

## Meredith Gunderson

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May 2011 / ARTIST BRIEF for PUBLIC ART

CLAPHAM ONE DEVELOPMENT

### **Clapham LEISURE CENTRE**

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#### 1. INTRODUCTION

ClaphamOne is a landmark Public Private Partnership regeneration scheme to provide new public facilities for Clapham encompassing a new public library, health centre, leisure centre and housing. Consulting curator, Meredith Gunderson is leading the public art commissioning process on behalf of ClaphamOne developers, Cathedral Group in accordance with planning obligations and best practice in public art.

The goal for commissioned public art is to create cultural impact which is site-specific in the broadest sense.

Thus far into the public art work plan the following has been undertaken: a budget to spend on public art has been set by planners; artists have been consulted in principle on the artist brief and some have submitted early stage responses; a briefing presentation had been made to Lambeth Council; key points on site history and context have been compiled; a blog on the project is live; a dynamic programme of public consultation was completed; a document setting out consultation methodology and progress was submitted to Lambeth Planning and accepted unreservedly; the Artist Brief has been finalised; architects (LA Architects) have been fully briefed on progress; a small informed selection panel has developed.

We are now at the stage where a select few artists are invited to submit a costed, viable submission to a selection panel responding to the artist brief and taking into consideration public consultation findings. It is envisaged that the selection panel will meet in July and the commissions completed by the end of October 2011.

## 2. THE COMMISSION

A budget of £27,127 has been set for a public artwork for the Library and Health Centre site.

There is not a set location within the buildings for the artwork, rather we invite artists to select a suitable site with guidance from the architects to best suit their proposed artwork and ideas.

The architect suggests the following areas:

1. Within the fitness suite.
2. Main signage.
3. Gallery on first floor overlooking main entrance.
4. Wall by marketing area.
5. Way-finding signage.

The artist can submit concepts in any medium.

## 3. AIMS AND OBJECTIVES

Please bear in mind the following aims of objectives when developing submissions:

- a. Commissioned artwork should be sophisticated in its breadth and visual references; physically and conceptually robust; site specific and accessible.
- b. Submissions must intelligently address issues of longevity, maintenance and public safety whilst also being mindful of images and concepts that may cause offence.
- c. Submissions will ideally signal the spirit of regeneration, community and the benefits of public services such as libraries, health centres and leisure centres – celebrate or explore concepts of knowledge, holistic health and living a well-balanced urban life.
- d. Using information gathered at public consultation events - interpret and reflect collective values and aspirations of the user communities (more detail on this under 4.b. Public Consultation Findings).
- e. Engendering local pride and ownership of the public artworks through engaging the community in the creative process would be desirable.

- f. Lambeth's Public Art Policy (Qualities and functions Lambeth Council seeks in public artworks):
- Contributing to a high quality, diverse and accessible arts and cultural offer in Lambeth.
  - Increasing awareness of and developing audiences for the arts in Lambeth.
  - Promoting economic, social and personal growth, employment and attainment through the arts and creative industries.
  - Raising the borough's profile by encouraging interest in and dialogue around its public arts and cultural facilities.

#### 4. SITE CONTEXT

##### a. Architectural Plans

- Please contact LA Architects for architectural plans and an extensive range of images. All submitting artists are strongly advised to arrange an *in-person discussion* of the building with the architect.

LA Architects

[www.la-architects.co.uk](http://www.la-architects.co.uk)

Mike Lawless [mike.lawless@la-architects.co.uk](mailto:mike.lawless@la-architects.co.uk)

01273 878440

- Description of the Site:  
The former Clapham Leisure Centre on Clapham Manor Street has been replaced with brand new sustainable, world-class leisure facilities housed in a contemporary, light-filled new building.

Facilities within the new Leisure Centre include a six lane 25m swimming pool, naturally lit and with an arched timber roof, a teaching pool with movable floor, large fitness suite, four-court sports hall and studio rooms for classes.

The Leisure Centre site also includes housing, creative workshops and work spaces so the entire area answers a number of community needs and lends itself to a balanced work and play lifestyle underpinned by core concepts of sustainability, health and community.

- Visit [www.claphamone.com](http://www.claphamone.com)

b. Site Visits & Logistics of Installation

- Developer, Cathedral Group, manages the development and is the go-to regarding timelines for construction and artwork installation. Direct questions of a practical nature to Alex Phillips as below.

And - Do visit the site. Arrange with developer:

Alex Phillips, Development Executive, Cathedral Group  
 Alex Phillips [A.Phillips@cathedralgroup.com](mailto:A.Phillips@cathedralgroup.com)  
 07768 860 332

c. Public Consultation Findings

- A public consultation programme was undertaken and full details can be found in document “**Public Art Scheme Clapham One: Library Building and Leisure Centre November 2010**”. It is strongly advised submitting artists read this document. Hard and soft copies have been sent in advance, if you need additional copies please contact: Danielle Bridgeland, Creative Marketing Manager, Cathedral Group, 0207 939 0814  
 Danielle Bridgeland [D.Bridgland@cathedralgroup.com](mailto:D.Bridgland@cathedralgroup.com)
- Key findings and recurring themes of feedback from the public consultation are as follows:
  1. The new buildings and the wider regeneration scheme is being met with considerable positivity about the future; residents feel “lucky” and there is little nostalgia for the buildings which are being replaced.
  2. The community absolutely loves Clapham Common and uses it often for all manner of activities from picnicking, sport, music, enjoyment of green spaces – they love the open space, festivals, fireworks and ponds.
  3. The bandstand in the Common, although a bit unkempt, is a local icon.
  4. The Library is very well used by people with young children and their carers.
  5. There is substantial pride in the diversity and quality of local independent businesses in Clapham – shops, cafes, restaurants and crafts people.

6. There is enthusiasm for embedded public art, rather than large “plopped” public art.
7. People liked the idea of artist created sculptural seating and artworks which are somehow interactive or responsive.
8. The Clapham community values the transport links into central London and all of its varied offerings being so close.
9. The feeling of village life in the Old Town and other neighbourhoods is very important particularly when living in London and trying to maintain a balance.
10. Diversity of religion is of value. The local churches are active and there are landmark religious buildings
11. Clapham feels like “home”.
12. Sport and leisure are important for quality of life in a busy, demanding city.
13. Work-life and family balance is something people are striving for and can find difficult.
14. Interest in how the local schools will take advantage of the new library and leisure facilities.
15. How can the diversity of the users be reflected in the public art – or what themes bring people together?
16. The history of Clapham and notable residents is cherished by many and there is a desire to keep this alive.
17. Using lighting and digital art for way-finding was often suggested.
18. Sensitivity to disable users and their access was a recurring theme.
19. Many people suggested exhibition space set within the library to celebrate local creative enterprise.
20. Quiet contemplation in a library is still important as usage expands and the space becomes popular.

- d. History of the Area: Please read about the history of Clapham in document “**Public Art Scheme Clapham One: Library Building and Leisure Centre November 2010**” for a brief overview history. Research into Clapham History can also be found on our blog <http://publicartinclapham.blogspot.com/>

## 5. SUBMISSION PROCESS AND TIMELINE

- a. At this point we are expecting fully costed, viable submissions for an informal presentation to a small selection panel. The presentation must be accompanied by hard copy documents and/or maquette describing your proposed artwork.
- b. Consulting curator, Meredith Gunderson, is allowing for time for studio visits and support throughout the process of developing submissions. Following the selection Gunderson will be working with selected artists for fabrication, installation and hand over of the artwork to the council.
- c. Submissions will be made to a small Selection Panel in July 2011 and commissions will be completed by end of October 2011.
- d. The Selection Panel currently includes:
  - Roger Malbert, Curator, Hayward Gallery.
  - Christophe Egret, architect of new Clapham Library, Studio Egret West.
  - Mike Lawless, architect of Leisure Building, LA Architects.
  - Councillor Nigel Haselden, Lambeth Council Design Champion.
  - Representative from Lambeth Council.
  - Representative from developers, Cathedral Group.
- e. The budget of £27,127 is to include artist fee, fabrication and installation. Please be prepared to demonstrate research on costs so we are secure the final commission will not exceed the budget.
- f. It is envisaged you will personally present your submission in an informal setting with the small selection panel. Consulting curator, Meredith Gunderson, will chair the selection panel half day.
- g. Please allow 30-45 minutes for your presentation including time for questions.
- h. There is a fee of £1,000 for time and materials for artist submissions.
- i. The Selection Day will take place at Cathedral Group, St Thomas's Church, St Thomas Street, London SE1 9RY, date and time will be finalised and communicated to you by Meredith Gunderson.
- j. Artists will be notified within 3 working days of the outcome of the Selection Day.

## 6. RESOURCES

- a. Document "Public Art Scheme Clapham One: Library Building and Leisure Centre November 2010"  
Danielle Bridgland, Cathedral Group  
Danielle Bridgland [D.Bridgland@cathedralgroup.com](mailto:D.Bridgland@cathedralgroup.com)  
0207 939 0814
- b. Blog: <http://publicartinclapham.blogspot.com/>
- c. ClaphamOne Development website: [www.claphamone.com](http://www.claphamone.com)
- d. Developer for timelines and site visits  
Alex Phillips, Development Executive, Cathedral Group  
Alex Phillips [A.Phillips@cathedralgroup.com](mailto:A.Phillips@cathedralgroup.com)  
07768 860 332
- e. Architectural drawings and input from architect:  
LA Architects  
[www.la-architects.co.uk](http://www.la-architects.co.uk)  
Mike Lawless [mike.lawless@la-architects.co.uk](mailto:mike.lawless@la-architects.co.uk)  
01273 878440

## 7. CONTACT

- a. Contact Meredith Gunderson, consulting curator, with any questions whatsoever.  
Meredith Gunderson  
[Mkg@meredithgunderson.com](mailto:Mkg@meredithgunderson.com)  
0795 795 3616