



## Stratford City – Big Bertha Commission

### Artist Brief

Westfield Shoppingtowns Limited is developing the largest retail-led, mixed-use urban regeneration project ever undertaken in the United Kingdom. Situated adjacent to the site of the London 2012 Olympic and Paralympic Games, the development will create a new metropolitan centre for East London. Big Bertha is the name of the tunneling equipment used to connect St Pancras to Stratford International Station. Westfield wishes to celebrate Big Bertha's function and form by inviting artists to create sculptural seating with disassembled pieces of equipment. The artwork will be sited by the International Station and applicants should consider how the artwork will integrate with the landscaping and surrounding architecture.

Westfield has allowed a budget of £140,000 + VAT for the realization of the commission. A steering group within Westfield will oversee the selection process, advised by their public art coordinator. Five artists will be selected to take part in an open competition in response to this brief.

There is an expectation that the selected design will result in a work of art that is in harmony with, and integral to, the architecture enriching the visual and cultural experience for those that live, work, visit and experience Stratford City.

**Maximum value of commission** **£140,000**

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## Background

Stratford City is the largest retail-led, mixed-use urban regeneration project ever undertaken in the United Kingdom. Situated adjacent to the site of the London 2012 Olympic and Paralympic Games, the development will create a new metropolitan centre for East London which has been developed against some of the most stringent guidelines for environmental and community sustainability ever applied to an urban development in this country, setting a new standard for major regeneration developments in the UK.

Big Bertha is the tunneling machine cutting head segments which bored the tunnels for the high speed trains between London and Europe. Tunnel boring machines are 120m long and weigh up to 1,100 tonnes. For further information on how the machines work please click on the following links:

<http://www.arup.com/assets/download/download234.pdf>

[http://www.guardian.co.uk/flash/kingscross\\_redevelopment.swf](http://www.guardian.co.uk/flash/kingscross_redevelopment.swf) (and click on the London Tunneling button)

## Theme

The overall theme or concept for Stratford City's public art programme will refer to the creativity and cultural diversity of the area through the theme '**Connecting Cultures**'. This theme relates to the history of the site as a railway depot and a town built on the success of George Hudson the railway entrepreneur. Stratford is set to become one of the best connected places in London and the gateway to Europe due to local, national and international rail services. East London is known as the creative quarter of London with more creative people per capita than any other European city<sup>1</sup>. Stratford is also the home to the most diverse group of cultures within any city worldwide<sup>2</sup>. Westfield wish to reflect the creativity and diversity of the area through a strong public art programme by encouraging local artists to participate, and engaging the community wherever possible.

Technology is set to play an important role in the new Stratford City development as Westfield embraces new and efficient ways to build, heat and maintain the buildings. Westfield has committed to sustainability by reducing carbon emissions and water consumption. It is our desire that this approach will continue through all aspects of the scheme, including the public art programme.

## History

Stratford is located in the Borough of Newham, in the east of London three miles from the City of London, adjacent to the London Borough of Hackney and Tower Hamlets. Newham has an extremely diverse set of communities with significant levels of economic, social and educational disengagement. Stratford in medieval times

<sup>1</sup> Greater London Authority 'London's Creative Sector: 2004 Update'

<sup>2</sup> Greater London Authority 'Highlights of the Mayors Culture Strategy 2004'

comprised mainly of farming land producing crops such as beans, wheat, oats and barley. The crops created a need for the milling of the seed, which resulted in several mills built in the area along the river Lee. Temple Mills originally belonged to the Knights Templar and today the name remains for the small maintenance depot of EWS and Railtrack. Stratford is a medieval name which means 'the ford where the Roman Road crosses the river'. Modern Stratford was initially called "Hudson Town" after George Hudson the railway entrepreneur and it was the location where the two main branches of the Great Eastern Railway leading to Cambridge and Colchester diverge. The new town was a railway colony containing several hundreds of skilled employees. Located at Temple Mills, the first locomotive engines were built in 1850 along with passenger tank locomotives. When the "Railway King" lost his crown due to scandalous affairs the name 'Hudson Town' fell into disuse and the town reverted back to the original name of the area: Stratford. The company was closed in 1963 however a small depot still exists along with 73 hectares of brownfield railways lands which is now part of Westfield's Stratford City site.

### **Location of Work**

On arrival by Eurostar, this will be the first place in Stratford City that visitor's experience. Visitors will be greeted by a public square in which the Big Bertha sculptural seating may be placed. The artwork is to welcome visitors and will assist to create a first strong impression by complementing the surrounding architecture. Consideration should be given to integrating the sculptural seating with the landscape. The focus is on the elements within the space and the area is distinguishable as an accent space.

As a main access into Stratford City it is envisaged that this will be a transitory space that people predominantly move through, or meet friends and family before moving into the retail area.

Key Space 5 (KS5) allows direct access to a variety of uses, including public transport, hotel, office, retail and car park. This ensures constant activity and thus a lively place, day and evening. A taxi drop-off is also provided for ease of access to the station, and will benefit the office and hotel uses.

Due to the heavy nature of the Big Bertha pieces it may be possible for the sculpture/seating to be used for anti-terrorism and may be placed to prevent vehicles driving into the open space.

### **Scope of the Work**

The purpose of this commission is to design and create sculptural seating incorporating the cutting head segments of Big Bertha assisting to create a sense of place within KS5, create visual landmark/s which reflect the values and identity of the new Stratford City. The artwork must include some, but not necessarily all, of the segments of Big Bertha.

The artwork will create a point of interest in KS5. The artwork should relate to the new development and its architecture addressing the contemporary needs of the streetscape and how the designs will relate to the development.

Within the context of the above description, artists will be asked to consider the following factors:

- Iconic and high quality design
- Assist with way-finding and create a point of differentiation within the public realm
- Highlight the meeting point within the open space
- Capture the spirit/essence of Stratford
- Explore and contemplate the future.
- Enhance and connect with its environment
- Day time and night time usage
- Have a low carbon footprint or highlight the 'green' design of the development
- Educational – information must be provided on how the cutting machine works and incorporated into the public realm;
- Consideration of multi-lingual signage/education

Consideration should also be given to:

- Lighting
- The nature of the public realm – constraints and opportunities
- Durability, maintenance and vulnerability to vandalism
- Be relevant to future communities in the development
- Enhance the cultural experience of the public
- The busy nature of the location
- Seasonal changes – the functionality must respond to the various weather conditions that exist within the English climate.
- Installation costs
- Contribute to the external space and be integrated into the landscaping or external lighting of the scheme;
- Construction design management (CDM);

### **Technical Guidelines**

The artwork must:

- Take into consideration planning and site requirements
- Not raise security or safety issues nor inhibit public access
- Be easy to maintain
- Be made of materials robust enough to withstand normal wear in a public place
- Manufactured in such a way that future maintenance and repair is possible.
- Consider weight and installation requirements (notionally considered at this stage)

In addition:

- Final siting and design must be approved by Westfield Shoppingtowns Ltd
- The artist is required to provide a maintenance manual at completion of the work.

### **Artistic Opportunities**

Artists should consider the scope for a three dimensional intervention in response to the space. Artists will need to consider the relationship of surfaces, materials, textures and tones; and/or the potential for lighting the artwork. It must be stressed that at this initial competition stage artists are asked to come up with a 'big idea' – a broad brush approach to the scheme. The selected artist will then be invited to develop this idea in further detail, subject to contract and to planning permission having been gained.

### **Application Process**

To register an expression of interest please send **a CD and 1 hard copy** including:

- A letter of application, which outlines why you are interested in this project, your experience of this type of work and how you would approach the commission. Max 1 page
- Up to 3 examples of relevant work you have completed including descriptions and images (all images must be presented in a PowerPoint presentation). Please outline the costs and timescales of these projects. Max 1 page
- Other supporting information – please limit to 8 images, 2 sides of A4 or equivalent.
- Current CV
- Details of two referees

Please note all submissions will be kept on file and will not be returned to the applicant.

To: Kate Ward, Public Art Coordinator  
Westfield  
MidCity Place  
High Holborn  
London  
WC1V 6EA

***Deadline for submissions of interest is 28<sup>th</sup> November 2008.***

### **Planning and Approval Requirements**

The artist and Westfield may need to attend a pre-application meeting with Newham Borough Council prior to lodgement of a planning application. Westfield will prepare the planning application document with the assistance of the artist. The project will only proceed if planning approval is obtained. Westfield will cover the costs associated with planning approval.

### **Selection Process**

From the open competition a shortlist of five artists will be selected by the steering group.

The steering group:

- John Burton                      Director
- John Shimmen                    Development Director
- Simon Cochrane                Executive Design Manager
- Rebecca Angel                 Project Concept Director Stratford
- April Taylor                      Marketing Executive
- Kevin Duffy                      Project Centre Management
- TBA                                 Construction Commercial Manager
- Kate Ward                        Public Art Coordinator

Each of the shortlisted artists will then be invited to attend a briefing session with questions and answers with the Concept Architect, Public Realm Manager and Public Art Coordinator on 16 December 2008 to view the Big Bertha pieces (venue, date and timetable to follow). Each of the artists will then develop a site specific proposal for presentation to the steering group on 20 January 2009 (or another mutually convenient date).

Following the artist's presentations at the end of the design period, one of the artists will be selected and, depending on planning permission being gained, will be commissioned to carry out the agreed work of art. The winning design will be submitted to planning permission to the London Borough of Newham; prior to this the design will be submitted for comments to key stakeholders adjacent to the Stratford City site.

It is expected that the design process will be interactive with opportunities for the artist to discuss their ideas as they emerge with the design team and landscaping consultants.

Westfield is keen to see the artist develop their work in partnership with the support of local manufacturers who can advise on technical issues and production. It is hoped that part of the work will be manufactured locally.

The artist may be required to attend a number of meetings with planners and stakeholders in London during the course of their contract, to present and discuss their designs. The artist will work primarily with Westfield and the Landscape Architect but may also need to consult with the Newham Borough Council if planning permission is required.

A two stage selection process will be managed by Westfield for the Stratford City placemaking project.

### **Stage 1 Site Visit and information**

Shortlisted Artists will meet with the Executive Design Manager, Project Concept Director and Public Art Coordinator for a ½ day briefing, view the pieces of Big Bertha and site visit.

This shall provide the chance to get a better understanding of the project, and a chance to ask any questions

### **Stage 2 Shortlisted Artists**

Shortlisted artists will receive a fee of £1,000 + VAT to prepare a bona-fide concept design, detailed budget and attend an interview with the Panel to present your design.

You will be invited to present your ideas to the Selection Panel on 20 January 2009 (or another mutually convenient date).

The presentation should address the following selection criteria:

- Drawings or photomontages or computer generated images indicating the proposed work in situ
- Model or marquette of the proposed artwork/s
- Written statement describing the artistic aims of the proposal
- Outline budget indicating the proposal is feasible within £140,000.

### **Selection Criteria**

#### Design

Quality of concept and realisation in existing work

Quality proposal

Innovative ideas and approach

#### Project Management / Public Art Experience

The artist should demonstrate planning and management skills through having completed a public art commission or a project on a similar scale.

#### Communication Skills

The artist should demonstrate an ability to clearly express the design ideas in drawings and plans.

#### Budget

The artist should provide an indicative budget for their proposal.

### **Artist/s commissioned**

The selection panel will decide on an artist who best meets the selection criteria, who will be invited to proceed to final design, fabrication and installation for the project.

Westfield will announce the selected artist in March 2009.

Marquettes of the artist's proposals will be on display. Location TBC

### **Budget**

#### **1. Designs**

Each shortlisted artist will be paid a fee of £1,000 + VAT upon receipt of invoice and viewing of design concept. The fee is to cover all expenses associated with designing and presenting the concept (including travel and accommodation).

#### **2. Commission Implementation**

The fee for the iconic art commission is £140,000 + VAT which includes all aspects of the design (including artist fees, workshops, travel, accommodation and meetings), fabrication and installation of the artwork and all other professional fees (subcontractor, structural engineer etc, as necessary).

Payment up to the agreed fee will be made on receipt of tax invoices to be submitted to Kate Ward, Stratford City Development Limited, C/O Westfield Shoppingtowns Ltd, Mid City Place, 71 High Holborn, London, WC1V 6EA.

### **Role of the Commissioned Artist**

The commissioned artist will be contracted by Westfield to:

- Prepare presentation drawings to convey the design including plan views and elevations
- Provide design documentation for fabrication and installation including specification, plans, elevations, construction details and fabrication/installation notes as required (drawings should be to scale, describe intended colours and materials, and be suitable for submission for the planning permission).
- Provide a final design report including an artist's statement describing the proposed works and an itemised budget.
- In collaboration with Westfield seek Planning Permission for approval for the artwork with Newham Borough Council
- The artist will be expected to liaise with the Stratford City Design team including the landscape architects, and lighting consultants.
- Participate at Westfield public realm meetings to ensure art and design complement the architecture and surroundings
- Upon receiving Planning Permission, procure materials, fabricate and install the work
- Project manage production/fabrication
- Foundation/base design



### **Installation**

Westfield Shoppingtowns Ltd are the contractor and will be responsible for the installation of the artwork.

The artist will be required to liaise with Westfield to coordinate the installation of the artwork and will need to include the installation fees incurred by Westfield in their budget.

### **Managing the Commission**

For the installation of the artwork the artist is encouraged to work with a contractor experienced at installing electrical works. Any sub-contractors employed by the artist to assist with fabricating and/or installing the work must be accredited professionals and be paid from the commission fee. The artist's budget would need to reflect this arrangement.

### **Commissioning Agency**

Westfield will commission the artist and the artist will report to Westfield. Upon installation the artwork will become the property of Westfield who will be responsible for its maintenance.

### **General**

Westfield reserves the right at any stage not to proceed with the project, or to proceed on a different basis from that anticipated in this document.

No contractual or other legal obligation arises on the part of WSL from the lodgement of any Expression of Interest.

The selected artists will be required to sign a contract with WSL.

## **Project Timeline**

Site visit and briefing	16 December 2008
Shortlist concept design presentation	20 January 2009
Notification of selected artist	February 2009
Contract finalised with selected artist	March 2009
Final Design completed	April 2009
Planning Permission submitted	April 2009
Fabrication	2009 - 2010
Installation	April 2010 (Subject to programme)

## **Inclusions**

**Attachment A – Images of the Big Bertha segments**

**Attachment B – Plan of Stratford City & Location of Commission**

## **Further information**

For further information please contact Kate Ward on 020 7061 1863 or by email:  
[kate.ward@westfield-uk.com](mailto:kate.ward@westfield-uk.com)

Attachment A – Images of Big Bertha



Example of tunnelling equipment



Big Bertha Segments

### Attachment B – Plan of Stratford City & Location of Commission

