



Stratford City – Town Centre Link Timeline commission

Artist Brief

Westfield Shoppingtowns Limited is developing the largest retail-led, mixed-use urban regeneration project ever undertaken in the United Kingdom. Situated adjacent to the site of the London 2012 Olympic and Paralympic Games, the development will create a new metropolitan centre for East London. Connecting the new development to Stratford town centre and the regional station is the Town Centre Link bridge. The bridge presents the opportunity for an artist to create site specific work to create points of interest along the bridge, referencing Stratford's history.

Westfield has allowed a budget of £140,000 for the realization of the work. A steering group within Westfield will oversee the selection process, advised by their public art coordinator. Five artists will be shortlisted to take part in a competition in response to this brief.

There is an expectation that the selected design will result in a work of art that is in harmony with, and integral to, the architecture enriching the visual and cultural experience for those that live, work, visit and experience Stratford City.

Maximum value of commission **£140,000.00**

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Introduction and Background

Stratford City is the largest retail-led, mixed-use urban regeneration project ever undertaken in the United Kingdom. Situated adjacent to the site of the London 2012 Olympic and Paralympic Games, the development will create a new metropolitan centre for East London which has been developed against some of the most stringent guidelines for environmental and community sustainability ever applied to an urban development in this country, setting a new standard for major regeneration developments in the UK.

Stratford City is divided into seven zones encompassing residential, education, parks and open spaces as well as retail and commercial spaces. Zone 1 is the heart of Stratford City, sited between the local and international stations, between old town Stratford and the Olympic and Paralympics sites. Zone 1 will attract the majority of footfall within the new Stratford City development.

Theme

The overall theme or concept for Stratford City's public art programme will refer to the creativity and cultural diversity of the area through the theme '**Connecting Cultures**'. This theme relates to the history of the site as a railway depot and a town built on the success of George Hudson the railway entrepreneur. Stratford is set to become one of the best connected places in London and the gateway to Europe. East London is known as the creative quarter of London with more creative people per capita than any other European city¹. Stratford is also the home to the most diverse group of cultures within any city worldwide².

Technology is set to play an important role in the new Stratford City development as Westfield embraces new and efficient ways to build, heat and maintain the buildings. Westfield has committed to sustainability by reducing carbon emissions and water consumption. It is our desire that this approach will continue through all aspects of the scheme, including the public art programme.

History

Stratford is located in the Borough of Newham, in the east of London three miles from the City of London, adjacent to the London Borough of Hackney and Tower Hamlets. Newham has an extremely diverse set of communities with significant levels of economic, social and educational disengagement. Stratford in medieval times comprised mainly of farming land producing crops such as beans, wheat, oats and barley. The crops created a need for the milling of the seed, which resulted in several mills built in the area along the river Lee. Temple Mills originally belonged to the Knights Templar and today the name remains for the small maintenance depot of EWS and Railtrack. Stratford is a medieval name which means 'the ford where the Roman Road crosses the river'. Modern Stratford was initially called "Hudson Town" after George Hudson the railway entrepreneur and it was the location where the two main branches of the Great Eastern Railway leading to Cambridge and Colchester

¹ Greater London Authority 'London's Creative Sector: 2004 Update'

² Greater London Authority 'Highlights of the Mayors Culture Strategy 2004'

diverge. The new town was a railway colony containing several hundreds of skilled employees. Located at Temple Mills, the first locomotive engines were built in 1850 along with passenger tank locomotives. When the “Railway King” lost his crown due to scandalous affairs the name ‘Hudson Town’ fell into disuse and the town reverted back to the original name of the area: Stratford. The company was closed in 1963 however a small depot still exists along with 73 hectares of brownfield railways lands which is now part of Westfield’s Stratford City site.

Location of Work

The Town Centre Link will connect the Stratford City Development to the regional train station and existing town centre. It will be one of the main thoroughfares to the Olympic park from the stations during the Olympic Games.

The purpose of this commission is to design and create a sense of place, by creating points of interest in the bridge, capturing the changing nature of Stratford’s history as well as reflecting the values and identity of the new Stratford City.

The town centre link is 12m wide by 150m long.

The existing Meridian Square is an important part of Stratford – a public space through which large numbers of people pass each day as they travel between the town centre and the rail and bus stations. In the future this space will take on an even more important role when it becomes the physical gateway between Stratford Town and the new Stratford City development. It is crucial that the space effectively addresses the requirements of people movement but it is also essential for the new steps to function as a public space – a three dimensional public square inspired by places such as the Spanish Steps in Rome

The space adds to the urban qualities of Meridian Square in a positive way and brings the benefits of Stratford City (and, albeit temporarily, the 2012 Games) across the railway to the heart of town. The primary function of Meridian Steps is simple: to link ground level in Meridian Square with the new Town Centre Link (TCL) bridge.

The site offered for the artist’s consideration is in the paving of the TCL. The paving material is to be silver grey granite and artists may wish (or not) to propose a work that utilises this material and/or is formed from it. It may be feasible to consider how elements of the design might be integrated with the bridge structure, TCL steps and key space which leads into Stratford City.

Scope of the Work

The artwork will create points of interest along the bridge that relate to Stratford’s history.

The artist has the opportunity to be an ‘artist in residence’ at the Builders Craft College who will assist to create the artwork. Builders Craft College is located next to the Stratford City site and offers courses in stonemasonry providing an exciting opportunity for students to be involved in the project.

The artist will be encouraged to work with the local community to research the social history of the area for inclusion in the timeline.

Within the context of the above description, artists will be asked to consider the following factors:

- History of the site
- Capture the spirit/essence of Stratford through its local history
- Explore and contemplate the future.
- Enhance and connect with its environment
- Assist with wayfinding and create points of differentiation within the public realm
- The busy nature of the location
- Day time and night time usage
- Community engagement to research and develop the context of the work.

Consideration should also be given to:

- Lighting
- The nature of the public realm – constraints and opportunities
- Durability, maintenance and vulnerability to vandalism
- Be relevant to future communities in the development
- Engage a flow from Stratford Town to Stratford City
- Enhance the cultural experience of the public
- Potential vandalism should be 'designed out' of the artistic proposal as far as feasible.

Technical Guidelines

The artwork must:

- Take into consideration planning and site requirements
- Not raise security or safety issues nor inhibit public access
- Be easy to maintain
- Be made of materials robust enough to withstand normal wear in a public place
- Manufactured in such a way that future maintenance and repair is possible.
- Consider weight and installation requirements (notionally considered at this stage)
- Recognise the proximity to rail assets and limitation on design or installation that this may pose

In addition:

- Final siting and design must be approved by Westfield Shoppingtowns Ltd
- The artist is required to provide a maintenance manual at completion of the work.

Artistic Opportunities

Artists should consider the scope for a two or three dimensional intervention in response to the space. Artists will need to consider the relationship of surfaces, materials, textures and tones; the potential for lighting the artwork and/or introducing light as part of the work might also be considered. It must be stressed that at this initial competition stage artists are asked to come up with a 'big idea' – a broad brush approach to the scheme. The selected artist will then be invited to develop this idea in further detail, subject to contract and to planning permission having been gained.

Application Process

To register an expression of interest please send **a CD and 1 hard copy** including:

- A letter of application, which outlines why you are interested in this project, your experience of this type of work and how you would approach the commission. Max 1 page
- Up to 3 examples of relevant work you have completed including descriptions and images (all images must be presented in a PowerPoint presentation). Please outline the costs and timescales of these projects. Max 1 page
- Other supporting information – please limit to 8 images, 2 sides of A4 or equivalent.
- Current CV
- Details of two referees

Please note all submissions will be kept on file and will not be returned to the applicant.

To: Kate Ward, Public Art Coordinator
Westfield
MidCity Place
High Holborn
London
WC1V 6EA

Deadline for submissions is 28th November 2008

Planning and Approval Requirements

The artist and Westfield may need to attend a pre-application meeting with Newham Borough Council prior to lodgement of a planning application. The project will only proceed if planning approval is obtained.

Selection Process

Five artists will be shortlisted from the expressions of interest entries by the steering group which consists of:

- John Burton Director
- John Shimmen Development Director
- Simon Cochrane Executive Design Manager
- Rebecca Angel Project Concept Director Stratford
- April Taylor Marketing Executive
- Jonathan Watson Regeneration Specialist
- Kevin Duffy Project Centre Management
- TBA Construction Commercial Manager

- Kate Ward Public Art Coordinator
- Building Crafts College (BBC) representatives

Artists will be shortlisted and advised by 12 December 2008. Each of the shortlisted artists will be invited to attend a briefing and question and answer session with Westfield, BCC and public art consultant on week commencing 15 December (venue, date and timetable to follow). Each of the artists will then develop a site specific proposal for presentation to the steering group on 22 January 2009 (or another mutually convenient date).

Following the artist's presentations at the end of the design period, one of the artists will be selected and, depending on planning permission being gained, will be commissioned to carry out the agreed work of art. The winning design will be submitted to planning permission to the London Borough of Newham; prior to this the design will be submitted for comments to key stakeholders adjacent to the Stratford City site.

It is expected that the design process will be interactive with opportunities for the artist to discuss their ideas as they emerge with the design team and landscaping consultants.

Westfield is keen to see the artist develop their work in partnership with the support of local manufacturers who can advise on technical issues and production. It is hoped that part of the work will be manufactured locally.

The artist may be required to attend a number of meetings with planners and stakeholders in London during the course of their contract, to present and discuss their designs. The artist will work primarily with Westfield but may also need to consult with the Newham Borough Council if planning permission is required.

A two stage selection process will be managed by Westfield for the Stratford City placemaking project.

Stage 1 Site Visit and information

Shortlisted Artists will meet with the Executive Design Manager, Project Concept Director and Public Art Coordinator for a ½ day briefing session on site specifics.

This shall provide the chance to get a better understanding of the project, and a chance to ask any questions

Stage 2 Shortlisted Artists

A period of four weeks to develop concept and design. You will receive a fee of £1,000 + VAT to prepare a bona-fide concept design, detailed budget and attend an interview with the Panel to present your design.

You will be invited to present your ideas to the Selection Panel in January 2009.

The presentation should address the following selection criteria:

- Drawings or photomontages or computer generated images indicating the proposed work in situ
- Marquette of the proposed artwork/s
- Written statement describing the artistic aims of the proposal
- Outline budget indicating the proposal is feasible within £140,000.

Selection Criteria

Design

Quality of concept and realisation in existing work

Quality proposal

Innovative ideas and approach

Project Management / Public Art Experience

The artist should demonstrate planning and management skills through having completed a public art commission or a project on a similar scale.

Communication Skills

The artist should demonstrate an ability to clearly express the design ideas in drawings and plans.

Budget

The artist should provide an indicative budget for their proposal.

Artist/s commissioned

The selection panel will decide on an artist who best meets the selection criteria, who will be invited to proceed to final design, fabrication and installation for the project.

Westfield will announce the selected artist in March 2009.

Marquettes of the artist's proposals will be on display. TBC.

Budget

1. Designs

Each shortlisted artist will be paid a fee of £1,000 + VAT upon receipt of invoice and viewing of design concept

2. Commission Implementation

The fee for the project is £140,000 + VAT which includes all aspects of the design (including artist fees, workshops, travel, accommodation and meetings), fabrication (over and above those that form part of the bridge paving), installation of the artwork and all other professional fees (subcontractor, structural engineer etc, as necessary).

Payment up to the agreed fee will be made on receipt of tax invoices to be submitted to Kate Ward, Stratford City Development Limited, C/O Westfield Shoppingtowns Ltd, Mid City Place, 71 High Holborn, London, WC1V 6EA.

Role of the Commissioned Artist

The commissioned artist will be contracted by Westfield to:

- Prepare presentation drawings to convey the design including plan views and elevations
- Provide design documentation for fabrication and installation including specification, plans, elevations, construction details and fabrication/installation notes as required (drawings should be to scale, describe intended colours and materials, and be suitable for submission for the planning permission).
- Provide a final design report including an artist's statement describing the proposed works and an itemised budget.
- In collaboration with Westfield seek Planning Permission for approval for the artwork with Newham Borough Council
- The artist will be expected to liaise with the landscape designers, water feature designers, etc
- Participate at Westfield public realm meetings to ensure art and design complement the architecture and surroundings
- After receiving Planning Permission, fabricate and install the work

Installation

Westfield Shoppingtowns Ltd are the contractor and will be responsible for the installation of the artwork.

The artist will be required to liaise with Westfield to coordinate the installation of the artwork and will need to include the installation fees incurred by Westfield in their budget.

Managing the Commission

For the installation of the artwork the artist is encouraged to work with a contractor experienced at installing electrical works. Any sub-contractors employed by the artist to assist with fabricating and/or installing the work must be accredited professionals and be paid from the commission fee. The artist's budget would need to reflect this arrangement.

Commissioning Agency

Westfield will commission the artist and the artist will report to Westfield. On practical completion the artwork will become the property of Westfield who will be responsible for its maintenance.

General

Westfield reserves the right at any stage not to proceed with project, or to proceed on a different basis from that anticipated in this document.

No contractual or other legal obligation arises on the part of WSL from the lodgement of any Expression of Interest.

The selected artists will be required to sign a contract with WSL.

Project Timeline

Site visit and briefing	December 2008
Shortlist concept design presentation	January 2009
Notification of selected artist	March 2009
Contract finalised with selected artist	March 2009
Final Design completed	April 2009
Planning Permission submitted	April 2009
Fabrication	2009
Installation by agreement but no later than	September 2010 TBC

Inclusions

- Attachment A – Impression of TCL Bridge**
- Attachment B – Precedent for TCL Steps**
- Attachment C – Plan of TCL Bridge**
- Attachment D – Views of Meridian Square**

Further information

For further information please contact Kate Ward on 020 7061 1863 or by email:
kate.ward@westfield-uk.com

Attachment A – Impression of TCL Bridge



Town Centre Link



Town Centre Link at Night

Attachment B – Precedent for TCL Steps

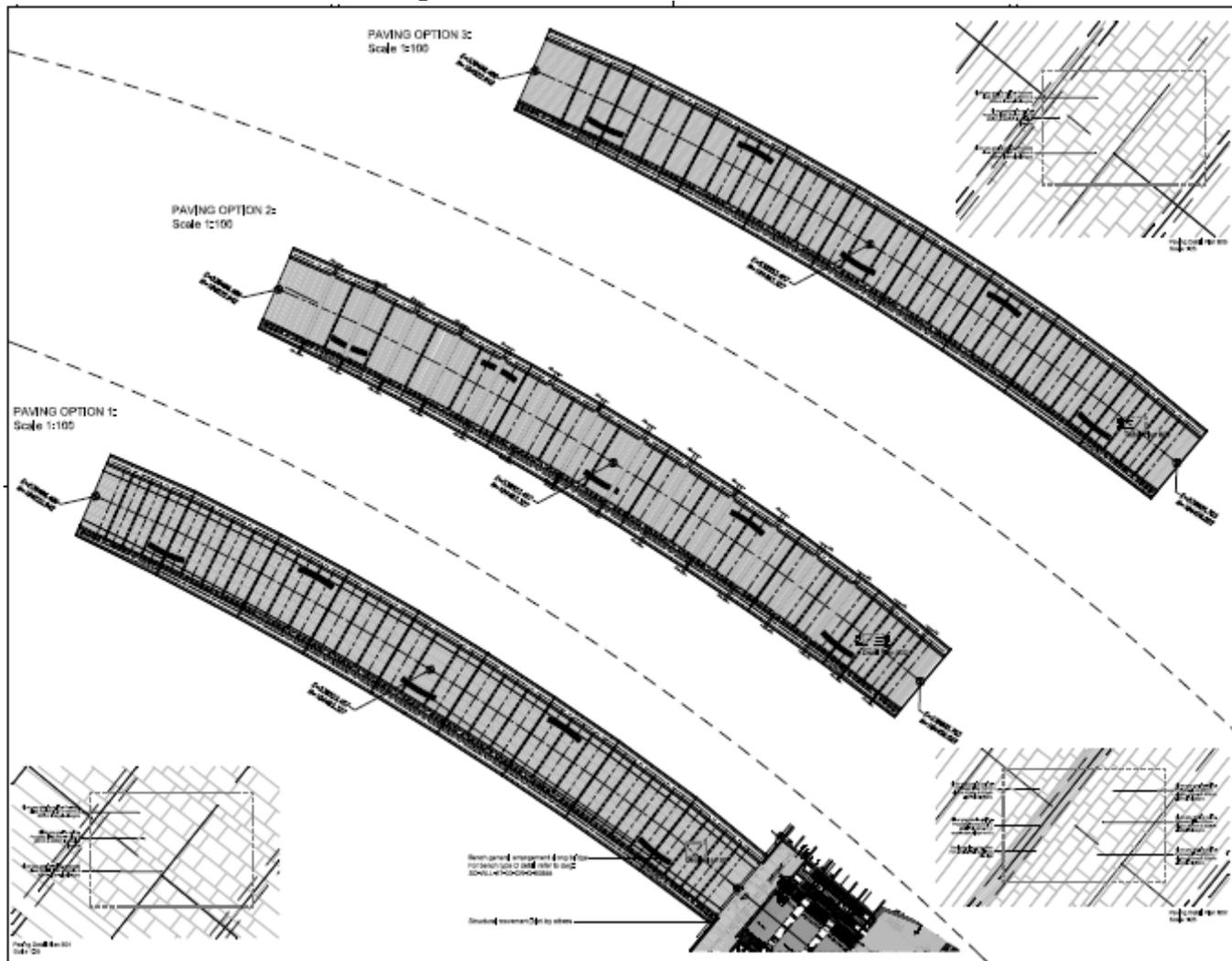


Precedent: Spanish Steps



Precedent showing public space, monumental stairs and interface with adjacent buildings

Attachment C – Plan of TCL Bridge



Attachment D – Views of Meridian Square



Aerial view of Meridian Square



Meridian Square Pedestrian Crossing



Meridian Square

Attachment E – Plan of Stratford City

