

Unity Place

Artist's Brief

Client: Zurich

Date: March 2021

Version: 02



Introduction to the Project

This artist's brief sets out the role of an artist within Zurich Insurance plc's new landmark Unity Place development in the centre of Swindon. This development will create new office space, publicly shared facilities and an accessible new landscaped area in the centre of the town.

The brief provides background information and guidelines to inform the development of concept designs for a permanent piece of work within the open landscaped area at the main entrance of the building and a programme of activity and engagement that runs parallel to this design process,

Zurich has a long history in Swindon, developing the Tri Centre in the 1980s, where they are currently resident. The Unity Place site is located adjacent to the Tri Centre and is part of a number of exciting proposed developments in the area including the new bus boulevard and the Kimmerfields project that will house a new cultural quarter. It will play an important role in the ongoing regeneration of the town centre, providing over 950 staff with a modern workspace designed to enhance their wellbeing and the local environment.

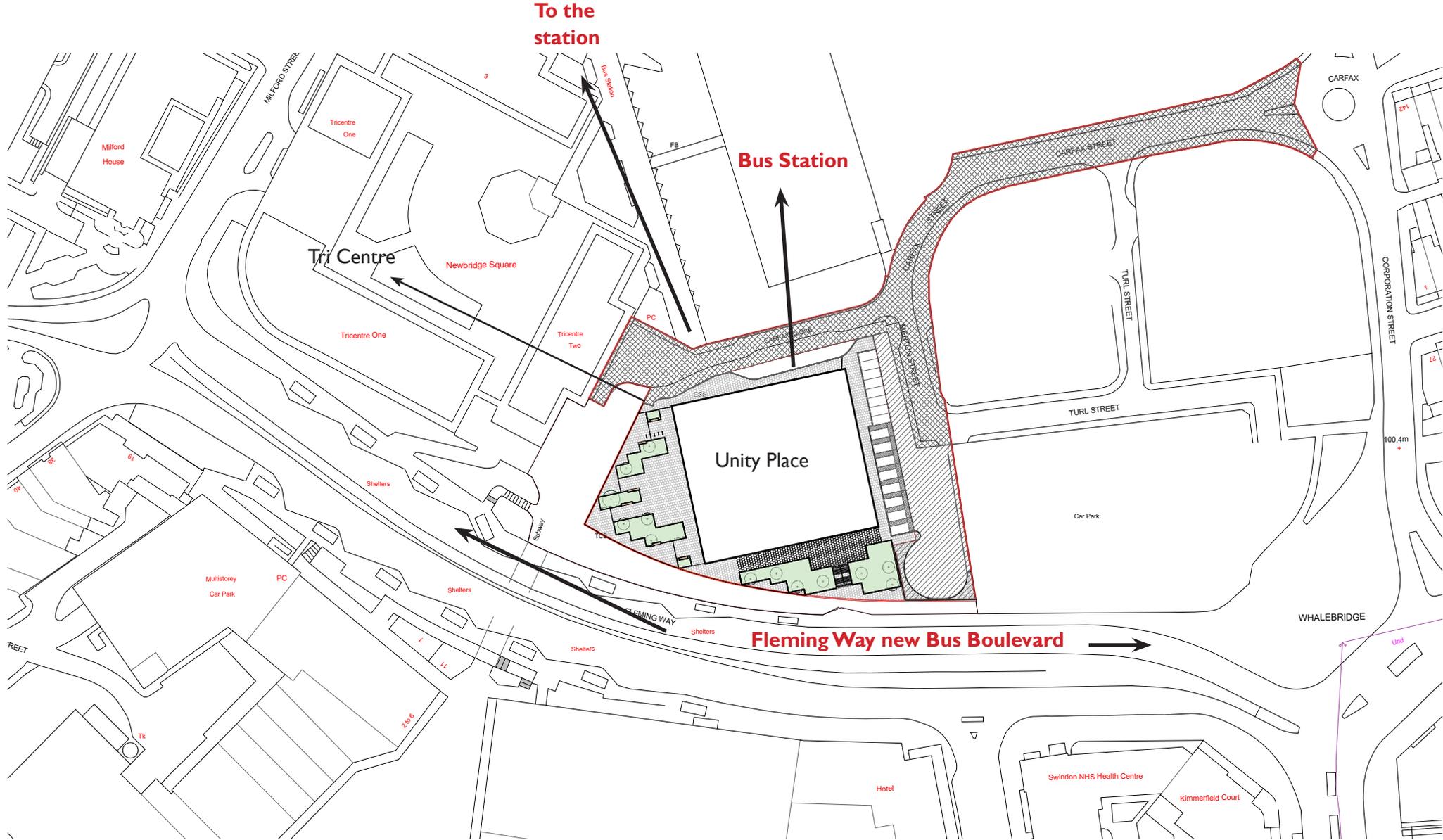
The new building will provide over 100,000 sq ft of office space over six floors with a terrace and function space at roof level. It will be located on a long-vacant, brown field site in the town centre with work due to be completed in 2022.

Zurich is committed to creating a well-considered and sustainable building. This approach extends to their relationships with both the communities of people and wildlife that will inhabit the new landscape. The new build is seeking to achieve a BREEAM rating of 'Excellent' on completion as well as minimising waste during construction and through the building's life cycle.



This brief has been produced with the project development team at Zurich and a new group of staff brought together with a special interest in the art commission called the Zurich Art Panel.

Location within Swindon



Creative Rationale

Zurich have developed a number of “Key Pillars” that have guided their activity as they plan and carry out Unity Place. The artist will seek to fulfil the following aspirations from the key pillars within their designs and proposed engagement activity. The key pillars that most relate to this commission are:

- **Key Pillar: Wellness – supporting physical and mental wellness through exceptional design.**

The artwork will create a moment of delight and surprise within the urban landscape. It will have character and create identity for Unity Place.

The art work within the public open space will aim to encourage staff to dwell within the new landscaped area and take some time for themselves or meet others. Creating an interesting and enjoyable environment will have a positive effect on mental and physical health.

The artist will produce a piece of work that inhabits and holds it's own in the public open space, makes it's presence felt and provides a talking point.

- **Creating communities and encouraging diverse cultures**

The process of research and design will be an opportunity to make connections with Zurich staff and the cultural community in Swindon, encouraging people to get involved, to experiment, learn and exchange. The research and design phase of the commission should be free to twist, turn and follow its own path.

Parallel artist bursaries would be a great way to really support local artists and to bring them in to the process of a commission.

Events and exhibitions that display and explain both the journey and the outcome of a commission process will engage the staff and local cultural community in Swindon.

Sound and light pieces, projections, walking tours, shared meals and experiences; these are all good ways to get people involved in the process of a commission.

Design, research and manufacturing are important in Swindon's past and present. It would be exciting to see partnerships form between the artist and these sectors in Swindon to inform and shape the commission.

- **Fostering a flexible and future facing approach with sustainability at the heart of all they do.**

The commissioned artist will explore sustainability and environment in new and exciting ways. This may relate to the construction of the building and surrounding landscaping.

Innovative and unusual use of materials will be a key part of this commission.

- **Delivering an open but secure environment.**

The artist will work closely with the design team and integrate their ideas into the landscape design.

The Swindon context

Swindon has a fascinating past and present in engineering, design and manufacture, especially within the transport industry. Beyond the well known impact of the GWR railway works in Swindon, the town is now arguably leading innovation in science and technology, as the home of UK Research and Innovation, The Arts and Humanities Research Council and the UK Space Agency among others.

There could be interesting collaborations/linkages to develop between the artist and these organisations, exploring aspects of sustainability and aligning this commission with the national, global or indeed interplanetary picture. This is something that should be investigated during the early stages of the commission during the development of concept designs.

Where possible the creation of the artist's permanent work will be rooted in Swindon, aiming to work with local companies for the fabrication and installation of permanent work wherever possible.



The UK Space Agency is currently investigating sustainable behaviour in space.

The Swindon context - surrounding proposed development

Swindon Borough Council is currently developing proposals for renewed transport links throughout Swindon. These aim to re imagine the town centre away from a car based place, to a more people friendly, pedestrian, bike and bus focused place.

Unity Place sits adjacent to a new bus boulevard that will facilitate ease of use for passengers, encourage walking across the town and create a greener more organic and “human scale” environment. As the area of open space referred to within this brief links out into this new landscape, it will be vital that the artist considers how their work relates to and links to the new developments surrounding it.

Swindon's proposed new bus boulevard

Unity Place



Project Outline

This brief sets out the role of the artist commission instigating and overseeing a range of commissioning for Unity Place.

This brief has been kept purposefully open and can encompass a wide range of creative approaches. The brief provides guidelines and a basic framework for the artist to work within, but as yet the outcome is open to interpretation and the client welcomes diverse and innovative responses.

This commission has two strands with one feeding in to the other:

- A permanent piece of work within the public open space to the main entrance of the building.
- A programme of activity and engagement that runs parallel to this design process,

The commissioned artist will develop designs for a permanent intervention within the area of public realm at the front entrance to the new building. In order to develop their designs the artist will spend time in Swindon and with the staff project team at Zurich researching how the space might be used and how it relates to this area of the town.

The work will be underpinned by the key pillars that are at the heart of Unity Place as set out above; in particular those relating to environment and wellness. Current research into sustainable materials and building practices has been important to the design of Unity Place. The artist's commission will be an opportunity to engage with sustainable materials research in a playful and informative way, for example creating something beautiful and useful from building waste.

Sustainable design also relates to ideas of wellness; creating places where people

want to be and feel safe and comfortable. Whilst innovating with materials, the artist will also create work that connects with it's audience and helps to create a space that people are drawn to.

Zurich also has a strong commitment to working with the community partners and via their Zurich Community Trust. The artist will develop a way of meaningfully involving the community partners. The engagement strand that will run alongside the permanent design commission will bring audiences in to the project and provide opportunities for skills development, learning and personal development within the Swindon community and cultural organisations.

The key elements of the commission:

The publicly accessible open space at the entrance to the building is currently set out as formal gardens. It provides an impressive arrival point and a link to the surrounding urban realm in terms of landscaping details. Beyond this, the garden also provides a potential area of refuge; a place to meet or to pause and gather thoughts.

The artist's design direction will be guided by issues of environmental sustainability, innovation in materials and the capacity to create spaces that promote wellness. The intervention could encompass the whole space, take the form of a series of interruptions in the space or perhaps focus on one stand alone piece.

The key elements that the artist will consider within this commission are as follows:

- The artist will design and fabricate one or more physical pieces of work that will inhabit the public open realm space at Unity Place. This work may be purely sculptural or it may have a purpose or function. The work could also be a "treatment" to the space rather than a piece of work standing in the space.

- The artist will consider carefully how they address the whole site and how their work will affect the users of that space. It may be that the work is interactive in some way, for example forming a seat, meeting point or shelter. The current landscape designs set out areas of planting and hard landscaping. Whilst taking into consideration the Swindon Borough Council's materials palette but the artist may see this as an opportunity to influence the layout and design of the whole space. (There are elements of the hard landscape proposals that will need to remain, for example specific drainage elements. Details of these will be given to the artist upon appointment).
- The art work will be visible from different viewpoints including from above. The artist will consider how their work is viewed by different audiences, near and far.
- The commission will integrate work into the public realm that is innovative, engaging and playful.
- The research and concept design process will begin with Zurich's key pillars in mind, in particular the notions of wellness, community and sustainability.
- The artist will be expected to make connections with Zurich staff and local communities via a process based engagement strand that will run alongside the design commission. This activity may include some skills development for those involved and an opportunity for the artist to understand better how the space may work and be used by staff and the public. The artist will set out a proposal for this activity at the concept design stage of the commission.
- Swindon has a strong presence in the realm of science, technology and design. The artist will investigate opportunities for collaboration.
- Unity Place is being constructed to BREEAM excellent standard with minimal waste. The history of the brownfield site and the sustainable engineering and construction processes required to create this building will provide a point of departure.
- The permanent work will be will be robust and designed to suit this publicly accessible open space. It is expected that it will have a lifespan in line with that of the surrounding landscaping and building. It will not require specialist maintenance or have fragile or replaceable parts (for example digital/mechanical/moving elements) that need programming or updating. There will be a maintenance regime in line with that of the rest of the public space.

Potential Location of the Artist's Commission within the Development

There is an area of open space at the front entrance of the building that will be accessible to the public at all times and will provide the location for a permanent art intervention.

There is scope for the artist to interpret the whole space or locate work in a specific location.

The artist will be able to coordinate and collaborate with the landscape architect to ensure that their work coordinates with planting or if the work incorporates an element of planting design.

There are some fixed elements of the current design relating to drainage and security that will need to be incorporated by the artist.



The artist's work could extend out to this adjacent area of landscaping if appropriate.

Project Process

The project will progress in four stages:

Stage 1: Research and concept design

Stage 2: Submission of designs to SBC for Approval

Stage 3: Detailed design

Stage 4: Implementation and installation

The process of the project is expanded below:

I. Artist Research, engagement and concept design

- The artist will take some time to engage with the design team, the art panel, local partners and the wider community to develop their creative rationale and begin to form project ideas. Concept designs will be produced in response to that research and collaboration in Swindon
- These “designs” will take the form of proposals for engagement activity as well as permanent work.
- The proposals should be original, innovative and visually interesting whilst also being sympathetic to the surrounding environment.
- The artist will develop a creative rationale and context for their work and to agree this with the Zurich Art Panel prior to developing concept designs.

The output from this stage will be:

- A review of opportunities and constraints leading to the design and creative approach to the project
- A creative rationale and initial concept design proposals for both the permanent and engagement aspects of the project
- Outline costings including proposed fee breakdown for Stages 3 and 4.

The output from this phase will be presented to the Zurich Art Panel for approval.

2. Submission of updated art plan to SBC containing Concept Designs

- Following approval by the client, the art plan will be updated with the concept designs included and resubmitted to SBC for approval prior to moving on to the next stage of detailed design and delivery.

The output from this phase will be presented to the Zurich Art Panel for approval.

3. Project Detailed Design and Delivery

- Detailed designs for permanent work are to be integrated work into the landscape proposals for the site.
- The artist will set out their fabrication method in detail including the the option of collaborating with fabricators. If possible these will be based in or near Swindon.
- The artist will begin to deliver the engagement programme alongside the development of their detailed designs.

The output from this stage will be:

- Detailed designs of the project showing the form and nature of the proposed work.
- A detailed budget and delivery programme including details of proposed fabricators.

The output from this phase will be presented to the Zurich Art Panel for approval.

4. Implementation of Permanent Work / Delivery of Temporary Work

Implementation on site will tie in with the overall build programme and approved designs.

Project Details

Budget

The Stage 1 research and concept design development fee is a fixed fee of £4,200 ex. vat and inclusive of expenses. (14 days @ £300 ex. vat per day).

The fee will be paid in two instalments of £2,200 the first on approved submission of material from research and idea development and the second of £2,000 on the approved completion of the concept design (Stage 2).

The artist will enter into a separate contract for the delivery of Stages 3 and 4. The budget (ex vat) for stages 3 and 4 is broken down as follows:

Permanent works budget including artist's fees for stages 3 and 4	Artist's further design and management fees to be no more than 10% of total budget	£66,400
Budget for off site / community engagement work		£5,000

Contracting arrangements

The artist will be contracted through the issue of a client purchase order with standard company terms and conditions. Payment will be within 30 days of approved invoice. A project schedule based on this brief will outline any amended project deliverables and timescales.

The following requirements will form additional project specific conditions for this stage:

1. Insurances

Third Party Liability Insurance: The minimum limit of indemnity for insurance in respect of loss of or damage to property (except the artworks,) and liability

for bodily injury to or death of a person (not an employee of the Artist) caused by activity in connection with this contract for any one event is £5,000,000 (five million pounds sterling) each and every claim or series of claims arising out of one occurrence.

Professional Indemnity Insurance: The Artist will hold a minimum level of indemnity of £1 million for any one claim or series of claims arising out of one occurrence.

Copyright and Ownership

The copyright and all intellectual property rights in the works remain vested in the Artist or the person responsible for the production (as the case may be). Where documentation (including drawings) are provided by the Client copyright in such documentation, drawings remain vested in the Client, or the person responsible for the production (as the case may be).

The Artist grants to Zurich Ltd and Ginkgo Projects, an irrevocable, exclusive royalty free licence to copy, use and to reproduce designs, models and research and supporting information for any purpose relating to the works including (but without limitation) the construction, completion, maintenance, promotion, reinstatement, repair, any extension of the works and for dissemination as part of the feedback of project information.

Ownership of all submitted material including design, models and research shall be held in favour of Zurich Ltd.

The Artist undertakes not to make or authorise the making of any copy of the work or undertake a similar large scale integrated architectural project using a similar design. The uniqueness of the project will be maintained.

Project Details

Moral rights

The Client will at all times acknowledge and identify the Artist(s) as the creator of the work including all occasions on which the work (including drawings and models) is exhibited in public.

The Client undertakes not to intentionally alter, deface, modify or destroy the work (or knowingly consent to others doing so).

If to the knowledge of the Client any alteration or modification of the work takes place after the installation whether intentionally or accidentally, the work shall no longer be represented by the Client as the work of the Artist(s), unless the Artist(s) otherwise consents in writing.

Next stage

Should the project progress, additional requirements that relate to project delivery, requirements such as health and safety and working methods will be set out.

Decommissioning and Maintenance

In the case of permanent work it is expected that the work will be low maintenance and robust and with a lifespan in line with that of the building.

To maintain the integrity of the artwork a maintenance plan and schedule will be created by the artist/fabricators and agreed with the client. On approval of the maintenance plan the client will agree to maintain the artwork for its agreed life span.

Each work will have at the end of its agreed life span an agreement between the client and the artist outlining a series of decommissioning options to maintain the integrity of the artwork and the client's and artist's reputations. Such options will include the removal or selling of the work.

Delivery programme

Activity	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan 22	Feb	Mar	Apr
Artist selection	19th											
Concept design period												
Art strategy containing concept designs submitted to SBC												
Detailed design												
Artwork fabrication and installation												
Artwork sign off												
Engagement programme												
PR and dissemination												
Project close												

How to Apply

Please register your interest in this opportunity by **Monday 10th May 2021**.

Please include:

- A recent copy of your CV and brief written statement about your work
- Images, website links or other material showing examples of your previous relevant work
- A very brief outline of how you might approach this project (no more than a side of A4)
- A statement confirming your fees and ability to meet the set programme.
- Confirmation that you are available to work within the programme, with any indication of any holidays.
- Please email your interest to sophie@ginkgoprojects.co.uk

Interviews will be held on **19th May 2021** and will be held via Teams. This date is not negotiable.

For queries regarding the project brief, please contact:

sophie@ginkgoprojects.co.uk
01934 733 406

Ginkgo Projects Ltd.
St Judes Studio
15 High Street
Axbridge
Somerset
BS26 2AF