

Artist Brief

Public art commission for Maidstone's Mote Park Café Trail



Introduction

Maidstone Borough Council (MBC) and BBS Construction would like to invite artists to develop public art for the new café building within Mote Park, a much-needed community regeneration project. The artwork is to last a minimum duration of 10 years.

BBS Construction is on site building a new £2.5m café, new WC facilities and estate services building on behalf of MBC and the local community.

The redevelopment is a key part of MBC's plans to regenerate Mote Park and encourage both new and returning visitors into the county town.

Map of Mote Park and its pathways



Aspirations for the artwork

There is a strong preference for any public art to be based on the theme of 'the history of Mote Park' – for example, memories of the past, people and children using the park over the years, the parks significant links to Maidstone.

Artists are free to work in any medium and to interpret the history of Mote Park theme in any way they wish. Artists are encouraged to explore new technologies and creative ideas for the design and development of the public art, but the final work must be permanent, accessible to all ages of the public and conceived with a clear understanding of the location and footfall the area will experience. Artists are also invited to consider how their piece of public art could be used to raise the profile and celebrate not just Mote Park, but Maidstone and it's heritage.

There is a preference for a digital/AR app or some kind of interactive artwork trail around the park, but other ideas will be considered (e.g. single stand-alone sculpture).

The artwork should be creative, interactive, eye-catching and appealing to all ages and abilities, to be enjoyed by families of all backgrounds.

The creation of artwork concepts must involve engagement with local school/s. The commissioned artist will be expected to carry out a number of public engagement activities with local schools and/or community groups. The final number will be agreed once the commission is awarded.

Artist Selection Process

Artists are invited to submit an outline concept for public art proposals. Artists should include their CV and examples of past work, relevant to the project.

All artists' submissions will be reviewed by a group of key stakeholders and 2 or 3 artists will be shortlisted and invited to interview.

Following a competitive interview, an artist will be appointed to deliver the commission.

Selection criteria will include:

- Originality of design ideas (45%)
- Concept development (15%)
- Previous experience in delivering public artworks (15%)
- Social value e.g. environmental (use of recycled/sustainable materials, local suppliers, etc.); support of local charities; public engagement, etc. (5%)
- Interview (20%)

Interviews / Presentations

The quotations will be evaluated on the responses to the four qualitative questions and quotation amount. It is anticipated that up to the top three highest scoring artists from this initial evaluation will then be invited to attend an interview / presentation of their solution.

If two or more artists are tied or extremely close after the initial scoring, we reserve the right to request more than three artists to attend the presentation where there is a suitable break in the scoring.

Similarly, if there is a significant difference in the evaluation between the second and third highest scoring artists, we may only invite the top two for presentation.

The presentation will equate to 20% of the qualitative score but the points will only be available to those artists that attend the presentation.

Interviews / presentations will be scored on:

- Ability to articulate clearly in front of a group of people
- Experience in public engagement activities
- Motivation for design ideas
- Interest in the brief

It is anticipated that the presentations will take place on the week commencing 28 February 2022 and it is suggested that bidders should endeavour to be available for this week if possible.

Concept Development

The commissioned artist will be expected to carry out independent research and also to work in close partnership with BBS Construction, MBC and the selected local schools to refine their initial design ideas and prepare a high quality and detailed concept proposal which should include:

1. Detailed visualisations of the work which clearly set out the concept, format of the concept, information on the size, materials, weight and appearance of the artwork, along with details of any technologies utilised if appropriate. Drawings should include perspectives and sections and elevations to scale
2. A methodology for production and fabrication including details of preferred fabricators
3. Cost plan for production and installation of the artwork within the project budget
4. Fabrication and installation timeline
5. Consideration for maintenance, design life and long-term sustainability of the proposed artwork

Public Engagement

The commissioned artist will be expected to work alongside selected local schools for a number of public engagement activities and workshops. The final number will be agreed once the commission is awarded. The artist's proposal should include brief details of this accordingly.

Planning Permission

Permission has been granted for the Public Art Development Plan.
(Detailed planning may be required for the final design).

Programme (indicative)

Call for artist: 23.12.21

Artist submission deadline: 11.2.22 – 12 noon

Artist interview shortlist announced no later than 25.2.21

Artist interviews to be held week commencing: 28.2.21

Artist appointment to be announced no later than 11.3.21

Artwork development: March to September 2022

Artwork launch: Winter 2022.

Budget

The total budget for this project including concept development, public engagement, fabrication, materials, installation and any required future maintenance is £15,000

Submission

All public art submissions must be sent to enquiries@bbscon.co.uk clearly marked MOTE PARK CALL FOR ARTIST. Alternatively, submissions can be posted to: MOTE PARK CALL FOR ARTIST, BBS Construction, East Court, South Park Business Village, Enterprise Road, Maidstone, Kent ME15 6JF.

Key stakeholders

Maidstone Borough Council – commissioning authority
Ward councillors – Cllr Alan Bartlett, Cllr Paul Cooper and Cllr Marion Ring
Mote Park Fellowship
BBS Construction Ltd