

Bedminster Town Team

'Beam Bedminster' - Public Art Commission, Light Installation

Artists brief:

1. Introduction /context

This brief is for the development of a public art light installation commission to be appreciated in the evening but if visible in daytime the work must be visually acceptable/pleasing. The work will be located at the Upper end of East St, with then intention of raising the profile of Bedminster, attracting visitors, and importantly encouraging visitors to East Street in the evening. The work will also help to increase trade and create a positive atmosphere by animating the area and providing impact and visual excitement.

The project is one of a series of creative initiatives to support a pilot study to regenerate Bedminster, as part of the Bedminster Town Team Portas Award. A government funded competition created in response to the Portas Review, which provided compelling evidence that our high streets were dying due to out of town retail parks and internet shopping.

<http://www.bedminstertownteam.org/about/our-winning-application>

East Street, Bedminster is an area that needs some improvements to regenerate the area and encourage more people to use the street.

2. Background

The Department of Communities and Local Government launched the concept of Town Teams at the beginning of 2012 in response to the (Mary) Portas High St Review. The Portas Review provided significant evidence that the rise of internet shopping and out of town retail parks has had a very detrimental impact on our town centres. Portas offered 28 recommendations including a competition for towns to pilot these recommendations. The Bedminster Town Team were successful in their bid, and are now putting their plan into action.

Bedminster's location relative to Bristol is the same as Shoreditch to London – city fringe, with a declining light industrial employment base. Our Town Team aims are to future-proof our high streets and future-proof our local economy by combining the existing retail offer with arts, creative and media based businesses.

To summarise the Bedminster Town Team application:

- save our high streets
- re-structure the economy of Bedminster for the 21st Century

2.1 Site history

Bedminster extends from North St to East St <http://goo.gl/maps/GT1H9>

The Tobacco Factory in North Street has had a major beneficial impact on the area, the aim of the Bedminster Town Team is to have a similar effect on East St.

East Street is a street of mixed shops, cafes and pubs approximately ¼ mile long, it has mixed pedestrian and shared bus route which stretches from end to end and breaks the street in two. In the day time it is quite well used but at night is a very quiet space. The community are proud of this shopping area but recognize that some improvements would create a more vibrant space that would increase its use as a shopping and leisure area.

The artist may wish to engage with Greater Bedminster Community Partnership to speak to local voluntary groups, local business representatives and local residents.

Bristol Records Office and Bristol library will have specific historic information about the area.

3. The Commission

The Commission is for an artist to create a light installation, which will be a powerful, attention grabbing and interactive art work that links the identity of the area, in East Street, Bedminster providing a sense of pride for residents and local business. The light installation is fixed for the period of one month with an opportunity to become permanent thereafter.

The art work should engage the public, provide a focus for press and publicity over the period of installation March till April 2013

1. Attract new visitors to East St, and increase income in the shops and cafes
2. Celebrate the public realm in which the work will be installed.
3. Create a different perception of Bedminster particularly East Street
4. Increase contact with local community group/s and residents.

4. Artists selection

Artists selection will be an open call for expression of interest. Bedminster Town Team Arts and Culture representatives with a background in arts commissioning will present a long list of artists to the Town team steering group, who will select three to be invited for interview to present their work and response to the Artists Brief.

4.1 Artist specification

Evidence of high quality artwork

Evidence of competency in installing a light art piece.

Excellent communication skills

Enthusiasm in engaging with public

Proven ability to engage with Town Team aims and objectives

Interest in the histories and elements inherent in specific sites and places

Hold public liability insurance up to £5m.

Academic qualification BA/MA – desirable not essential

5. Commission Process

5.1 Commission Proposal

The artist should initially undertake a period of research and development, and present their commission proposal for the approval of the steering group. The presentation should include visuals e.g. photo montage, sketches, and a written method statement to include rationale and conceptual basis, budget, materials, installation methods and technical and maintenance requirements. The contract will include the artist revising the design.

5.2. Fabrication and Installation

The fabrication will be the responsibility of the artist, subject to meeting 5.3 Technical Criteria. The installation process to be discussed and agreed with Bedminster Town Team Arts and Culture representatives, and approved by the steering group. In the fabrication process the artists must agree up to two studio visits.

5.3 Technical information

Use of electricity will need to be carefully considered, and all cables protected
The work(s) will need to be durable, have a low maintenance requirement, be resistant to vandalism and be designed and constructed with due regard to health and safety issues.

5.4 Maintenance and longevity

The maintenance post-installation will be the responsibility of Bedminster Town Team. The artist will provide information regarding general cleaning and a maintenance schedule for the period of the installation.

5.5 De-installation and reinstatement

If the work requires de-installation the artist will be responsible for the removal of their work supported by Bedminster Town Team, unless otherwise agreed.

6. Contracts and payment

The artist will be contracted to deliver as per the artists' brief. However, there will be a break in the contract at the Commission Proposal stage which allows for the artist to withdraw, and/or the steering group to be unable to approve the commission. If either party is unable to proceed the artist will receive the fee of £500.00.

The artist's fee for this work is **£5000** This includes all travel and subsistence expenses. (to include two artist's talks/events). Travel expenses will be paid for interview.

There is also a fee of **£5000** for production costs to include all fabrication, transport, installation and reinstatement costs to be paid on receipt.

The figures do not include VAT.

Fee payment will be made in instalments linked to stages in the commission process:

On signing contract	£ 500.00
On approval of commission proposal	£4000.00
On completion	£ 500.00

7. Management, Contacts and Approvals

The project will be managed by Bedminster Town Team and supported by Bristol City Council.

Artists will be contracted to Bedminster Town Team.

Further contacts will be provided once artists have been selected.

As noted above, the steering Group will oversee approval of the proposals. The project managers will oversee the technical approvals and installation and de-installation.

7.1 Steering Group

Will comprise of 6 –8 representatives from:

Arts and Culture representative
Arts Council Representative
Bristol City Council representative
Local trader and Local residents
Town Team steering group member

8. Time scale

Invitation to Artists	7 th Nov 2012
Artist submissions deadline	3rd Dec, by 12pm 2012
Agreement of appointment/signing contract	by 14 th Dec 2012
Work installed	by 1 st March 2013
Press launch and opening event	March 2013
De-installation/Completion	If required minimum end of April 2013

9. Copyright

The copyright for all submitted research and design material will be held in favour of the artist.

Ownership of all submitted research, design material, models and the final work will be held in the ownership of the client.

10. The key contact will be the Bedminster Town Team Arts and Culture representatives. Other contacts will be available from the Bedminster Town team upon commencement of the project.

Please send your enquiries to

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Appendix A: Night time economy summary

East/Cannon Streets Evening Economy Phase1

