

Victoria Parade Cultural Linkage Project, Torquay, Devon

Artist Brief

Stage 1: research and creative community engagement

Client: Torbay Council
Art Project manager: Ginkgo Projects Ltd
Date: January 2011
Version: 01

Introduction

Torbay Council is transforming Victoria Parade overlooking Torquay harbour through a streetscape improvement programme including pedestrian prioritisation, road narrowing, upgrading of parking bays and new paving. As part of the redevelopment Torbay Council, working with with Ginkgo Projects wish to appoint an artist/ enabler/ researcher to undertake research, creative consultation and information gathering through working with the local community, businesses and stakeholders so as to form a working resource for a future commissions of text based works and works of art/design within the harbour. The project will draw out and re-present contributed ideas, views, stories, the heritage of the Harbour and people's cultural ambitions for the area. This commission will result in a text-based/ illustrated document informed by the research and events held. The project will also inform a wider cultural master plan for Torquay Harbour.

Background

The redevelopment of Victoria Parade Cultural linkage project forms part of Torbay Connected, a wider project which aims to improve people's understanding, awareness and experience of the Torbay area through the promotion and implementation of regeneration, development and transportation projects integrated with the work of artists. It uses an online framework of natural legibility to form the basis of place enhancement through art, cultural commissioning and development.

The Torbay Connected project also incorporates:

- A map based legibility framework for the first area of focus (Torquay Harbour to Cockington)
- Guidelines for how Torbay Council expects buildings and spaces to contribute to the public realm to promote natural legibility
- Guidelines for how to commission the work of artists and designers
- An interactive map based information resource of facts, stories and information about the Bay for use by designers towards making the buildings and public realm of Torbay unique and distinctive.
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Torbay forms part of the English Riviera Global Geopark, one of 57 Geoparks globally. Geoparks aim to protect geo-diversity and to promote geological heritage to the general public as well as to support sustainable economic development of the area. To find out more visit www.englishrivierageopark.org.uk

Project Aims

The Victoria Parade research project aims to:

- Gather local people's stories, views, ideas and ambitions for the area through the events held, desk top research and one to one conversations.
- Use creative participation techniques to gather information and engage people
- Identify information from the present and past that could be celebrated, drawing out hidden connections or artefacts
- Provide the research, background information and source material for the second stage commissions
- Produce a high quality finished document in the form of a creative resource.

Approach

The public art commissioning focus is on legibility, and will comprise of 2 phases:

1. Research and creative community engagement (this commission)
2. Artwork implementation:
 - i) The first artwork will embed facts and narratives into the streetscape.
 - ii) The second artwork will be integrated into the streetscape to form a stopping point or 'breathing space' that represents the Harbour to the viewer, revealing unknown associations and points of interest.

The document produced through this commission will form the basis for the second stage projects.

The intention is to draw on source material from local people and research about the area, with this being creatively interpreted and integrated into the public realm to help improve legibility of the area. It has been suggested that to engage people in an active and sustained way the commission might use a temporary structure such as a beach hut coupled with creative participatory techniques. This will lead to a number of ideas, themes and areas for further development and client approval.

Collaboration

The artist will research and develop the document in response to local members of the public, traders, visitors and individuals with professional and amateur interests in the harbour. It will be expected that full consideration to how the text of the document might work when interpreted by the visual artists commissioned for the second stage of the project.

Location

It is expected that the artist will spend a minimum of 5-6 days in Torquay researching and preparing and delivering events and 5 – 6 days preparing information and undertaking additional research / consultation.

Programme

Commencement of work on-site by artist	Early February 2011
Public event(s)	February 2011
Project completion and sign-off of final document	End Feb / Early March 2011

Output

The output from the project will be:

- Source material gathered through research
- Information gathered through events
- Documentation of events held (eg photography, film)
- A final document summarising your findings

It is expected that the artist will produce their final research document in a format suitable for presentation. The exact format can be agreed with the project manager.

Budget

It is expected that the fee below will be paid on approved completion of the project.

Artist fee: £2,500 exclusive of VAT and inclusive of expenses.
Materials budget: up to £1,000 (to be agreed with the project manager)

Invoices will be paid in arrears following the agreed approval points to be outlined in the contract. Invoices should be addressed to the client Torbay Council, but sent via the project manager at Ginkgo Projects.

Copyright

The copyright of all submitted research and design will be held in favour of Torbay Council. Ownership of all submitted research and other material will be held in ownership of Torbay Council.

How to apply

If you are interested in applying for this project, please send:

- a recent copy of your CV
- examples of your previous work
- a brief proposal suggesting how you might approach the project

Applications should be sent by email to tom@ginkgoprojects.co.uk by **5pm Wednesday 19 January 2011**. It is likely that an artist will be appointed on the basis of their submission.

Contacts

The key contact will be the art project manager at Ginkgo Projects. Other contacts will be available from the project manager upon commencement of the research phase.

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