

VALE of GLAMORGAN



**ARTIST OR ARTS PARTNERSHIP FAMILIAR WITH CREATING
WORK FOR THE PUBLIC REALM REQUIRED FOR FLAGSHIP
COMMISSION IN PENARTH, £100,000 BUDGET.**

Crest Nicholson and The Vale of Glamorgan Council invite applications for an important flagship commission in Penarth, South Wales. Penarth Heights is a prestigious new residential development on an outstanding site overlooking Cardiff Bay. Inspirational artists or arts partnerships are invited to apply for the position of Public Artist or Public Artist Partnership working towards the creation of permanent work to be incorporated on the first key site identified within the scheme.

1 .Background & Introduction

In accordance with the requirements of the Planning and Design Guidelines Document issued March 2004 and the Vale of Glamorgan Adopted Unitary Development Plan Supplementary Planning Guidance (SPG) for Public Art 2005 a Public Art Strategy was created for Penarth Heights to ensure the proper consideration of Public Art.

Crest Nicholson (SW) Ltd, in working closely with the Vale of Glamorgan Council on this strategy, acknowledge that artists, craftspeople and designers have a valuable role to play in shaping and imbuing meaning into this new urban quarter to enhance the quality of the public spaces. They also recognise the power of artworks and events to enliven and enrich the programme, contributing to the collective experience and memory that is Penarth town and its environs.

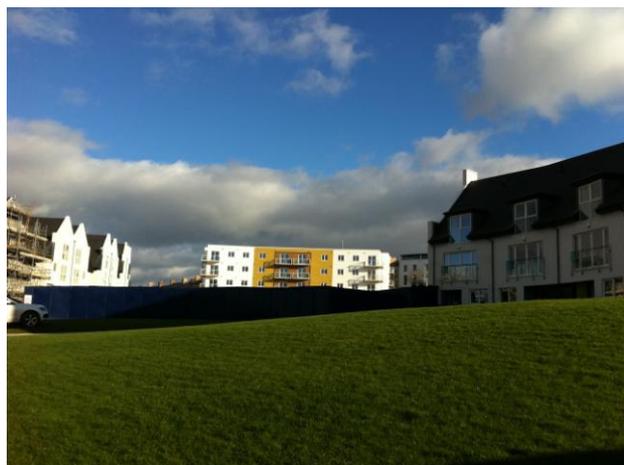
This redevelopment site covers approximately 16 acres on sloping land to the northern edge of Penarth. There are spectacular panoramic views over Cardiff Bay and the Severn Estuary. It is set between Penarth town centre and Penarth Marina and as such will reunite and reconnect these two areas. It is an extraordinary site and as such presents a unique and exciting opportunity in terms of imaginative redevelopment. As the former Billy Banks housing scheme this is also a site with a context and a history.

This is an exciting and exemplary residential scheme utilising high quality materials, contemporary designs and one that attempts to set a benchmark for modern landscape design. There has been a focus on 'shared space' design in the master plan leading to designs for active inhabited streets and public spaces designed to give equal rights and responsibilities to pedestrians, cyclists and vehicle users.

Careful consideration has also been given to the existing wider setting and opportunities for reconnection, both physically and conceptually, have been explored.

These strong strategic themes of 'shared space' and 'connectivity' emerge in the landscape design proposals and the Public Art aims to integrate and support these objectives whilst enhancing the quality of both the green and urban spaces to create a new and stimulating sense of place.

The aim is to create a distinctive environment that will become a cherished home for new residents and contribute to the civic quality of Penarth.



The site in development with the first phase houses almost completed.

2. The Commission

2.1 Introduction

This will be the first commission delivered within the arts strategy and will occupy a prime site at an entry point to the development. It also occupies a site that is visible from across Cardiff Bay. Therefore it is important that this is an artwork of significant worth and recognition that will set the tone for the rest of the art strategy within the development. It is also important that the artwork is understood and accepted by a wide audience and adopted by both the residents at the local site and further beyond into Penarth Town.

2.2 Considerations

- The commission calls for proposals that sit comfortably within a residential/domestic setting as well as utilising the unique location of the site to create a statement piece that can be read from long distances and in various light conditions.
- This commission should also reflect the quality of the scheme and consider a sensitive materiality and form that will ensure that that work is a well regarded landmark for many years to come.
- There is an aspiration to give the piece of (or just the) work a night-time personality to increase its visibility across the Cardiff Bay, however lighting components must also be sensitive to the home owners living within sight of the piece.
- It is hoped that the successful artist/artists will respond to the physical and social context of the site and work with an awareness of the importance of a commission of this scale for the local population and the national profile of the scheme. This will need to involve an understanding of the history of the Billy Banks and the meaning of the site to the local population.
- The site allocated sits at the top of a cycle track, built by Sustrans in Partnership with Crest Nicholson and the Vale of Glamorgan Council. We hope that proposals will consider the proximity of the site with the track and possibly offer solutions for moments of rest as well as navigation. In addition to notions of 'connectivity' promoted by the proximity of the site to the cycle track and to key walking routes it is hoped that the artist may also consider notions of 'gathering' and sociability. The commissioner would like the artists to observe the site in use and respond accordingly.
- Maintenance will be a key consideration, so will sustainability.



The site is next to the small substation behind the fence at the top of the site



New cycle track with the proposed artwork site at the top



The site seen from below (site for artwork is situated to the right of the image)



The site seen from Cardiff across the bay (new white houses on the top of the cliff)

3. Requirements

3.1 Only Artists, small architectural practices or artist teams with relevant experience should apply for this commission. The selection team will be looking for evidence of previous large scale projects including collaboration with engineering expertise , understanding of health and safety requirements, agreement to deliver work with a full maintenance schedule and the capacity to handle the entire budget and sub contract any fabricators.

3.2 The artist/artist team should be able to clearly demonstrate creativity and experience of delivering work in the public realm. This will include experience of project management, leadership, collaboration and flexibility.

3.2 The artist should be able to demonstrate imagination, innovation and an open minded approach that will take account of both the social and physical contexts of the site.

3.3 The artist/artist teams should be happy to work within a diverse team communicating regularly and clearly with all parties and working with a collaborative approach where required. This will include: Crest Nicholson, Vale of Glamorgan Council (Members and Officers), Lead Artist Kathryn Hodgkinson, Public Art Consultant Emma Geliot, The Penarth Heights Public Art Advisory Panel and the consultation with the wider public when required.

4. Budget

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| Stage 1 (up to concept approval) | Contracted by Crest Nicholson Managed by Kathryn Hodgkinson and Emma Geliot |
| Artists Design Fees | £1000 |
| Stage 2 (detailed design and delivery) | Contracted by Crest Nicholson Managed by Kathryn Hodgkinson and Emma Geliot |
| Fabrication & Artists Fees | £100,000 |

5. Outline Timetable

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| Final brief agreed by wider panel | April 30 th |
| Brief circulated (or long list approached) | May 2013 |
| Expressions of interest received | May 30 th |
| Short listing | By June 15 th |
| Interviews and site visit (three artists selected) | End of June |
| Three artists or artists teams work up initial designs and outline costings | By Sept 8 th |
| Presentation of three possible schemes | Week of Sept |
| Contract prepared between artist and Crest Nicholson Selected artist to undertake detailed design and costing phase Planning | March –May 2014 |
| Work on Site | May 2014 |
| Work Completed | June/July 2014 |

6. How to Apply

Please send by e-mail

- A PowerPoint of labelled images and information
- CV
- Letter of interest in this commission, stating how you can fulfil the requirements outlined above.
- References (x 2) from previous clients

Email Applications:

Kathryn Hodgkinson: studio@kathrynhodgkinson.co.uk

7. Additional Information

<http://www.crestnicholson.com/>

<http://www.crestnicholson.com/penarthheights/>

<http://www.cardiffbay.co.uk/index.php/en/public->

<http://penarthheightsproject.co.uk/>

<http://www.derelictplaces.co.uk/main/showthread.php?t=22000#.UYKcw9hW18E> (this showcases the site before clearance)