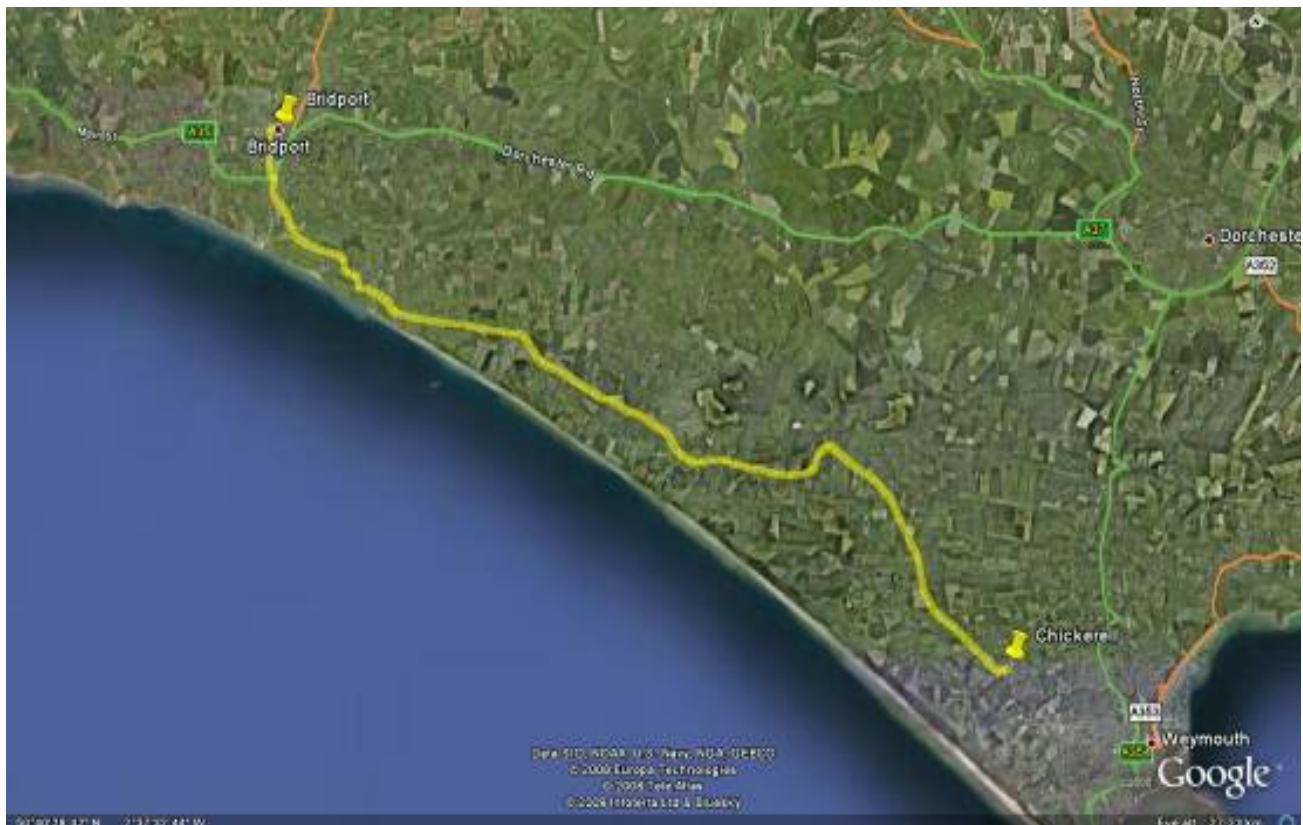


WIDE OPEN SPACE

Developing creative places in Dorset

ARTIST BRIEF

Commission	Artist in residence
Location	Bridport to Chickerell Coast Road (B3157)
Client	Dorset Design and Heritage Forum and Dorset County Council Environmental Services
Date	2 March 2009



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“If a place can be defined as relational, historical and concerned with identity, then a space which cannot be defined as relational, or historical, or concerned with identity will be a nonplace”

Marc Auge (1995)

1.0 Context

[Dorset Design and Heritage Forum](#) (DDHF) and [Dorset County Council Environmental Services](#) (DCCES) wish to appoint an artist/designer/maker to work as “artist in residence” during the design and development stages of a road refurbishment scheme, the Bridport to Chickerell Coast Road (B3157), Dorset.

The project is being undertaken as part of [Wide Open Space](#), a scheme which aims to support the production of innovative art in the public realm that addresses rural agendas, supported by [Public Art South West](#) and Arts Council England. Wide Open Space aims to engage with key rural issues:

- Affordable and sustainable housing
- Developing the rural economy
- Protecting landscapes and safeguarding environments
- Creating safe, strong and inclusive rural communities

With the Bridport to Chickerell coast road project DCEES’s Natural Environment Team and the Local Transport Plan Team are keen to explore at a strategic and project level what artists or makers can contribute to the implementation of the recently adopted [Rural Roads Protocol](#). The Protocol advocates a new approach to highway design and management with the “fundamental principle being the recognition and understanding of local distinctiveness and context and that these must guide decisions made in the rural road environment”.

This specific project is therefore being undertaken in the spirit of a pilot scheme to assess the benefits of involving artists or makers in a whole road corridor scheme. It is hoped it will be significant opportunity to influence the future development of rural highways in the county of Dorset and nationally.



l. Streetscape Abbotsbury

r. Proliferation of road signs in the UK

2.0 Aims

Can the “non-places” of our national road network be developed so that we relate to rural localities we normally pass by in our cars ?

Could roads become new social spaces uniting the pedestrian, cyclist and motorist ?

Slow food, slow towns, slow traffic... ?

The Bridport to Chickerell coast road project is the subject of a £1 million Road Safety Partnership Grant Scheme focussing on innovative approaches and ideas for road safety that ‘declutter’ the roadside landscape in this unique part of the Dorset [Area of Outstanding Natural Beauty](#). In sensitive areas such as these consideration need to be given to using building materials, physical structures or landscaping that enhance the character of the locality and avoid unnecessarily visually intrusive signing, markings, surfacing or other physical measures.

In achieving this there is also the opportunity to utilising the principals of [psychological road calming](#) in order to encourage traffic to drive more safely. This approach aims to reduce drivers speed at appropriate points without large quantities of signage through increasing perceptual risk for drivers. This has been achieved in pervious road schemes by narrowing roads, marking entrances to built up areas and creating shared spaces between cars, pedestrians and cyclists.



The concept of “naked streets” by Dutch Engineer Hans Monderman, photos before (l) and after (r).

It will also be important that the project makes a real difference to the communities who both use and live along this route, their safety and wellbeing, for instance creating pedestrian priority zones. This project therefore presents a chance to create new social spaces carved from the spaces dedicated to vehicles and to join communities which have literally been divided by busy roads. Overall the project will need to strike a balance between highway function, the needs of communities (reflecting their range of mobility) and local character/context.

Another aspect of the scheme is to encouraging the use of public transport. One concept which has been put forward is the idea of creating bus (or taxi) stop “galleries” where permanent artworks could either be integrated into the stops, or facilitate a changing display of artwork.



This project will need to reflect the needs of all highway users through involving a range of partners and interests. As a minimum the artist appointed will be asked to work with the partners on strategies for creatively involving local people in the design and development process. It should also be remembered that the coast road is part of an area with many visitors each year and will become part of the approaches to Weymouth as the Olympic sailing venue in 2012. The coast road is also part of the [Jurassic Coast](#).

3.0 Process

The artist will be expected to collaborate closely with the design team, drawn from DCCES, which will include engineers, landscape designers and other specialists.

The process of project development is open to the input of the artist however at this stage it is envisaged that the artist in residence will undertake to:

1. Identify opportunities for the creative involvement of communities in the planning and design process, and beyond, in association with Dorset Community Action
2. Research the potential for the use of sustainable materials, products or resources in designs, for example using locally sourced stone or wood.
3. Set out a thematic/conceptual framework or guidelines for the commissioning of art and design over the whole life of the project
4. Identify specific opportunities for the involvement of artists or makers

The residency may also result in some outline designs if time and resources allow.

As one of the main aims of this project will be to influence not only the long term development of this project but also other projects in Dorset and further afield it will be important to disseminate the results as widely as possible. Therefore the artist employed will need to document their work and produce a "report" on their involvement in a format to be agreed e.g. text/publication or exhibition / installation / presentation / performance.

4.0 Timescale

The following is an outline schedule of activity for the project.

Project Title: Artist in Residence: Coast Road	Responsibility	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09
Advertise		■	■					
Interviews	SG		■					
Initial meeting	WN/DCCES/A		■					
Site visits (2 days)	DCCES/A			■				
Artist development of project	A			■				
Review meeting 1	SG/WN				■			
Artist development of project	A				■	■		
Review meeting 2	DCCES/A					■		
Artist development of project	A						■	
Final report	A							■
Exit meeting - next steps	SG/WN							■

Key	
Willis Newson	WN
Dorset County Council Environmental Services	DCCES
Steering Group	SG
Artist	A

Applications consisting of up to 10 examples of previous work as digital files (for PC, e.g. jpeg, mpeg etc), an expression of interest in the commission and a CV must be received no later than 5-30pm on the 2nd of April 2009. Work should be sent by e-mail to creativeplaces@westdorset-dc.gov.uk or to the address below. Interviews will take place on the 23rd of April 2009 in Dorchester.

5.0 Budget

The artist will be employed by DCCES. The total budget for the residency is £5,000 based on £4,000 in fees and £1,000 for travel and expenses (figures ex VAT).

Artists attending interview will be paid up to £100 against travel or expenses.

6.0 Contact

If you would like to discuss the project please contact:

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