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Opportunity for augmented reality artists/teams

Seed is calling for expressions of interest from suitable artists/teams with experience in social arts practice and augmented reality to create a new work for Bridgwater with the community to co-create AR artworks that will be exhibited in public at the site specific location of Bridgwater Station.

The project has the working title ***Hidden Station***

Expression of interest for artists/teams and organisations

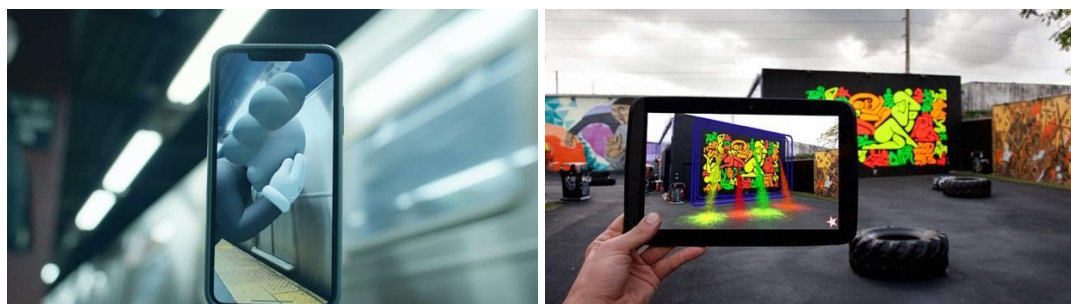
Introduction

Seed's primary aim is to enable more people in Sedgemoor to actively engage in the creative arts, particularly those who don't usually do so. Sedgemoor has been identified as an area of low engagement in the arts. As the Creative People and Places project for the area, we seek to remove barriers to participation, increase opportunities for people to see and engage with the arts, and for the arts to become a part of everyday life. We believe that everyone is creative, and can benefit from the opportunity to explore and develop that creativity.

In consulting with people across Sedgemoor, we have found that people are very interested in participating in the creative process, in seeing their communities enriched by the arts and in exploring issues that affect them and their community. Visual arts is an area where engagement in Sedgemoor is well below the national average (*Source- Active Lives Survey 2015-17*) and our research suggests that public art, visual arts activities that are fun and engaging, and artworks utilising new technology are areas that people in the area would like to see more of.

In 2023 we will be focusing our activities on the town of Bridgwater, Somerset where we have previously co-created works utilising photography, visual arts and creative writing with community members on buses, on train platforms and in advertising spaces.

In Partnership with Sevenside Community Railway, Community Rail Network and Great Western Railway we plan to commission a new artwork activity to take place at and/or around Bridgwater Railway Station. Our initial consultation with station users has indicated interest in the idea of augmented reality, with the majority of those we spoke with describing habitual use of their own hand-held smart devices when in the vicinity of the station, and intrigued by the idea of using those to interact with an art work.



Images above show examples of augmented reality artworks.

Left Image Source: BBC.co.uk Companion (Expanded) by US graffiti artist Kaws,

Right Image Source: FastCompany — Rethinking Public Spaces with Augmented Reality Art



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Expression of interest for artists, groups & orgs. *...continues*

We are seeking artists/groups/collectives/organisations who can work with community participants to create a site-specific augmented reality work or series of works for Bridgwater Railway station in 2023.

The opportunity

We are seeking expressions of interest from suitably experienced artists (or teams of artists) to develop, facilitate and deliver an augmented reality art project that will:

- *Enable station users and visitors to engage with a stimulating, engaging and enjoyable art experience;*
- *Engage passengers, station users and the local community in a co-creation experience as part of either/both the development of the artwork or through interacting with it*
- *Respond to the environment, history, heritage and/or community in and around Bridgwater Railway Station in a site-specific way*
- *Be in place before the end of Summer 2023, for a minimum duration of 9 months*

The project is offered in three stages:

Stage one: Research and Development/Design Project

Stage two: Delivery/installation

Stage three: Exhibition

Deliverables

The selected artists/groups/organisations will undertake a research and development/design project that includes three stages:

Stage one: R&D/design stage

- *Engagement of the community in the design stage including recruitment of participants and engagement with them in a co-creation process that will inform &/or lead to the final completed work*
- *Development of co-created artwork through to completed design stage*
- *Establishment of IT and other platforms through to working prototype/proof of concept of the art work*
- *A clear and achievable timeframe and detailed budget for the build/delivery and Exhibition stages*
- *Documentation of the process throughout and participation in evaluation activities*

Assuming the project is successful and all milestones are met the project will move to the stage, in which the selected artists/groups/organisations will complete, deliver, launch and maintain the finished artwork.

Stage two: Build and Delivery Stage

- *Final build of the artwork/technology components*
- *Installation of the work at the site including any necessary testing and adjusting of the work*



- Provision of curatorial, marketing content and other material to support the promotion of the work
- Final testing and if appropriate 'soft launch'
- Documentation of the process throughout and participation in evaluation activities

Stage Three: Exhibition Stage

- Attendance at and participation in the formal launch/unveiling of the work
- Maintenance of the work throughout the agreed exhibition period
- Participation in final evaluation activities
- Decommissioning and removal of the work (if required) at the end of the project

Budget

The budget available for this commission is **£30,000.00** inclusive of VAT. This will be provided in the form of £12,500 for Stage one, and up to £17,500 for stage two and stage three (to be broken down as determined by the requirements of the selected proposal). It is expected that any and all costs relating to the deliverables will be covered from the commissioning fee. In the event that further funds are required for successful delivery of the project this may be considered as part of stage two. This should be identified in your expression of interest document along with suggestions for sourcing further funds in the proposal.

Payment will be made in stages, tied to achievement of agreed milestones during the project.

Timeline (summary)

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|-------------------------|--|
| 09/01/23 | <i>Closing date for expressions of interest from artists/teams/organisations</i> |
| by 25/01/23 | <i>Artists selected and recruitment campaign finalised</i> |
| by 01/02/23 | <i>Selected artists finalise co-creation activity and project plans for approval, signing of contracts</i> |
| 02/02/23 to 31/03/23 | <i>Delivery of R&D/design stage including but not limited to: Project Launch and participant recruitment, consultation/co-creation activities, design of final artwork, proof of concept development and technology testing, finalisation of plans and schedules for build and delivery stage.</i> |
| 01/05/23 to 31/03/24 | <i>Delivery of Build/Delivery and Exhibition phases. Timing and details of these stages to be determined in R&D/design stage. Exhibition period may continue beyond 1 April 2024 but all work to be completed and delivered within the timeframe listed.</i> |

How to apply

Please see the attached document **Bridgwater Railway Station Artist Brief** and send an expression of interest addressing the selection criteria and comprising:



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- A short proposal (no more than two pages)
- A current CV for each artist or other principal person involved in the project outlining relevant skills and experience of social arts and/or community-based arts practice, skills in technology, project management and artform practice relevant to the project
- A budget for your commission, broken down to show artist fees, materials, travel, documentation costs etc.; and
- Links to relevant examples of your previous work.

See the attached brief for more details on these items.

Please send your expressions of interest to info@seedsedgemoor.com by **5pm (GMT) on Monday 9 January 2023**. For further information or to schedule an informal chat about this opportunity please contact: scott@seedsedgemoor.com

About Seed

Seed is based at **The Engine Room** 52 High St, Bridgwater, Somerset TA6 3BL

seedsedgemoor.com

Seed is a consortium of local organisations comprising:

- **Homes in Sedgemoor**
- **Community Council for Somerset**
- **Bridgwater Senior Citizens Forum**
- **Somerset Film**
- **Young Somerset**
- **Bridgwater Town Council**

We believe that arts, culture and creativity are not elite activities, but should be an ordinary part of everyday life, created by, with and for the people. This can be achieved in partnerships with artists in all forms of the creative arts, working in response to the collective imagination and reflecting the things that are important to the communities of Sedgemoor. We seek to make creative arts, culture and heritage part of everyday life in Sedgemoor by growing new opportunities for its people to participate, create and celebrate.

Seed is part of the **Creative People + Places** programme, initiated and funded by **Arts Council England** through the **National Lottery**. **Creative People + Places** is about more people taking the lead in choosing, creating and taking part in art experiences in the places where they live. There are 39 projects across the country, each located in a place where people are least likely to engage with arts and culture. The Arts Council has committed £38 million to the programme between 2022-2025. Between 2012 and 2019 it created 7.4 million engagements with the CPP programme and 86% of people who participated weren't previously engaging regularly with arts and culture.