

## **Camden Creates\_ Artist / Designer Temporary Public Art Commission**

**Call for expressions of interest**

**Budget for main piece: £15,000**

### **BACKGROUND:**

**Camden Creates\_** a showcase of Camden-bred creativity

Camden Creates\_ is a collaborative festival of creativity for and by the businesses of Camden Town. It is taking place in venues across the area, from KOKO to the independent hairdressers on the corner. It celebrates Camden's historical association with creativity and showcases the trail-blazing work of the fashion, art, design and media companies who are beavering away in the offices behind the High Street. Activity will take the form of talks, interviews and Q&A's from all levels of industry from SMEs to CEOs. Businesses have the opportunity to present recent or special work by inviting people to their offices and meeting rooms. Camden Creates\_ will host 'labs' – sessions for young people and businesses to get advice from the big guns. We are also looking at locations for an MTV DISTRICT fashion pop-up with local brands big and small and considering a digital photo exhibition down Camden High Street. Satellite activity will include local bands nights, a branded routemaster bus to take people around the venues, public performances and short viral video teasers with eminent Camdenites.

### **ARTIST / DESIGNER COMMISSION SUMMARY**

As part of the festival we are inviting artists and designers to put forward proposals for a temporary sculptural (3d) work in the public realm in Camden Town.

The proposed site is Britannia Junction (see images and map below) by Camden Town tube station, a pivotal intersection between historical North London areas and the cornerstone of the festival area.

The aim of the new temporary public realm commission is to highlight the essence of the festival and Camden, offering an engaging and interactive experience for visitors and residents.

Objectives

- To mark the geographical heart of the festival acting as a beacon or icon for **Camden Creates\_**

-To highlight/celebrate the context - Britannia Junction is a transport hub in the centre of a busy 5 road intersection. It is a meeting place, an internationally iconic location with historical significance as well as a busy thoroughfare for workers and visitors to the area.

- To create a testing ground for a permanent piece of public art for the junction, projects that consider long term outcomes are favourable.

**SUBMISSION**

Please submit expressions of interest via email to [ruth@camdentownunlimited](mailto:ruth@camdentownunlimited) in the form of a CV or artist bio, weblinks and up to 5 images of previous work. If shortlisted a one page proposal will be required.

**TIMELINE:**

Call for expression of interest deadline: 13<sup>th</sup> January 2014, 12 noon

Shortlisted candidates contacted by: 20<sup>th</sup> January 2014

Site visits: 20<sup>th</sup> – 24<sup>th</sup> January

Proposal deadline: 3<sup>rd</sup> February, 12 noon 2014

Interviews with select panel: w/c 10<sup>th</sup> Feb

**RESIDENCY / RESEARCH SPACE:**

For research and engagement purposes there is an office or small studio on offer in the run up to installation. Dependent on project and to be negotiated.

**TECHNICAL DETAILS:**

- All works are to be fabricated off site and assembled on site over a maximum of 24 hours.
- Art work must be independent of any other structure and have it's own foundations.
- Will be subject to planning, full risk assessment and structural calcs before final approval.
- Consider public interaction with the piece and how that could affect it over time.
- Own public liability insurance.

Installation: 8<sup>th</sup> May 2014

Duration: 9<sup>th</sup> – 29<sup>th</sup> May 2014

De-install 30<sup>th</sup>

**APPENDIX**

Festival collaborators are: Getty Images, KOKO, KSR Architects, Frank PR, RCKR Y&R, Max Fordham Environmental Engineers, Ted Baker, ASOS, MTV, Proud Camden and others. Camden Creates\_ is the brainchild of Camden Town Unlimited [www.camdentownunlimited.com](http://www.camdentownunlimited.com)

Panel: Camden Council, TFL, Art on the Underground, Camden Town Unlimited