

ARTIST OPPORTUNITY: MURAL ARTWORK at SEED’s CREATIVE POPUP SHOP BRIDGWATER

1. Aims and Objectives

Seed is the Creative People and Places project for Sedgemoor in Somerset. Our aim is to provide opportunities for people to engage with, participate in and generate their own creative arts and cultural activities in Sedgemoor. We have secured a popup shop in central Bridgwater. We would like to commission an artist to create a mural to decorate 2 metal roller shutters at the front of the shop. The shutters are each 280 x 285 cm.

The artwork must be **vibrant, exciting and engaging**, animating the space in a creative way when the popup shop is closed. The work must be high quality, but could be of any style, subject or content, but should convey:

- The space is intended to be creative with an inclusive approach to ‘the arts’
- Opportunities for everyone in the community to connect in the space
- Positive ideas that people have about Bridgwater as a place

The work must be sufficiently robust to survive intact despite being rolled up when the shutter is opened over the next 12 months (ideally longer)

It should also in some way reflect Seed’s key ideas such as those expressed in our development cycle and values (as illustrated below)



2. Commission Process and Schedule

Selection process

Artists are invited to submit an initial proposal, addressing the selection criteria below. Proposals will be reviewed by Seed, and followed up by interview and/or referee checks if required. ONE proposal will be selected to be commissioned. A proposal from multiple artists working as a group are welcome. Opportunities for community co-creation or further research or consultation towards the work are welcome, but not required for this particular commission, as Seed is able to provide the findings of recent community consultation and idea generation for artists to work from.

A fee of up to **£1,000 inclusive of VAT** will be provided to the selected artist(s).

Deadline for submissions: **12 Noon on Monday 2nd September 2024**

Project timeframe

Week	Item	Date	Payment milestone
1	Initial proposals open	7 August	
3	Deadline for proposals	28 Aug 24	
4	Consideration of proposals by Selection Committee	30 Aug 24	
4	Selected artist commissioned	3 Sept 24	50% of fee
8	Completed Artwork to be delivered no later than	11 Oct 24	50% of fee

3. Budget

The maximum budget available for the selected artwork to be commissioned is £1,000 inclusive of VAT. This will cover:

- Artist's fee and production costs including materials
- Any travel or accommodation requirements
- Transfer of ownership of the completed artwork
- An exclusive licence to reproduce and utilise the image



4. Further information to inform the artwork

For more details please review these additional documents:

Our most recent **year in review**:

https://drive.google.com/drive/u/1/folders/1r0DA01spb_okJFMTbw0YCRSfo7ZsgfuK

The prospectus for the **Creative Popup space**:

https://drive.google.com/drive/u/1/folders/1NyeZ_2NIFxfuE6ckCQYmzwbzJQZQ7b2

The findings of our most recent round of **consultations with members of the community** in Bridgwater:

https://drive.google.com/drive/u/1/folders/1NyeZ_2NIFxfuE6ckCQYmzwbzJQZQ7b2

The site may be inspected by project proponents anytime during Angel Place opening hours. No booking or appointment is required.

An existing lightbox will be utilised to brand the shop along the lines of the image below. Artwork proposals must include a design which extends over both shutters. The space above the light box currently marked out with green bordered rectangles could also be part of the proposed artwork design, but is not a requirement.



5. Artist's copyright, attribution and ownership of the work

Upon completion of the commission, Seed will become the owner of the physical work. The artist will provide an exclusive licence to Intellectual Property rights allowing for reproduction of images of the work to Seed, and for adaptation of the image in such reproductions (such as animation, overlaying text and images etc).

In turn, Seed will grant an exclusive licence to the artist to reproduce the work in whole or in part. Moral Rights (Copyright, Design and Patents Act 1988) will remain vested in the

artist. Seed will undertake to credit the artist alongside the work where-ever it is used, and in any images of it.

6. Selection criteria

Shortlisted proposals will be those which best meet the following criteria:

- The artist has the necessary skills and experience for the project
- Suitability of the artists' proposal to the aims of this project
- Suitability of the artists' style to the project and its location
- The proposal can be achieved within budget and timeframe
- Track record of delivering projects on time

The commissioners reserve the right to call for further expressions of interest, or discontinue the project should the initial call out not generate proposals that meet the criteria to a sufficient degree.

7. Safe working methods

Please note that the location of the shutters is within an indoor shopping centre. A safe working method statement and suitable insurance will be required by the management of Angel Place Shopping Centre prior to the commencement of the work.

Any and all safety directions issued by Angel Place management must be followed at all times.

8. Submission requirements

Proponents must submit:

- A cover letter
- An Expression of Interest document comprising no more than two A4 pages in response to this Artist Brief including:
 - their concept for the artwork,
 - how it responds to the required themes and ideas,
 - planned medium and working methods
 - any additional contextual material or research proposed
 - timeframe for delivery of the commission
- An up-to-date CV setting out how the artist(s) demonstrate the skills and experience required for the project.
- Examples of relevant past work including contacts for referees who commissioned or installed previous works.

Please send your completed submission via email to info@seedsedgemoor.com with the subject line Mural Proposal no later than 4pm on 28 August 2024

/ends