No other place can rival this living story - from cradle of the Industrial Revolution to modern global centre of advanced engineering.

And the tradition of innovation permeates all aspects of the city's living history - from the art of Joseph Wright; the vision to build the world's first public park; the campaigning reforms of Florence Nightingale; right through to the city's modern development as home to nearly quarter of a million residents, embracing 182 nationalities.

This is a City of Innovation - with a unique, profound and inspirational identity.

And the living history of world class thinking and making is the city's biggest resource.

**This core narrative for a City of Innovation shows that the template was laid down for a world-leading, city-based knowledge economy in the eighteenth century.**

**The modern city is determined to take this template, adapt it for the twenty-first century and engage all it's citizens in shaping the next chapter of the Derby Story.**

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