
Artist's Brief
Ref. CH151
Chesil House, Madeira Road, Bournemouth

INTRODUCTION

Bournemouth Borough Council, in partnership with Spectrum Housing, is seeking to commission an artist create a 2-dimensional piece for a student accommodation development at Madeira Road in Bournemouth. This commission is being funded through a planning condition for the residential scheme.

THE SITE & ITS HISTORY

The address of the site is Chesil House, 1 Madeira Road, Bournemouth BH1 1QG. The site was the location of a villa, known as Lansdowne House, from around 1870 until the late 1960s or early 1970s. In 1973, and later in 1984, planning permission was granted for a public library. The earlier permission first established the potential for a landmark building on the site. In 1982, planning permission was granted for the formation of a surface level car park, which remained in use until work to build Chesil House began in 2010. The new development opened officially on 15th September 2011. An early photo of the original villa can be seen at: <http://www.flickr.com/photos/45065527@N08/6635495589/>

THE DEVELOPMENT

Spectrum Housing Group, then Signpost and Western Challenge Housing Association, acquired the site as an open surface car park from the Local Authority in 2009. It had a current planning permission for student accommodation over commercial retail which was modified to meet the more demanding standards of the partnership agreement that Signpost operated with Bournemouth University. The accommodation is made up of 186 en-suite study bedrooms mainly in clusters of 6, each cluster has a kitchen/lounge and 24 self contained Studio's. Two study bedrooms are to full disabled standards. Other facilities include student common room staff office facilities and laundry. Also on the ground floor are two commercial units the larger is operated by the Co-op as a convenience store.



Above: Chesil House showing the external, ground floor, timber clad façade with its curved corner.

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THE DEVELOPER

Spectrum Housing Group is a locally based non-profit organization, formed in 2007. We own and manage approximately 18,000 homes and maintain a further 35,000 across the South of England through [Spectrum Property Care](#). We work in partnership with local authorities, health trusts, statutory bodies, a range of voluntary organizations and higher education establishments to create safe, sustainable communities. Spectrum funded, developed and operated Chesil House up to September this year at which point ownership and management responsibility passed to Campus Living Villages (CLV) a national student operator.

THE BRIEF

Reporting to a designated Project Panel (named below), an artist is sought to design an innovative, timeless and high quality 2-dimensional artwork for installation onto the ground floor, timber-clad façade of the new building. It is not expected that the artwork will completely obscure the timber-cladding but will complement it through sensitive design, siting, choice of materials and fixings. The artwork is expected to pick up and expand upon the colours of red and yellow used in the building's window designs – introducing unity between these designed elements.

There are two facades which offer potential installation sites for the artwork and along which there is scope for an artist's intervention to 'snake'. The first has a north-west aspect and can be seen to the left of the building in the above photograph. There is no formal pathway for access along this side of the building but a grass verge runs along its length. It offers, however, the most visible expanse of façade onto which an element of the artwork could be applied. It also provides maximum potential for the audience to engage with an artistic intervention, due to its dimensions and the distances from which it can be viewed.

The second (south-west facing), façade is limited in both these respects as it runs along the front of the building – in line with the pavement. Here, views can often be severely restricted by vehicles parked along the adjacent kerb. This ground floor façade hosts a number of window and door apertures – into which the timber cladding 'returns' for short distances. These returns could also be considered as part of the available 'canvas' onto which the artist could apply their work.

In addition this facade also forms the backdrop to a collection of street furniture and other items – including BT boxes, a parking sign, a fire hydrant, a fixed ashtray and a sensor which serves the ground level, indoor car ark for the building. These are all visible in the photographs below.



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In addition - and fairly central to the south-west façade - is a removable panel to allow access for maintenance purposes, to an electricity substation. Any artwork intervention in this area will need to respect the outline of this panel and be designed around the need to allow access as and when necessary. This does not preclude the panel's area being used for part of the artist's design. Please see image below.



This is an open brief, which it is hoped will attract a wide-ranging response from artists – particularly those local to the Dorset / Hampshire areas. Following the recruitment process (described below), the project panel would actively support an appointed artist from any appropriate discipline in the practical realisation and installation of their designs, within the over-all fee available.

In the first instance, artists specialising in materials such as ceramics, metal, architectural glass and woodwork may be interested in the opportunities at this site. There is no expectation however, that vast expanses of both facades could be treated, as the costs inherent in these specialisms would render this unaffordable within this commission. It is anticipated that artists working in these, and other similar materials, would limit their intervention to a smaller area of the available surfaces.

However, this is also an opportunity for local artists who specialise in graphic, photographic or illustrative design to create work which responds to a larger area of the facades' surface.

The appointed artist will – supported by the Project Panel - be required to produce a design for the arrangement, form, configuration, scale, materials, and finish to all of the built elements of the artwork, including lighting and fixing methods. The completed artwork will need to be robust, durable and low maintenance. A maintenance schedule will be requested from the appointed artist in relation to any interventions installed as part of this work.

CREATIVE ENGAGEMENT

Community engagement forms an important part of this brief and the themes and aspirations generated through this process, will serve to drive the concepts behind the artist's ideas and the resulting, physical intervention. The artist will be expected to carry out creative engagement with student residents of Chesil House and a common room and courtyard area existing within the building can be made available for this.

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DESIGN ISSUES / CONSTRAINTS

The artwork must:

- Have a minimal pollution impact in both the immediate and wider vicinity.
- Be sensitively designed and installed to respect the appearance of the wood cladding.
- Be sensitively designed to respect the context and setting of the site
- Be carefully and thoughtfully designed in relation to the existing street furniture and other elements installed close to, or onto, the building's façades.
- Be robust, durable, fit-for-purpose and low maintenance.
- Be designed, manufactured and installed using sustainable materials, processes and techniques wherever possible.
- Not unnecessarily distract or interfere with the operations of the nearby highway or adjacent residencies.

SELECTION CRITERIA

We will be considering applications from artists with a background in the following:

- Having undertaken the creation and installation of robust, innovative and site-specific artworks for a range of situations.
- Working in collaboration with fabricators and in partnership with a range of stakeholders including local residents, Elected Members and Local Authority Officers.

ACCESSIBILITY DESIGN ISSUES

Issues of accessibility are central in decisions regarding the siting of artwork and interpretation for the work

INTERPRETATION

Interpretation will be provided as part of this commission, which provides information on title, concept, installation date and name of the artist. This will need to be provided near to, or as part of the panel artwork described above.

APPOINTMENT PROCEDURE

Your initial submission, for expression of interest, should include the following:

1. A letter stating:
 - Why you are interested in the project
 - How you would apply your existing knowledge, skills & experience.
 - Availability to attend an interview on 24th January 2014.
2. Your CV
3. 12 images of your work. Please send **hard copies** only of these and an S.A.E if you would like these returned to you.
4. The contact details of two referees for whom you have completed work in the last 2 years.

APPOINTMENT TIMETABLE

Submission Deadline: 5 p.m. on Thursday 9th January 2014
Shortlisting: Friday 17th January 2014
Interviews: Friday 24th January 2014

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INTERVIEW

At interview, short-listed artists will be asked to give a 20-minute presentation of their past work and an initial response to the sites and project. We are not asking for proposals at this stage but a discussion about how past work relates to the opportunity at this site and thoughts on the approach that might be taken. Each short listed artist will have 45-50 minutes for presentation and questions.

PROJECT RECRUITMENT AND MANAGEMENT PANEL

The panel will consist of:

Bournemouth Borough Council Elected Member	Cllr. Jane Kelly
Spectrum Housing – Senior Business Dev. Manager:	Ralph Williams
Campus Living Villages – Bournemouth University Village Director	Sharon Millman
Public Art Consultant	Nicky Whittenham
Bournemouth Council Arts and Festivals Manager	Carol Maund

CONTRACT

The successful artist will be issued with a contract from Bournemouth Borough Council. A draft of that contract will be available at interview. The artist will be engaged by Bournemouth Borough Council.

PROJECT MANAGEMENT

The Artist will be managed by the Project Panel through the Public Art Consultant.

PROJECT TIMETABLE

The Artist will commence the work as soon as possible after selection and undertake a Concept Design Stage followed by a Concept Design meeting with the Project panel (dates TBC). This will be followed by a Detailed Design stage and meeting (dates TBC) at which the artist will present final designs to the Panel for sign off, so that manufacture can begin. Installation of the artwork is anticipated by TBC

OUTPUTS AND DESIGN AGREEMENT PROCESS / TIMETABLE:

1. Successful artist appointed: Late January 2014
2. Concept meeting (see below) TBC.
3. Detailed design meeting (see below) TBC
4. Installation of artwork TBC

Stage 1 – Concept

Further to their appointment and following a Concept Design Stage, the Artist will be asked to present their initial thoughts and work in progress to the Project Panel.

This meeting will involve discussions of:

- Students' themes & aspirations
- Initial proposals
- Ideas input
- Technical & maintenance issues

The meeting is for evaluation by the Project Panel. This process is intended to assess the initial practicality, workability and affordability of the proposals at an early stage in the process and to address and resolve any fundamental concerns.

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Stage 2 – Detail Design

Following the Detailed Design Stage a meeting will take place at which the Artist will be asked to present detailed designs for the commission to a standard where accurate costing and a timetable for the finished scheme can be made. The detailed designs will include:

- Sketches to illustrate the scheme, fully annotated with materials, fixing methods, and any other relevant information.
- A written description, with a clear rationale behind the overall concept and explanation of each component.

Stage 3 – Project Completion

The artist will ensure installation of the completed artwork by Autumn 2014.

BUDGET AND FEES:

The maximum overall budget for the project is £15,000 for materials, fees and installation. No additional expenditure arising will be entertained. The artist's fee for the Concept and Detailed Design Stages, artwork interpretation and installation of all components is included within this budget. All meetings will be in Bournemouth.

FURTHER READING / INFORMATION:

- The Town Centre Area Action Plan gives an overview of the Council's aspirations for the future of the town centre.

<http://www.bournemouth.gov.uk/PlanningBuildings/Planning/Policy/Local-Plan/TCAAP/TCAAP.aspx>

- The Bournemouth Public Realm Strategy: Guiding Principles Supplementary Planning Document may also help to provide background.

<http://www.bournemouth.gov.uk/PlanningBuildings/ConservationDesignTrees/UrbanDesign/Public-Realm-Strategy.aspx>

- Plans for the development can be viewed at the following web address, by entering 7-2010-13681-W into the Application Number search box. Applications 7-2010-13681-X and 7-2009-13681-T are also relevant. All applications for the site can be viewed by entering 13681 into the search box.

<http://www.bournemouth.gov.uk/PlanningBuildings/Planning/ViewComment/Disclaimer.aspx>

SUBMISSIONS:

Please ensure submissions (marked with reference: **CH151**), reach us by 5 p.m. on Thursday 9th January 2014 and are addressed to:

Nicky Whittenham
Public Art Consultant
c/o Sue Buck
Arts and Heritage Offices
Bournemouth Central Library
22 The Triangle
Bournemouth
BH2 5RQ

If you have any questions, which are not answered in the brief, please call Nicky during office hours on 07799 052975 or email nickywhittenham@gmail.com