

**intu Potteries – Public Artwork**  
**DESIGN BRIEF**  
**2014 – 2015**

**Purpose**

The purpose of this brief is to secure the creation of a high quality and innovative Public Art work that will enhance and integrate the existing intu Potteries Shopping Centre with a new and exciting leisure destination which sits at the heart of Stoke-on-Trent's city centre.

The new intu leisure offer is part of a broader programme of significant regeneration that is currently transforming the city centre public realm. To achieve the successful installation of a major new artwork, intu Potteries is seeking to appoint a local artist of the highest calibre.

The artist will be responsible for the facilitation of consultation workshops, design, fabrication and installation of an integrated Public Art work.

intu Potteries is open to submissions that will ultimately provide a creative, bold, contemporary and dynamic artwork and will consider submissions from artists working in a variety of art forms and styles.

This is an exciting opportunity for an artist to work on a commission within Stoke-on-Trent's City centre that will be distinctive, high profile and linked to major public realm improvements.

**Total Budget:** in the range of £50,000. Please note the budget includes all expenses, artist's fees, materials and installation costs

**Installation deadline:** Q2 April - June 2015.

**Background and Context**

An introduction to intu

'I want people to leave our centres a little happier and brighter than when they went in'  
David Fischel, Chief Executive, intu.

Shopping is changing. How we spend our free time is changing. The changes and the investment that we are and have been making at intu Potteries are in response to these changes with the aim of creating the perfect shopping experience for our customers. And that definition of perfect will be different for everyone. So we see every moment of every visit as an opportunity to delight and surprise, maybe with a splash of colour, maybe a flamboyant gesture or a thoughtful detail.

If you visit the intu website by clicking <http://www.intugroup.co.uk/who-we-are/our-brand/> you can see some of the elements that make up our brand. As you read, and watch, you will see that intu was never about a name and a logo – it's about so much more.

intu owns and operates some of the very best shopping centres, in some of the strongest locations right across the country, including nine of the UK's top 20. You can find most of the UK's top retailers in our shopping centres, alongside some of the world's most iconic global brands.

With over 21 million sq ft of retail space, our centres attract over 400 million customer visits a year and more than two thirds of the UK population live within a 45 minute drive time of an intu centre.

At the forefront of UK shopping centre evolution since the 1970s, intu's focus is on creating compelling destinations for customers with added theatre.

The nationwide consumer facing shopping centre brand - intu - is transforming the customer experience and digital proposition, including a transactional website with a view to providing the UK's leading shopping centre experience both on and off-line at 15 centres.

The £20m investment at intu Potteries forms part of an investment plan of £1.2 billion over the next ten years across the UK, with projects planned for most of our centres. This development will deliver a seven-screen cinema, new restaurants and new public realm in the heart of the City Centre of Stoke-on-Trent.

This will create almost 100 jobs during construction and a further 185 jobs once the development is open, and make the city an even more attractive destination, encouraging further future investment in the city.

intu Potteries is a long-standing partner to the City of Stoke-on-Trent, with nearly 25 years working closely with its retailers and serving shoppers, local charities and community ventures. Its leisure development will assist in the long term growth of the City Centre.

The specific aims of this project are: -

- To install a permanent public artwork that will enhance and integrate the existing shopping centre with a new and exciting leisure destination in the heart of the city centre. The installation should aim to follow or enhance the route from the shopping centre, over the link bridge, through the atrium and down escalators to the boulevard area of new public realm we are creating.
- To create a distinctive contemporary art work that inspires, engages and amuses guests.....the experience must be fun, interactive, capable of surprising and be easily accessible.
- To provide a route/journey that surprises and delights and has the potential for the visitor to see something different every time they visit.
- To create an artwork that is in keeping with the aspirational future vision of the new development.
- To act as a place maker that both enhances and defines the location.
- To foster community engagement and embrace positive PR/marketing initiatives.
- To deliver a project that is informed by the vision embedded in the intu brand.

- To present an image of a city moving forward into a prosperous future.
- To capture the vision for North Staffordshire as an area of excellence in design.

### **Location**

Stoke-on-Trent City Centre, ST1 1PS

[www.intupotteries.co.uk](http://www.intupotteries.co.uk)

Please see

Appendix 1: Site location Plan

Appendix 2: Lobby – Level 1

Appendix 3: Lobby – Level 2

Appendix 4: Lobby – Level 3

Appendix 5: Lobby – Level 4

### **Design brief**

- The artwork will serve to integrate the existing centre with the new leisure venue. Please see Appendix 6 - new leisure offer animation.
- Stoke-on-Trent city centre is currently undergoing a programme of change that will alter the look and feel of the public and urban realm; the art work will need to consider the current scheme and future plans. The overarching theme that will embellish street furniture, pavers, signage and banners is the transformational power of “*Fire*”.
- The artwork will provide an attractive and exciting focus in a busy city centre location; the art work must animate the venue whilst leaving it accessible at all times as a working cultural venue.
- The selection panel are looking for innovative, contemporary proposals. All designs and materials will be approved by the project management team.

Materials used should be sympathetic to the environment and durable. Materials you may wish to consider could include ceramics, reinforced - recycled glass, resin or plastics and ideally embrace new technologies. Consideration should also be given to the issue of sustainability. The design must consider aspects of future maintenance and possible vandalism.

- Concept lighting should also be considered, along with the success of the installation throughout both day and night
- The artist will ensure that the design is accessible and easily understood by the public.
- Artists and any associated contractors must comply with current health and safety legislation. The artist will be expected to provide risk assessments and method statements to demonstrate consideration of health and safety issues. Particular attention will need to be given to on-site safety during the installation of the artwork. The design

must not create hazards to guests and staff. Advice regarding all aspects of health & safety will be offered through the Project Management Team.

## **Work stages**

### **a) Inception:**

Initially the selected artist will be required to meet with the project management team and other stakeholders to ensure their requirements are incorporated into the design process. The artist will be required to produce details of their method of engaging the public in terms of disseminating the design process and a detailed work programme from inception to completion on site. **It is a requirement that the project is ready for installation between April and June 2015.**

### **b) Ideas Stage:**

As this is a city centre location without immediate residential areas, the selected artist will be required to form a communication strategy with the project management team. The artist will then lead a series of workshops aimed at generating enthusiasm within relevant community/stakeholder groups, customers and the media.

*Appointment will be made solely on the merit of the application however whilst it is accepted that the engagement programme can be subcontracted, weight will be given to the ability to leverage positive local PR through direct association with the artist. If should two proposals score equally, benefit will be given to the local artist.*

### **c) Design Development Stage:**

The artist will be expected to exhibit designs for the artwork in Jan – Feb 2015 at intu Potteries. The purpose of the exhibition is to inform guests and stakeholders of the proposed installation. Scale plan drawings, cross sections, artist's impressions and/or 3D models and an indication of the type of materials to be used will be required to enable a complete understanding of the proposals and to evaluate the impact on the existing surroundings. **A display of designs undertaken for other commissions will be required to demonstrate the artist's skill and ability.**

### **d) Detailed design stage:**

Upon approval of the design of the artwork by the project management team, the artist will be required to provide sufficient detail to agree all finishes and materials. To satisfy this two scale diagrams should be produced showing the design, along with a short report outlining all the relevant issues that will be addressed during implementation, such as Health and Safety, materials, timescale, etc.

Attendance at regular meetings with the project management group will be required to ensure all aspects of development, engagement, future maintenance, and health and safety are acceptable and receive the necessary approvals.

### **e) Fabrication and Implementation**

Further to approval, the artist shall arrange for the complete fabrication and installation of the artwork in liaison with intu Potteries.

During implementation of the project it is anticipated that publicity will be produced and the artist will be required to contribute to this process, liaising with the project management group.

Following approval the manufacture and implementation period for the Artwork will ensure that art is ready for installation within the aforementioned timescales (Q2 2015).

On completion of the installation the artist will provide intu Potteries with a Maintenance Schedule.

#### **f) Retention:**

A figure relating to 5 % of the total project cost will be held for a period of 12 months following the successful completion and approved implementation of the feature. The approved completion on site will be confirmed by intu Potteries in the form of a Certificate of Completion, 12 months will run from this date.

This sum shall only be expended on the eventuality of any defect or defective work not being rectified properly by the artist within the 12 months after Practical Completion.

This sum will not be used to remedy any act of vandalism to the feature. The artist will be in receipt of the sum 12 months from the issue of Practical Completion.

#### **Budget:**

The total budget for the design and implementation of the artwork, including all professional fees, associated costs and 12 months retention will be **in the order of £50,000. (Excluding VAT)**

#### **Artist Specification**

- An established practising artist of the highest calibre who has worked regionally or nationally, with a proven track record of initiating and developing arts projects of this scale.
- An artist who has vision and enthusiasm to produce a high profile piece of Public Art that that is integrated into the venue.
- The artist should hold public and product liability insurance for a sum no less than £5 million.

#### **Application Procedure**

To apply please provide the following details:

- A description of how you would intend to structure and approach the project within the given timescale and budget.

- This artist will be required to submit a suggested budget breakdown for each of the following stages.
  - Research, engagement and initial design
  - Construction
  - Implementation/Installation
  - Retention (5%) for a period of 12 months
- A current CV detailing all relevant experience to-date and details of two relevant referees.
- A maximum of 8 visual examples of previous work and briefly describe the context in which they were carried out.

Applications should be emailed to: [Simon.Crouch@intu.co.uk](mailto:Simon.Crouch@intu.co.uk)  
Simon Crouch, Development Manager, intu Properties plc

Applicants will be emailed to confirm receipt of application.

The closing date for applications is 30<sup>th</sup> September 2014.

Submissions need to contain all of the required information outlined above to be included for consideration.

Please note: Submissions received after this time or missing any of the required information will not be considered for delivery of this project.

Further information prior to the submission of your application regarding intu Potteries can be obtained from Paul Francis, General Manager, intu Potteries  
[paul.francis@intu.co.uk](mailto:paul.francis@intu.co.uk)

Further information prior to the submission of your application regarding creative process can be obtained from Paul Bailey, Culture and Events Manager, Stoke-on-Trent City Council on 01782 237055.  
[Paul.bailey@stoke.gov.uk](mailto:Paul.bailey@stoke.gov.uk)

### **Judging and Selection**

All applications will be judged by a selection panel including representatives from intu Properties, The City Centre Partnership and Stoke-on-Trent City Council against a set of criteria, corresponding with the brief above.

A shortlist of artists will be drawn up by the panel, artists will be notified if they have been shortlisted on 6<sup>th</sup> October 2014 and interviews will take place w/c 13 October 2014.

The interview will consist of a short 15 minute presentation of the artist's work and experiences to date and an informal 30 minute interview with the Project Team. We will look to make decision to allow the successful artist to be notified w/c 20<sup>th</sup> October 2014 prior to a formal appointment

It is anticipated that the work should be completed and installed by during Q2 2015 (April – June).

Please note that all terms and conditions governing this project will be contained within the successful artist's formal appointment contract. In submitting an application under this brief you agree that intu Properties plc retains the right to terminate this project at any stage and to amend the timescales stipulated in the brief. You also agree that the work itself together with all intellectual property rights in the work and related materials will be owned by intu Properties plc, who retain the right to move, alter or remove the work without notification. The work will be attributed to the artist at the place of installation.