**ARTIST BRIEF:** Contemporary Art Installation for Haverfordwest

Budget: £80,000

**Project Duration:** 1 January 2017 – 31 October 2017

**Context**

Confluence are inviting applications from artists/designers/architects to work on a project located on the river corridor in Haverfordwest, Pembrokeshire’s county town.

The commission is to create a permanent art installation but it is also intended to test new ways of working and reconnecting people, through engagement with the arts, into the process of regenerating the town.

This opportunity lies at the heart of a 10-year vision for the ancient port of Haverfordwest to be re-imagined as a vibrant and distinctive market town reconnected with its river in full flow and charged by the creativity of its people.

**Confluence** is a creative collaboration between PLANED, spacetocreate, iDeA Architects, Pembrokeshire County Council (PCC) and Transition Haverfordwest.

In October 2014, Confluence were awarded funding from Ideas:People:Places (http://www.arts.wales/arts-in-wales/inspire/sustain/ideas-people-places), an Arts Council of Wales strategic initiative that seeks to test new models of regeneration and collaboration through the arts with partnership funding from Pembrokeshire County Council.

Located in Haverfordwest, the three-year scheme is delivering a series of artist residencies and commissions alongside a town laboratory – an evolving programme of experimental and creative projects aimed at developing innovative models of co-operation, creatively engaging the community with Haverfordwest town-centre regeneration opportunities.

The commission is informed by work undertaken in the first half of the Confluence arts and regeneration programme, in particular, **The Big Map**, an experimental mapping of the town’s riverside to share ideas, hopes and aspirations for the town. This process invited ordinary people who live, work, learn, visit and play in Haverfordwest, to step into the space traditionally reserved for planners and urbanists and to engage in a playful and imaginative way with the planning process.

Find out more about Confluence and The Big Map here: [http://www.thelabhaverfordwest.org/2016/04/26/the-big-map/](http://www.thelabhaverfordwest.org/2016/04/26/the-big-map/)

**The Site**

The appointed artist is invited to take an open and comprehensive approach that looks at the relationship of the town to its river, before identifying potential locations for an intervention or developing a site-wide response through a series of interventions.

In response to the consultation and redevelopment work that has already taken place and in light of current and proposed works along the riverfront, Confluence have defined the scope of the site in the attached context document, with particular focus on riverside locations in central Haverfordwest.
Presently the quality of design of the public realm is utilitarian. There is potential to improve existing spaces but flood-defence walls, ramps and levels create obstacles to the river and at present there aren’t clear accessible routes along which people can travel.

A successful artwork that provokes and engages with design of the public realm could complement the new developments, set a precedent and be an exemplar and a catalyst for new high quality models of regeneration to follow in Haverfordwest.

The Commission

There are a number of opportunities for artists’ interventions that could set a precedent as an exemplar for the future, with the potential to:

1. Open up physical connections to the river (whilst aware of flood protection issues);
2. Forge better links between disparate spaces on either side of the river;
3. Improve the experience and aesthetic of the public realm with good design;
4. Soften the areas of engineered hard landscaping along the riverside with more intimate green space;
5. Encourage and design for events along the town reaches;
6. Anticipate how further redevelopment/re-use of neighbouring buildings could relate to the public realm and enjoyment of the river;
7. Enhance and promote social and cultural experiences and uses of the space.

The commissioned artist will be encouraged to identify alternative opportunities and/or design approaches. It is not envisaged that permanent artworks will be realised for all of the identified areas, rather it is expected that through a period of collaborative working between the appointed artist and Confluence’s working group that a number of possibilities will be explored and the most appropriate opportunities prioritised for implementation.

In keeping with contemporary understanding of public art as “the process of artists responding to the public realm” (ixia – the public art think tank, 2016), it is hoped that the artist’s practice and resultant interventions are integrated into both the design process and completed scheme and will afford opportunities to test new ways of working towards achieving the following aims and objectives for the site:

- Distinctiveness – the creation of a unique identity for the site through work that is original and site specific/responsive;
- Quality – the physical quality of an environment and the experience of those using it;
- Sense of place – a sense of place by drawing on key local references such as heritage, topography, site uses and demography;
- Demonstrate exemplary practice in terms of interdisciplinary working;
- Act as a catalyst for wider revitalisation of the town.

Project Governance and Consultation/Collaboration with Communities and Key Stakeholders

The project commissioner is Confluence, however, Pembrokeshire County Council will be the responsible body for the commission and the artist’s contract will be with the Council.

A Confluence Working Group has been setup as a means of consulting about the artworks across the broader network of stakeholders and funders involved in the Confluence Ideas:People:Places project. The selected artist will need to consult with the Working Group at key stages in the development of the commission and participate in wider community consultations, as appropriate.

A member of the Confluence Working Group will be appointed as the designated project manager. This project manager will act as the main point of contact for the artist and will support the selected artist and oversee the delivery of the project in collaboration with the Working Group.
It is expected that the artist’s design phase will include participatory arts activity that will seek to engage with local individuals and groups through dialogue, debate and participation. The form of this activity and potential participants will be determined by the artist through research and in consultation with the Confluence Working Group and other key stakeholders as appropriate.

**Expectations of the Artists**

This opportunity is open to UK and international artists/designers/architects. We also welcome applications from artist/design/architecture partnerships/groups/studio practices. Applicants must demonstrate:

- Creative originality, artistic quality and professionalism in their work;
- The ability and desire to work openly and collaboratively as part of their creative practice, in particular as part of an interdisciplinary team and in consultation with the public and other partners;
- A self-motivated, energetic and pro-active work ethic;
- A willingness to immerse themselves in the life and culture of the area;
- An understanding of the issues of connectivity (and the paradoxical tensions) inherent within regeneration schemes and partnership working;
- A critical awareness of the roles that artists and cultural activity may/may not play in the regeneration of urban areas;
- An awareness of and willingness to abide by the laws for working with children and vulnerable adults, should they undertake such work as part of the project;
- Proven ability to deliver high quality permanent art projects in the public realm on time and within budget.

The appointed artist will form part of the Working Group and will contribute to the process of designing the wider public realm, as well as the design, production and installation of the commissioned artwork, by undertaking the following:

- Researching the site and its context within the town, as well as forming a vision of how the site will evolve and its future importance.
- Producing a series of visual representations of their research and resulting design concept, as well as visuals and fabrication drawings of the proposed works, for consultation and information purposes;
- Attending and making presentations of their work at project meetings;
- Attending liaison meetings with the approving authorities (Planning, etc.) and make necessary alterations until approval is obtained.
- Liaising with the contractors engaged on the project as and when necessary;
- Providing detailed costings and effectively managing the budget across the different elements of the commission;
- Providing information as required for marketing and communications purposes and agreeing for the work to be documented for promotional, evaluation and archival purposes.
- Delivering an agreed programme of public engagement events, such as an artist's talk;
- Holding and providing evidence of £5m public and products liability insurance and £1m professional indemnity insurance, and take responsibility for any third party contractors;
- Ensure the production of the agreed artwork within the project timeframe and its delivery to site, in conjunction with the project engineer and the client.
- Taking responsibility for all installation procedures and costs;
- Liaising with the contractors engaged on the project as and when necessary;
- Observing CDM regulations where appropriate;
- In collaboration with the Working Group, give detailed consideration to the following in the development of their designs:
  - Issues of Health and Safety both in the design proposal and realization;
  - Methodology;
  - Material and structural integrity;
  - Methodology for manufacture;
Long-term maintenance and heavy use.

- Providing full maintenance instructions on completion of installation with clear guidelines as to the best method of maintaining the artwork and any specialist treatment/knowledge that is necessary. The artist should also indicate the anticipated life span of the work and any decommissioning procedures that should be applied.

**Constraints**

At this time, the particular constraints that might impact upon the design and implementation of the works are yet to be identified and investigated, as they will be dependent upon the artist’s proposals. The artist will need to address any constraints that arise during the design period in consultation with the Working Group. The artist must ensure, in consultation with the Working Group that the permanent artwork(s) are deliverable and sustainable in terms of revenue costs, risk, robustness and available timescales and budgets and constructed with due care to DDA regulations and health and safety issues.

**Project Schedule**

This is a deliberately open brief within a two-stage commissioning process that will allow Initial ideas to be tested (Phase 1 – Design), prior to agreeing the proposed artwork for production (Phase 2 - Production) and implementation (Phase 3 - Implementation) within the available timescale.

**Artist Appointment**

31 October 2016  Deadline for applications
18 November 2016  Artist Interviews

**Phase 1 - Design**

January – March 2017  30 days. It is expected that a proportion of this time will be spent in Haverfordwest, attending a maximum of 5 Working Group meetings and undertaking research, community consultation and participation activities as specified in the brief.

**Phase 2 - Production**

May – October 2017  Detailed design through to fabrication

**Phase 3 - Installation**

October 2017  Installation must be completed by 31 October 2017, in line with the Confluence programme

**Fees and budget**

The total project budget is £80,000, which is allocated as follows:

- **£9,000**  Design Fee
  An initial fee of £9,000 for the design phase will be offered for 30 days work, including all presentation materials.

- **£3,000**  Reasonable travel and accommodation expenses will be met up to a limit of £3,000 on presentation appropriate receipts/documentation.

- **£68,000**  Budget for production and installation of the artwork(s), including all artist’s fees and expenses. The artist will be required to produce a comprehensive design and budget for approval by the client, prior to commencement of production and installation of artwork.
It is also expected that the fee for overseeing the production and installation phase will not exceed 10% of the budget for this phase.

All fees and costs are exclusive of VAT.

How to Apply:

The recruitment process is being managed by curatorial agency Addo (www.addocreative.com).

To apply, please submit the following information to commissions@addocreative.com by 5pm on Monday 31 October 2016:

- Up to 10 digital images and if desired, a 10-minute (max) show-reel. All work should be numbered and include, title, date, dimensions/scope, media, details of the project that they relate to and the relevance to your application;
- An up-to-date CV;
- A brief letter of application that broadly outlines why you are interested in this opportunity and how it is relevant to your practice;
- Two referees that can testify to your suitability to undertake the commission.

Artists will be selected on the quality and relevance of their past work to the brief. Please note that we do not require proposals at this stage because it is expected that the appointed artist will develop these through a period of in-depth research and interaction with the site and key stakeholders.

When sending large files (over 4MB), please provide hyperlinks to online files or send via DropBox / WeTransfer. Any applications received by email containing files over 4MB will not be considered.

Selection Process

Addo and the Confluence Working Group will shortlist up to 5 candidates for interview from the applications received.

Interviews will take place at Confluence’s headquarters at: The Lab, Ocky White Travel, 7 Bridge Street, Haverfordwest, SA61 2AL, WALES. Candidates must be available for interview on this date.

Invitations to interview will be sent out by 11 November 2016. Interviewed artists may reclaim all reasonable travel and subsistence expenses incurred by attending an interview.

At interview, interviewees will be expected to speak in more detail about their past work and working processes and the approach that they envisage taking towards the commission. They will be asked to present examples of their past work and will be assessed following the interview based on their past work and initial responses (not proposals) to the brief.

The interviews will involve a full-day commitment and will include a tour of the site, a 20-minute presentation by the artist, followed by 20 minutes of questions and discussion.

The interview panel will consist of representatives of Confluence and Pembrokeshire County Council officers responsible for the development of the site. A select group of key stakeholders, who have been engaged in Confluence’s activities to date, will also observe the interview presentation but will not participate in the final selection and appointment of the artist.

The interview schedule and information of panel members will be distributed prior to interview.

Confluence is committed to equal opportunities and all applications will be judged according to the criteria set out above, purely on merit and without prejudice.

For further information please see the attached visuals and site map and visit: http://www.thelabhaverfordwest.org
If you have any queries regarding this opportunity, please email: commissions@addocreative.com