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May 2011 / ARTIST BRIEF for PUBLIC ART

CLAPHAM ONE DEVELOPMENT

Clapham PUBLIC LIBRARY & HEALTH CENTRE (MARY SEACOLE 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; Artist Brief has been finalised; architects (Studio Egret West) 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 before end of January 2012.

2. THE COMMISSION

A budget of £54,254 has been set for a public artwork for the Library and Health Centre site.

There is not a set location within the building 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 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 Studio Egret West 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.

Studio Egret West

0207 549 1730

Christophe Egret Christophe@egretwest.com

Lucas Lawrence Lucas@egretwest.com

www.egretwest.com

- Description of the Site: The pre-existing Mary Seacole House has been demolished and replaced by the new development destined to become an iconic new addition to Clapham High Street and London. The new building will provide space for the relocation of Clapham Family Practice, Primary Care Trust, Clapham Library and a Café and 136 new apartments. The library and health centre share an entrance on Clapham High Street. The resident's entrance is on St. Luke's Avenue and Clement Avenue.
- Visit 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

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 Bridgland 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 January 2012.
- 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 new Leisure Centre, LA Architects

- Councillor Nigel Haselden, Lambeth Council Design Champion.
 - Representative from Lambeth Council.
 - Representative from developer, Cathedral Group.
- e. The budget of £54,254 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
0207 939 0814
- b. Blog: <http://publicartinclapham.blogspot.com/>
- c. ClaphamOne Development website: www.claphamone.com
- d. Developer, Cathedral Group for site visits & installation logistics
Alex Phillips, Development Executive, Cathedral Group
Alex Phillips A.Phillips@cathedralgroup.com
07768 860 332
- e. Architectural drawings and input from architect:
Studio Egret West
0207 549 1730
Christophe Egret Christophe@egretwest.com
Lucas Lawrence Lucas@egretwest.com
www.egretwest.com

7. CONTACT

- a. Contact Meredith Gunderson, consulting curator, with any questions whatsoever.
Meredith Gunderson
mkg@meredithgunderson.com 0795 795 3616