

CALL FOR ARTISTS AND DESIGNERS

Blackhorse Lane Public Art Commission

INTRODUCTION

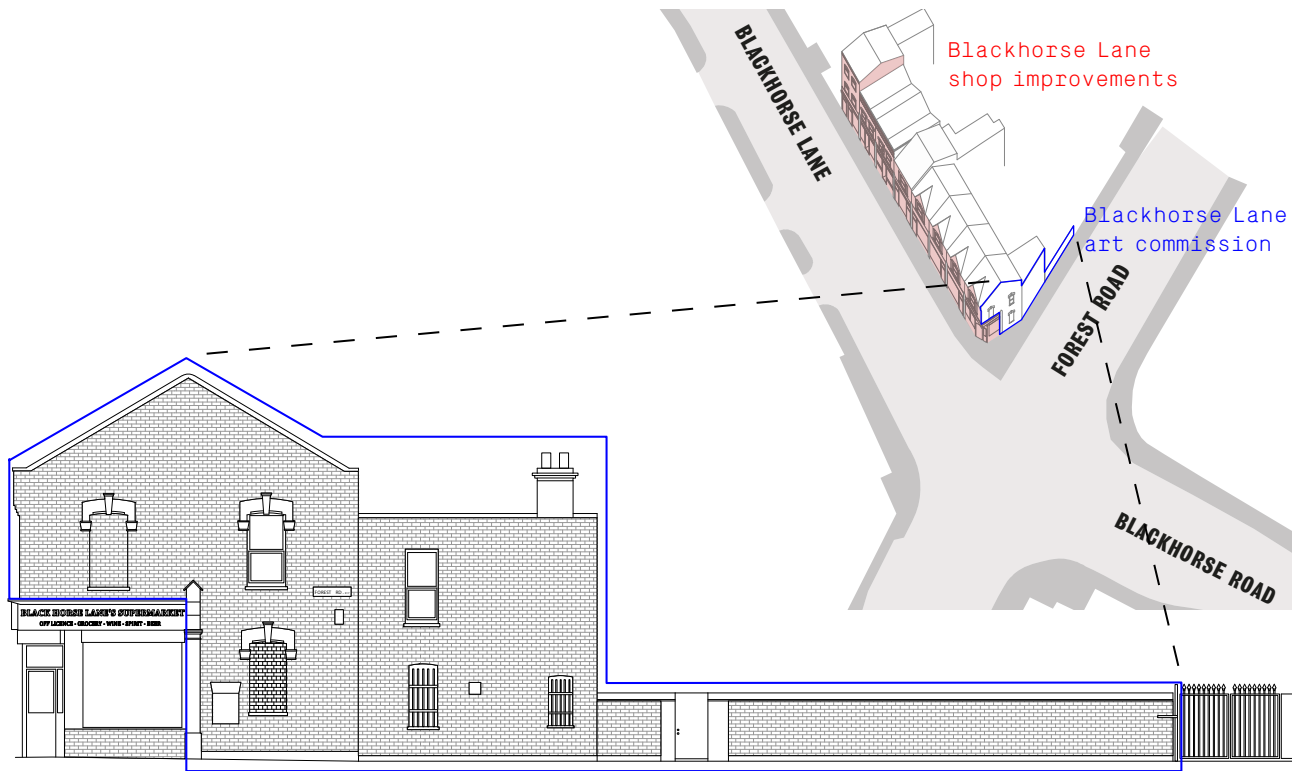
The London Borough of Waltham Forest has been awarded funding through the Mayor's Outer London Fund to carry out a series of improvements in the Blackhorse Lane area. These improvements, led by architecture practice We Made That in collaboration with graphic designers Europa and charity The Architecture Foundation, will include transformations to streetscapes, shops and industrial frontages in the area. All works are planned for completion by March 2014.

ART COMMISSION OVERVIEW

As part of the Blackhorse Lane project there is a desire to commission an artist or designer to develop and deliver a permanent piece of public art for the gable wall of 6 Blackhorse Lane (see image below). This artwork will respond to the area's unique industrial heritage and will present a public welcome for those arriving from Blackhorse Road station.

There is potential for the artwork to connect with other gable walls along Blackhorse Lane though this will be dependent upon budget and permissions. A detailed design brief including site plans and elevations will be circulated to the three successful shortlisted practices (please consult commissioning process section below).





COMMISSIONING PROCESS

The successful artist or designer will be selected through a two part competitive process as follows:

Stage 1

Open Call for Artists. Interested parties submit portfolios of relevant past work and a short text briefly outlining their design approach.

Stage 2

Key project stakeholders select three shortlisted practitioners to receive a detailed design brief to which to respond with design concepts. One winner is selected from the shortlist based on their proposed scheme and awarded the commission.

SUBMISSION GUIDELINES

Should you wish to be considered for the Blackhorse Lane Public Art Commission please send a PDF of no more than 10 pages and a maximum of 10Mb that includes:

- At least three relevant past projects including details of timelines, budgets and present status of the project. Please include photos and text for all projects showcased.
- A biography of no more than 500 words. Please include details of where your studio is located.
- A maximum 500-word text outlining your initial thoughts/approach to the commission.

Please send your submission to: specialprojects@architecturefoundation.org.uk by 23 April 2013, with the subject line 'Blackhorse Lane Art Commission'. We are happy to accept submissions from collectives or collaborative teams, however please note that the artist fee cannot be scaled to reflect multiple team members.

TIMELINE

02 April	Open Call Launched
23 April	Deadline for Submissions
29 April	Shortlisted applicants informed
24 May	Design concepts submitted
03 June	Artist appointed

Please note that the commission is envisaged to be complete by December 2013 and should be installed in coordination with the wider shop front improvements being implemented. It is expected that the art commission will require planning permission; this process will be managed by the winning artist in collaboration with We Made That and the London Borough of Waltham Forest. We regret we will not be able to inform unsuccessful candidates and give individual feedback to applicants due to the volume of portfolios we expect to receive.

QUESTION AND ANSWERS

Should you have any questions relating to this Open Call please send them to specialprojects@architecturefoundation.org.uk by 11 April. Answers to all questions will be made public via The AF website by 16 April. Please do not contact any of the project partners, rather direct all queries via the email above.

BUDGET

The three shortlisted artists will receive £500+VAT to work up design concepts. A total budget of £13,000+VAT is available for realising the final artwork – this figure is envisaged to cover all fees, production costs and permission fees required to realise the project. (Note: It is anticipated that the artist fee will be approximately £3,000+VAT and the production budget £10,000+VAT. Shortlisted artists will be asked to submit an outline budget at Stage 2.)

KEY PARTNERS

About Waltham Forest

Waltham Forest has successfully secured £1,069,500 from the Mayor's OLF programme Round 2, to deliver a number of projects in the Blackhorse Lane regeneration area. Blackhorse Lane is a key regeneration area for the Borough in terms of its location on the edge of the Lea Valley Park and has significant growth potential. Its radial and orbital transport linkages via the Victoria Line and the Barking to Gospel Oak Line, the strength of its small and medium sized business base and its youthful population are all instrumental characteristics specific to this area of the Borough. The Art Commission forms one part of the OLF programme at Blackhorse Lane, which incorporates a number of other physical interventions including the following:

- New Cycle and Pedestrian Link to Walthamstow Wetlands
- New Gateway Entrances to Walthamstow Wetlands at Forest Road and Lockwood Way
- Shop Fronts Improvements at Blackhorse Lane
- New Industrial/Business Wayfinding at the Blackhorse Lane Industrial Park
- Station Public Realm Improvements
- Enhanced Sterling Road Foot Path
- New 'Community Workshop'

www.walthamforest.gov.uk/pages/servicechild/blackhorse-lane-regeneration.aspx

About the Mayor's Outer London Fund

The Outer London Fund, launched by the Mayor on 13 June 2011, is a three-year initiative dedicated to strengthening the vibrancy and growth of high streets and surrounding areas. At the centre of the initiative is funding of up to £50 million, targeted at improving the character, quality and economic vitality of selected high street places.

Outer London Fund support is being allocated in two rounds; the first has provided an immediate opportunity to access funds and advice for a number of projects that are ready to deliver. On 3 August 2011 the Mayor announced the Round One successful bids – the award of nearly £10m of funding to 20 boroughs across London. These made a visible contribution to the vibrancy and self-confidence of high streets in the lead up to the holiday trading season and beyond.

The successful second round bids have now been announced by the Mayor and can be viewed on the Outer London Fund website. The second round of the Outer London Fund will continue the package of support, adding more places and shifting the balance towards large physical projects that can deliver lasting improvement. www.london.gov.uk/outerlondonfund

About We Made That

Established in 2006, We Made That is an energetic architecture and design studio concerned with a broad range of different disciplinary and cultural contexts – predominantly delivering work in the public realm.

Our backgrounds in architecture and interaction design have given us a strong interest in the role of art, architecture and design in the built environment.

The relationship between local communities, development and creative practice is a particular focus of our work and we believe that – handled correctly – it can lead to enriched, exciting and engaging environments. www.wemadethat.co.uk

About Europa

Europa is a graphic design company run by Mia Frostner, Paul Tisdell and Robert Sollis, all graduates of the Royal College of Art. Our work includes creating graphic identities, books and publications, exhibition design, signage, art direction, editorial design and websites. A significant portion of our practice is in collaboration with architects delivering work within the public realm. www.europaeuropa.co.uk

About The Architecture Foundation

Established in 1991 as the UK's first independent architecture centre, The Architecture Foundation has organized hundreds of design initiatives, events, exhibitions and education programmes in public venues across Britain and internationally.

The Architecture Foundation is a non-profit agency that advances architecture and urbanism to enrich life now and in future. We are independent, agile and influential. We bring together the public and professionals to cultivate new ideas and talent, stimulate discussion, and improve the quality of the built environment. www.architecturefoundation.org.uk