

# P T A L

## **Artist's Brief - Public Art installation at Kidwells Estate, Maidenhead**

### **1. Project Summary**

An artist with a track record of working within a public realm context is sought to deliver a commission that will form a focal piece of public art within a new residential development in the heart of Maidenhead.

The artwork should sit in context both within the development, on a site identified on the plan in Section 3, and have a relationship to the broader townscape when viewed from Cookham Road to the east and from within Kidwells Park to the south.

### **2. The Brief**

One Housing Group (OHG), working with contractor Wates Living Space, are regenerating their residential estate at Kidwells Close in Maidenhead to provide modern replacement dwellings for their existing tenants who currently live there, as well as dwellings for sale to new residents. As part of the new landscaped public realm within the development, OHG is proposing a piece of public art. The location of the piece will enable it to act as a focal point when viewed from the entrance to the site, terminating the vista to the west and providing a Wayfinding marker for residents and visitors. The piece will also be integrated into the overall landscape scheme within the development and will encourage dwell time, provide a meeting place or a place for contemplation. It may take also act as an information point.

The concept for the piece is 'Regeneration', expressing the coming together of an existing community and its new members within a new vibrant and quality shared environment that re-engages the site into the wider townscape.

- It would be beautiful and striking
- It would appeal to a diverse mix of existing, some elderly, residents and future residents of the development
- It would talk of the site's history and future
- It would complement the architecture of the new environment
- You would see it from a distance and recognise the site by it
- It would affect and define the space around it
- It could be 'anecdotal' - containing information in informal ways
- It would not require additional strengthening of the proposed site area nor mains power and water. Sustainable sources of power such as photovoltaic could be incorporated.
- It would not require excessive maintenance.

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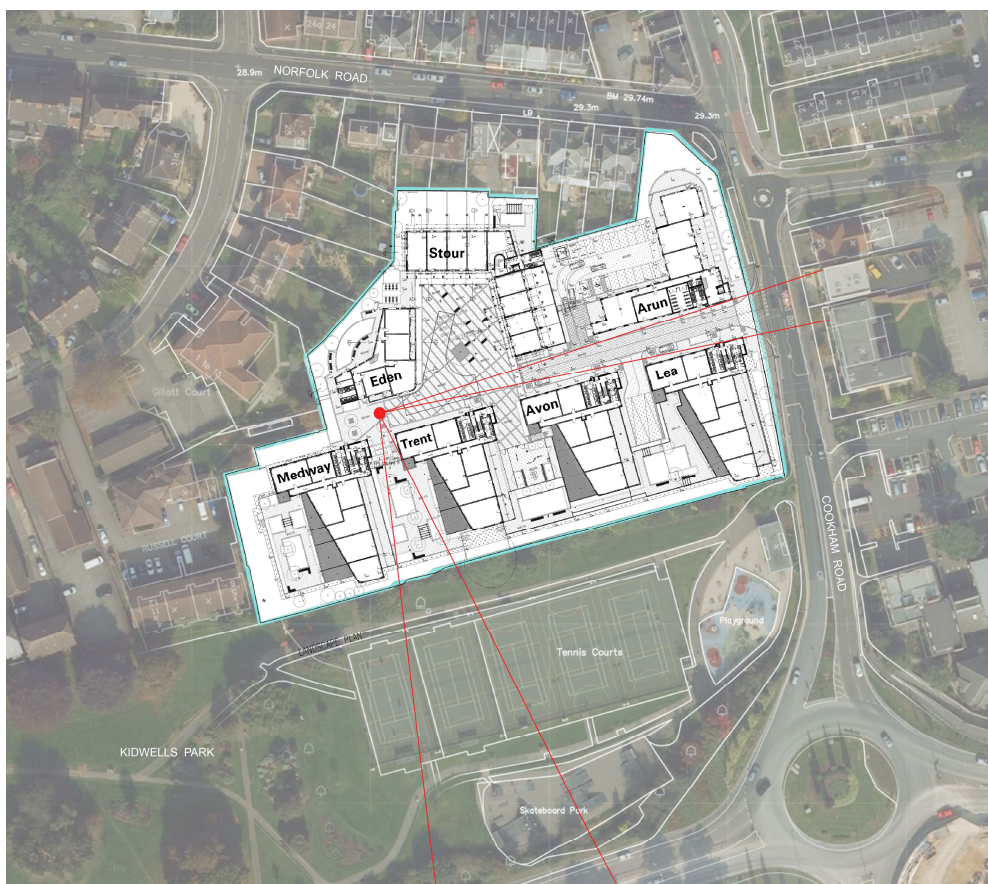
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### 3. Project Background

OHG's development of 7 new residential blocks was begun in 2011 and is being carried out in three phases, which allows their existing residents to stay on the site whilst their new dwellings are being constructed. Phase 1 is nearing completion, providing the first two buildings: Lea House, fronting Cookham Road, which contains apartments for sale, and Avon House to its west which is the first of the reprovided dwellings for OHG's existing residents. Their remaining residents will move into Stour House, which is currently under construction in the northern part of the site, later this year. The final three buildings will be completed by 2014.

OHG have been liaising with the Royal Borough of Windsor & Maidenhead throughout the design and construction of the development to agree on the siting and nature of the piece of public art, working through architects Peter Taylor Associates Ltd (PTAL), and RBWM will continue to be involved in the commissioning process. Importantly, the existing residents will be involved in the choice of artist.



Site Plan (NTS)

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### 4. Aim & Objectives

Project Objectives:	Outcomes/Outputs
Objective 1.  For the artist, following a period of research and engagement, to design and present an artwork.	<ul style="list-style-type: none"><li>• Artist appointed and contracted</li><li>• Engagement activities developed and delivered</li><li>• Proposals demonstrate how they celebrate the identity and story of the site while providing a focal point of relevance to the development</li></ul>
Objective 2:  For the artist to explore opportunities for referencing the current and new community of the site	<ul style="list-style-type: none"><li>• Details of how the artwork may represent the current community of the site and the impact of the estate's regeneration</li></ul>
Objective 3:  For the artwork to offer aesthetic value and enhance the environment	<ul style="list-style-type: none"><li>• Artwork demonstrating having a minimum of 20 year life expectancy</li><li>• Artwork commission approved and adopted</li><li>• Maintenance plan for artwork - low cost maintenance</li></ul>

### 5. Management

A project manager will be appointed to cover day-to-day aspects of management with the artist.

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### 6. Budget & Fees

The following budget shows artist fees and artwork costs. These include amounts for 3 shortlisted artists to be engaged at the Planning & Development stage, each receiving £1000 to work up their initial concept ideas and provide visuals of their proposed piece in its context at a presentation. The delivery budget includes delivery and installation of the artwork as well as any specialised maintenance required.

Area of work to be delivered	Budget
<b>Planning &amp; Development</b>	
<ul style="list-style-type: none"> <li>Identify interested artists</li> <li>Identify 3 shortlisted artists</li> <li>Expanded brief issued</li> <li>Artists present options, ideas and concepts for public art to representatives of OHG, WLS, RBWM and current Estate residents and respond to feedback at the event</li> <li>Successful artist chosen</li> </ul>	<b>£ 3000</b>  (workshop fees and materials)
<b>Delivery</b>	
<ul style="list-style-type: none"> <li>Detailed brief issued</li> <li>Design approval for art commission</li> <li>Detail design, testing and approvals</li> <li>Fabricate artwork</li> <li>Manage and install artwork</li> </ul>	<b>£ 41,000</b>  (Including design, fabrication, specialist reports, delivery and installation)
<b>Completion</b>	
<ul style="list-style-type: none"> <li>Photographic documentation</li> <li>Content for media releases and/or publication</li> <li>Maintenance/Care Schedule(s) for artwork</li> <li>Launch/Celebration</li> </ul>	<b>£450</b>

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### 7. Timescale

The artist will need to demonstrate flexibility in relation to this contract and have availability to fit to the timescale of work.

Action	Approx dates
Artist expression of interest deadline	17 <sup>th</sup> June 2013
Short-listing of 3 artists and notification	8 <sup>th</sup> July 2013
Expanded brief issued	15 <sup>th</sup> July 2013
Interviews	12 <sup>th</sup> August 2013
Artist appointment, start of works	19 <sup>th</sup> August 2013
Design proposals – presentation /approvals	16 <sup>th</sup> Sept 2013
Production/fabrication	TBC
Installation	TBC
Completion, evaluation and handover	TBC
Launch	TBC

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### 8. How to make a submission:

Please submit the following:	How this will be used for assessment
<ul style="list-style-type: none"> <li>• Letter of interest stating your approach, what specialist 'service' you will provide and how you will address the project objectives.</li> <li>• CV which specifically includes examples of previous artist commissions and engagement experience</li> <li>• 8-10 examples of work (hard copies/printed or pdf sent electronically preferred but discs accepted)</li> <li>• Contact details of 2 referees, these should be from recent commissioners or professionals with whom you have collaborated</li> </ul>	<ul style="list-style-type: none"> <li>• Interest in the Development. (Weighting 5%)</li> <li>• Track record of successful engagement programmes informing artworks</li> <li>• Track record of successful commissions</li> <li>• Quality of work/commissions (Weighting 30%)</li> <li>• Services provided and how objectives will be addressed (Weighting 40%)</li> <li>• Ability to be flexible on time and location of work</li> <li>• Ability to meet broad timetable</li> <li>• Ability to work within budget. (Weighting 20%)</li> <li>• Excellent references (Weighting 5%)</li> </ul>

Interested and experienced artists are invited to respond with an expression of interest to Katherine Mann, Director of Peter Taylor Associates Ltd architects, by 17<sup>th</sup> June 2013. Electronic submissions are preferred and should be sent to [kmann@ptal.co.uk](mailto:kmann@ptal.co.uk).

We will shortlist up to three artists. These artists will be informed w/c 8<sup>th</sup> July 2013 and offered a site visit, then selected for a presentation/interview which will take place w/c 12<sup>th</sup> August 2013. The shortlisted artists will be offered a fee of £1000 each to research and present outline design options. At interview, shortlisted artists will be asked to provide a broad breakdown of fees, costs and time, a response to the brief and outline design ideas shown in context.

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