

ART ON THE HOARDINGS – BRIEF FOR ARTISTS

Southend-on-Sea Borough Council is seeking an artist to work with schools and young peoples' groups in Southend Borough to create new pieces of artwork inspired by the London 2012 Olympic and Paralympic Games (hereinafter referred to as "The Games"). The art will decorate the hoardings surrounding the building site of the new swimming and diving pool at Southend Leisure & Tennis Centre (SLTC) during its construction and afterwards will be given to the participants to display at their school/club as a permanent legacy from The Games.

Inspire Mark:

As a non-commercial project that has been inspired by The Games, it is intended that an application will be submitted to the London Organising Committee for the Olympic Games and Paralympic Games (LOCOG) to use their Inspire Mark – part of the London 2012 brand family. If successful, the Inspire Mark would endorse this project as part of the official Cultural Olympiad.

Artist's commission fee:

£2,250 will be paid to the Artist. Half of the fee can be paid to the Artist following their formal appointment, with the remainder paid on satisfactory completion of the project, on submission of invoices.

Materials:

The cost of materials will be covered separately by Southend-on-Sea Borough Council in addition to the Artist's commission fee.

Artists should provide a quotation for the cost of materials for a 2D artwork based on:

- a) the following specification, and
- b) the requirements of their individual creative concept.

This quotation will be used to set a maximum budget for materials. The cost of materials (up to the agreed maximum) will be reimbursed to the Artist on submission of an invoice together with copies of receipts.

Specification:

- 1) Materials must be suitable to affix to the hoarding that is approx. 30 metres in length and 2.4 metres in height.
- 2) Materials must be of suitable size, weight and construction (including weatherproof) for affixing to the hoarding and for each school to remove and display at their premises their section of the artwork when the building is finished and the hoardings are taken down.
- 3) For the best opportunity of securing an Inspire Mark, when choosing and sourcing materials the Artist must be mindful of the aims for all activities and events related to the London 2012 Olympic and Paralympic Games to be sustainable. Materials should have a minimal negative impact on the environment and sourced responsibly. Recycled or recyclable material is preferable and timber should be Forest Stewardship Council certified.

Background information:

SLTC has been selected by LOCOG as a potential Pre-Games Training Camp for overseas teams for the following 3 Olympic and 5 Paralympic sports: Basketball, Athletics, Badminton, Sitting Volleyball, Wheelchair Tennis, Boccia, Goalball and Wheelchair Fencing. Additionally, there are opportunities for the new world class diving pool which is currently being built as an extension to SLTC that will be open in the late summer of 2010 to be used by Olympic or Paralympic athletes in their preparation for the London 2012 Games.

Southend-on-Sea Borough Council would like to involve as many local schools and youth groups as possible in this art project to commemorate this once-in-a-lifetime event. Southend-on-Sea Borough Council will select the participating schools with preference given to schools that are closest to SLTC that have demonstrated their desire to get actively involved with the learning programme around the London Olympic and Paralympic Games by signing up to London 2012's "Get Set" educational programme.

Southend-on-Sea Borough Council would like the artwork to:

- celebrate and capture the excitement of The Games - particularly that they are taking place so close to Southend in London;
- include reference to Olympic mountain biking events on Southend's doorstep at Hadleigh Farm;
- promote SLTC's status as an official Pre-Games Training Camp for the 3 Olympic and 5 Paralympic sports plus the additional opportunity from the new world-class diving pool;
- demonstrate the enthusiasm and excitement that local children and young people feel about London hosting The Games;
- reflect the Olympic and Paralympic values of friendship, respect, excellence, determination, courage, inspiration and equality;
- involve the schools and youth groups in the design, development and delivery of the artwork;
- improve the young peoples' artistic and creative skills and give them a learning experience that generates a sense of pride and is rewarding and satisfying.

Branding restrictions:

Artists must familiarise themselves with the London 2012 Brand Protection guidelines to ensure that the artwork does not blatantly or inadvertently contravene them through the use of names, words, logos, images, designs or marks that are protected by copyright or owned by or licensed to LOCOG (for example, the Olympic rings). LOCOG's guidelines are available from its website: www.london2012.com/brandprotection.

Plan of action:

Local artists are invited to submit a proposal for managing this project that will include designing the overall concept for the artwork, working with local schools and youth groups (approximately five) to inspire, design, oversee and guide the artwork through to completion, responsibility for sourcing suitable materials and liaising with Southend-on-Sea Borough Council, Creating Leisure and the Architects/Builders for the new pool.

Submissions will be judged by a panel from Southend-on-Sea Borough Council and the Olympic Scoping Group and a shortlist of four artists will in the first instance be drawn up. Shortlisted artists will be invited to give a presentation about their proposal to the panel and the contract will be awarded to one artist that the panel decides has the ideas, skills, knowledge, ability, enthusiasm and commitment to drive this project and make the most of this opportunity.

The artist that is appointed will be required to undertake the following key tasks within the timeframe detailed below:

- 1) Work with Southend-on-Sea Borough Council Culture Division to agree the overall concept for the artwork.
- 2) Visit each individual school/group to explain the project, inspire and engage with participating children/young people.
- 3) Work with Southend-on-Sea Borough Council, Creating Leisure, Architect/Builder and each school/group to agree the size, suitable materials and fixings taking into account that the finished artwork must also be designed to be eventually displayed at each school or group's premises as part of the legacy.
- 4) Work with each school/group on their contribution to the artwork, oversee and guide their work from start to completion.
- 5) Provide end of month progress reports.
- 6) Be available to help publicise the artwork to local media and participate at a launch.

Key Dates and Timescale

Deadline for submissions	Mid-day Tuesday 1 December 2009
Shortlisting	Week beginning 7 December 2009
Interviews	Week beginning 14 December 2009
Appointment of Artist	Week beginning 21 December 2009
Artwork with schools/youth groups	4 January to 22 March 2010
Installation on site	Week beginning 29 March 2010
Launch (before end of spring term)	Week beginning 29 March 2010

This is a Regulated/Controlled Post and the successful applicant will need to be able to register with the Independent Safeguarding Authority and be CRB checked.

APPLICATION PROCESS

HOW TO APPLY

Please complete the Application Form and send it to arrive by 12:00 noon on 1 December 2009 to:

Elaine Matson, Olympic Legacy Coordinator, Southend-on-Sea Borough Council, 4th floor, Civic Centre, Southend-on-Sea, Essex SS2 6ER

together with:

- 1) A copy of your CV.
- 2) A stamped self-addressed envelope for the return of your visuals.

SELECTION

A shortlist will be drawn up and shortlisted artists will be invited to attend a short personal interview to give a presentation about their work and experience and to discuss how they would approach the commission. *See Key Dates and Timescale on page 3.*

APPLICATION FORM

Southend-on-Sea Borough Council

Commission of Artist for “Art On The Hoardings”

Please print in black ink

A. Personal Details:

Title: Mr/Mrs/Miss/other

First Name Last Name

Address:

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Postcode

Tel: Mobile:

Email:

Website:

B. Educational Qualifications:

Institution	Qualification/s	Date/s

C. Work Experience:

Employer	Post	Date/s

D. Exhibitions, residencies, art projects undertaken:

Institution	Qualification/s	Date/s

E. Letter of Application:

Please outline why you would like the “Art On The Hoardings” commission, and also include:-

- how you would work with the schools and youth groups;
- what you hope to gain as an artist.
- a rough creative concept for the Art On The Hoardings project to show how your ideas might look in situ (*please enclose extra pages as required.*)

F. Images of previous work to support your application

You are invited to submit a maximum of 8 images in JPEG format to demonstrate your work. Please list the images you are submitting below and indicate whether you are enclosing a CD or memory stick.

Image No.	Title of work	Medium
1		
2		
3		
4		
5		
6		
7		
8		

on CD

on a Memory Stick

(Please tick where appropriate. Please ensure that you name your photo file on your CD or Memory Stick.)

Signature of Applicant:

Date:

Checklist:

- Application Form Sections A to D
- Letter of Application (Section E) including Creative concept
- Images of previous work (Section F)
- CV
- Stamped self-addressed envelope for the return of your Images.