



Brief for an Artist

Brief for an Artist

Banbury Gateway Shopping Park

1. Background

The Crown Estate wish to appoint a suitably qualified and experienced artist to create a bespoke and distinctive public artwork for the Banbury Gateway Shopping Park. The purpose of the public artwork is to create an attractive and notable feature that links to the history and heritage of the area, whilst conveying a contemporary and aspirational style.

2. Banbury Gateway Shopping Park

Banbury Gateway Shopping Park is situated 2 miles north east of Banbury Town centre, adjacent to J11 of the M40. The first phase opened towards the end of October and boasts, 12 leading retailers and restaurants including Primark and M&S and is designed to create a major new fashion and shopping destination in the region. The scheme will be fully open in February 2016 when the last three remaining units on the scheme including Next and New Look open.

3. Context

The selected artist will work with the Crown Estate's advisors, Tuffin Ferraby Taylor (TFT) and Cherwell District Council Officers to determine where to site the artwork to best effect within the newly opened Park. Initial thoughts are that the public art will reflect in some way the history and heritage of the site or wider Banbury area, and in particular Artists are asked to consider the theme of Crossroads and Gateways.

The objectives for the artwork are to

- Create unique and distinctive artwork(s) that are of high quality: work which is durable and easy to maintain and which integrates with the functional requirements of the immediate area.
- Strengthens the personality and identity of the development, in an innovative and engaging way.
- Provides an enjoyable focal point for residents and visitors

4. Public Art Process

The brief is for the design and production of a piece of public art for the Shopping Park. Artists should state how they intend the piece to be made. The materials must be agreed with TFT in advance, and consideration is being given to the use of innovative materials or approaches and where possible local suppliers should be used in preference to more distant businesses. The applicants should give this option consideration in their application.

Artists are asked to provide an expression of interest at the initial stage.

No designs are required at this stage but images of at least three examples of previous work and references from another 2 commissioners must be supplied along with an outline approach to the design process.

Expressions should be submitted electronically to Alan Pemberton, TFT Consultants c/o Jcox@tftconsultants.com

The Subject bar should contain the title: Banbury Gateway ARTIST SUBMISSION

There will be a shortlisting exercise from the expression of interest. Those selected will be asked to provide outline designs. This work will be paid for at a flat rate of £250 and should involve a site visit so that artists can indicate where they would consider siting the work. Design proposals should also include how the artist would approach community engagement within their proposal.

The works must be durable, easily maintained, and resistant to damage, but may include lighting, be freestanding or wall mounted.

5. Budget

The budget for the public art is capped at £44,000. This budget must include all costs; artists' fees, materials, enablement works, delivery to and installation on site.

If artist is registered for VAT, this will be paid in addition to the budget figure.

6. Appointment

Following an interview with a panel that will include local Councillors, officers from Cherwell District and Banbury Town Councils, as well as the Crown Estate, the selected artist will be required to enter into a contract to design, make and deliver the artwork within a mutually agreed timescale and programme installation in conjunction with The Crown Estate.

The following services and activities should be included within the budget unless otherwise agreed in writing with The Crown Estate:

- a) All the artists time and expenses, including liaison with the Crown Estate and their representatives and contractors with regards to the public art, including meetings to present the designs; overseeing any delivery and installation as required;
- b) Design costs for the public art, fabrication and any special structural design and selection of materials from source;
- c) All the materials used in the construction of the public art including any temporary packaging materials.

The artist shall advise of any enabling works that are required in order to supply, deliver or install the public art, including any services (e.g. electricity), access or other arrangements. The cost of these must be agreed prior to a final design being agreed

The artist shall agree to the use of the artwork, sketch designs and explanatory material in publicity for Banbury Gateway Shopping Park and by the Crown Estate, and adhere to the Crown Estate's

communications policy meaning any publicity the artist wants to generate externally, must be agreed with prior consent from The Crown Estate.

Please note that the copyright for the public art will remain with the artist, but the finished artwork will become the property of the Crown Estate.

Proposed timeline:

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| Deadline for Expression of interest: | 11 th March 2016 |
| Deadline for selection and notice of decision: | 21 st March 2016 |
| Design process: | 22 nd March 2016 22 nd April 2016 |
| Interviews: | 28 th April 2016 |
| Appointment: | 3 rd May 2016 |
| Installation date: | to be agreed with the artist but possible from 2 July 2016 |

NB The artist shall keep The Crown Estate and Cherwell District Council apprised of the progress of the work throughout his commission and discuss the design development, both directly and/or with agreed representatives at regular steering group meetings. The timetable for these will be developed with the artist when the contract for making the artworks is let.