

DESTINATION STOKE by Festival Stoke Commission Brief - Art Street



CONTEXT

Festival Stoke is a multi-arts-form festival which takes place in the town of Stoke, within the city of Stoke-on-Trent. Established in 2012, the festival has grown over the years featuring increasingly ambitious art installations and events within the outdoor and indoor public spaces of the urban town-centre. Participation and engagement are at the heart of our work as we put significant emphasis and effort into facilitating and encouraging local people to connect with artists and artworks, from being involved in concept and creation in workshop settings to meaningful active response to the artworks and performances out in the town.

The ethos of Festival Stoke has always been 'bringing great art into everyday places', through which we mean that people going about their everyday lives, shopping, driving to work, walking to school, visiting friends, cycling or taking the bus, will encounter amazing works of art along the way. We aim to create moments of surprise and delight, to challenge and provoke, and to get people talking to one another about the artworks they have seen.

THE THEME - 'DESTINATION STOKE'

'Destination Stoke' is the theme of our eight-week multi-arts festival which will take place in Spring 2020 celebrating Stoke as a creative and attractive place to visit and spend leisure time. The main festival programme will run from mid-March to mid-May 2020, with taster events and activities during February. The festival programme will celebrate all that is good and creative about Stoke, and the new life emerging. Artworks and performances in the town's public spaces will interrupt, engage and provoke people to take a second look at the locality as artists cut through traditions of a place, jolting people to be surprised by what has been around for years, countering the pervading negative narrative about a place.

Stoke-upon-Trent, to give the town its full name, is a story-rich place, with an abundance of historical and creative connections and characteristics, ranging from early Anglo-Saxon times, to industrial-revolution pioneers, to contemporary regeneration and innovation. It is a place with new life emerging where existing generational 'Stokies' are welcoming people from around the world who bring new cultural experiences; in addition, the recent influx of students and artists complement a truly diverse locality. An inner-city neighbourhood with an urban-edge it faces many of the challenges of post-industrial localities and inner-city high streets, however, Stoke has retained a distinctive town-feel and is renowned for being one of the friendliest places in the UK.

Regeneration initiatives have seen re-purposed urban buildings now host a community bakery and artist studios; the celebrated renovation of former Spode Pottery site offers work-units for creatives, exhibition space, a café and a trendy aparthotel for tourists. The town is home to the city's Minster which houses superb heritage and art treasures and is also the burial site of Josiah Wedgwood.

ARTISTIC ELEMENTS OF THE FESTIVAL

Art Street: high quality unmissable outdoor art installations in the town centre and main streets of Stoke, for a period of eight weeks from mid-March to mid-May 2020. The artworks will be a series of 'multiples' resulting in a striking and dynamic transformation in the town centre.

The Tourist Guides: street theatre performance with a pop-up tourist information centre in the public spaces of the town, to interrupt the everyday with fun interactions provoking connection and enquiry with Stoke as a Tourist Destination.



Destination Stoke Map-zine: a souvenir folding-map featuring the town's tourist attractions as interpreted by an artist-in-residence. Not your regular visitor-guide but a contemporary and quirky take-home work of art. Available in printed format and online from February 2020.

Art Stop: the festival's arts venue will host a programme of free-to-access workshops, talks and art events, involving professional artists working with a broad range of art forms. It will be open for taster sessions in February and then for the eight-week duration of the festival in spring.

Big Splash: is the working title for an outdoor, family-friendly, large-spectacle event in late April at a prime public access venue. The event is particularly targeted at audiences beyond the city and will draw people in to visit Stoke as a destination.

Arts Advocate: a professional artist, their role is to proactively reach out to local people - community groups, businesses, clubs, individual residents - to raise the level of participation, engagement and also understanding and appreciation, with the art of the festival.

ART STREET COMMISSIONS - MULTIPLES

We are looking to commission visual artworks that are:

- original site-specific works
- 'multiples' rather than one artwork (*commission 2 may be a single piece*)
- with a common or repeating theme or style
- related to the overall theme of 'Destination Stoke'
- suitable for installation in the outdoor public spaces of the town centre
- meaningful to the widest range of people and encourage their engagement
- temporary interventions* designed to be installed for a period of eight weeks
- able to be installed in a safe and non-obstructive way

The artworks can use a variety of materials and artforms, either 2D or 3D

The artworks must:

- enhance the town of Stoke as a visitor destination so the artworks will either:
 - highlight or feature existing visitor attractions or,
 - in themselves be a distinctive visitor attraction
- be relevant to the setting of the town of Stoke in the city of Stoke-on-Trent
- have the potential to engage and provoke people of the town in a good way
- encourage people to think about how art impacts on their view of the town
- be fun, creative and uplifting - to get people's attention and get them talking
- be impactful enough to cause people to visit Stoke from further afield

*(*we are open to consider potentially permanent artworks but would need to be confident of obtaining permissions, durability of the artworks, and that they require minimal ongoing maintenance.)*

Commission Fees & Expectations

Commission 1: £6,000 - £8,000

Commission 2: £3,000

The commission fee is for:

- artist-time to develop and produce designs and material specifications for the artworks



- overseeing the making of the artworks according to the designs
- production of finished artworks, by themselves or a third party, ready for installation in an outdoor setting
- travel and accommodation costs to visit Stoke if the artist is from outside the area
- time spent at participatory workshops or events scheduled by the Arts Advocate.

Installation and removal costs will be funded directly by Festival Stoke.

Payment

Payment will be made in four instalments, 35% at the outset of the commission, 30% during preparation, 20% at the commencement of Art Street and 15% at the end of May 2020.

GUIDELINES FOR PROPOSALS

Commitment to Equality and Diversity

- Recognising the need to improve support of, and showcase the work from, diverse talent we particularly welcome proposals from artists or groups of artists who self-identify as being from diverse backgrounds and under-represented groups.
- Artworks must be accessible and meaningful to the widest range of people and encourage their participation and engagement.

Participation

We welcome proposals which include opportunities for participation in the creation and development of the artworks whilst recognising that the final installation/artwork needs to be the work of the appointed artist and of a high professional standard.

Physical Structure

The artworks may be static or move locations and must be as vandal-proof as is reasonably possible given the urban town-centre location. They must be durable for at least ten weeks, and if intended for an outdoor setting must be robust enough to withstand rain, strong breezes and bright sunlight. We also welcome proposals for more permanent artworks (subject to landlord and local authority permissions).

Location and Permissions

Proposed installations will need to be realistic to be installed within a busy town-centre setting and take into account practicalities of secure fixing and public safety. The Festival Stoke team will support the artists to agree permissions from landlords and the city council departments as necessary.

Engagement with Other Festival Elements

The successful artists will be required to engage with, and cooperate with, the Art Stop venue organisers, with the Arts Advocate (and support workers) who are core to developing the participation and audience reach of Festival Stoke and with the 'Tourist Information' pop-up performance. Specifically:

- To deliver at least one workshop at the Art Stop, to be participatory or a demonstration format.
- To meet with the Arts Advocate and agree at least one opportunity for public engagement in a venue other than Art Stop.
- To appear with the 'Tourist Information' pop-up performers for at least one half-day.

The Festival Stoke team will provide additional support to hosting and delivering these activities.

Time-wise artists will need to be available for three days (commission 1) and three half-days (commission 2) for engagement during the period of the festival.



Materials and Installation Costs

The material specification needs to be realistic to the size of commission and setting and will need to be agreed with the Festival Team as ideas for the commission develop. The commission proposal must include an indicated budget for materials.

Installation will be provided and funded by Festival Stoke and the artist will be expected to liaise with the installation team to discuss logistics of locating and fixing.

Whilst we will try to install works in the artists' chosen location it may be necessary to compromise if an artwork cannot go in the preferred location due to permissions or safety restrictions; the final location decision whilst being recommended by the artist, will lie with Festival Stoke.

COPYRIGHT AND OWNERSHIP

Copyright of the artworks remains the possession of the artist.

Festival Stoke has the right to reproduce the artworks in any format, e.g. photographs, posters, programmes.

Festival Stoke will retain ownership of the completed artworks.

PROJECT MANAGEMENT

The artists will be given ongoing support by the Festival management team and will be expected to liaise with Festival Stoke regarding progress of the commission.

SUBMITTING YOUR PROPOSAL

We are particularly interested in receiving applications from artists and arts organisations we have not worked with before.

If you would like to discuss your initial idea with us before fully working up your proposal, please do contact us.

Proposals will be accepted from individual artists, arts organisations, or as collaborative projects.

Please submit your proposal by email, specifying which commission you are applying for, in the following format

Please send three separate PDF documents to ensure we comply with our Commitment to Equality and Diversity.

Choose a unique identifying title or word for your project proposal and include on each PDF

PDF 1: Personal Details

Please separate your personal details and information from the rest of your CV, include on a separate page.

PDF 2: About Your Proposal

As a PDF document, maximum 4 sides of A4

And/or Youtube video, max 2' 30", audio file, max 2' 30"

A summary outline of your proposed commission, including artform, specifications, materials, etc.

How you propose interpreting the festival theme 'Destination Stoke'

How your proposal fits into the context of Festival Stoke, our ethos, and aims and commitment to equality and diversity

A time-line for creating and delivering your commission

You may include a link to a website.

You may wish to suggest potential locations for your work



PDF 3: About You

As a PDF document, maximum 4 sides of A4

A summary CV of artistic work, including work relevant to the particular commission you are applying for

Visual evidence of previous work, as images (not just links to websites please)

Why you want to be a part of Festival Stoke

Why working in an urban outdoor setting appeals to you, and any previous experience.

You may include a link to a website.

Please ensure you are able to be available to fulfil the requirements to engage with Art Stop and the Arts Advocate and participate in the Festival period mid-March to mid-May 2020.

KEY DATES

13th October 2019

17 - 18 October 2019

21 - 25 October 2019

5 March 2020

9 - 13 March 2020

14 March 2020

9 May 2020

11 - 15 May 2020

Deadline for submissions, 6pm

Selection panel meets

Notification by this date

Artworks to be complete

Installation

Art Street Exhibition opening

Art Street Exhibition ends

Take down, as needed

Funding

Festival Stoke is an Arts Council England funded project and as such is subject to promotional guidelines for the Arts Council.

DEADLINE FOR SUBMISSIONS 6pm, Sunday 13th October 2019

Submit to: info@festivalstoke.co.uk

www.festivalstoke.co.uk