

Art commission for **£2,500** for a large format artwork/mural to be installed in the lobby area of the new **Kings Brighton** college building (27 - 33 Ditchling Road, Brighton, BN1 4SB)

1. Project Summary

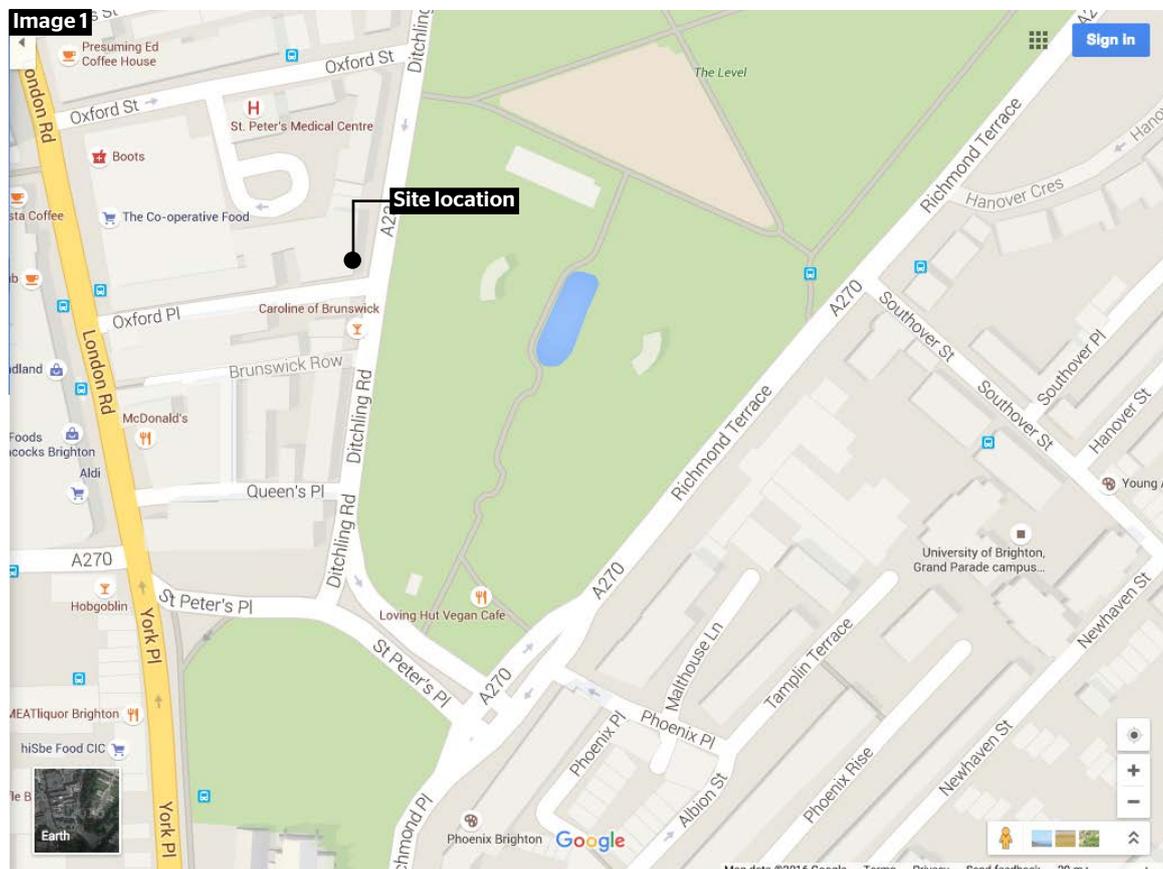
An £2,500.00 Art Commission to create a bespoke large format artwork/mural within the busy reception area of Kings Brighton, a brand new college building for international and domestic students aged 16 - 25.

The commission includes the design, production and installation of the artwork. Installation/completion of the artwork is expected to be in February 2017.

2. The Site

2.1

Kings Brighton, 27 - 33 Ditchling Road, BN1 4SB (see image 1 below)



2.2

The location of the artwork

Image 2 shows an artist's impression of how the college building will look when completed. The reception/student zone area is the area behind the full stretch of glass along the Ditchling Road facade (shown in this image) and along Oxford Place. The artwork will be positioned prominently on the south wall of the reception (shown in image 3), adjacent to the main entrance and clearly visible through the glass to all pedestrians passing the building. The reception area will be well populated during the day (Monday to Friday) and will be used for community events during evenings and weekends. This contemporary environment – including stools created from the upcycled skateboards, wood panelling upcycled from the local area, and employing contemporary colours and lighting – will be continually illuminated.

Image 2



Image 3

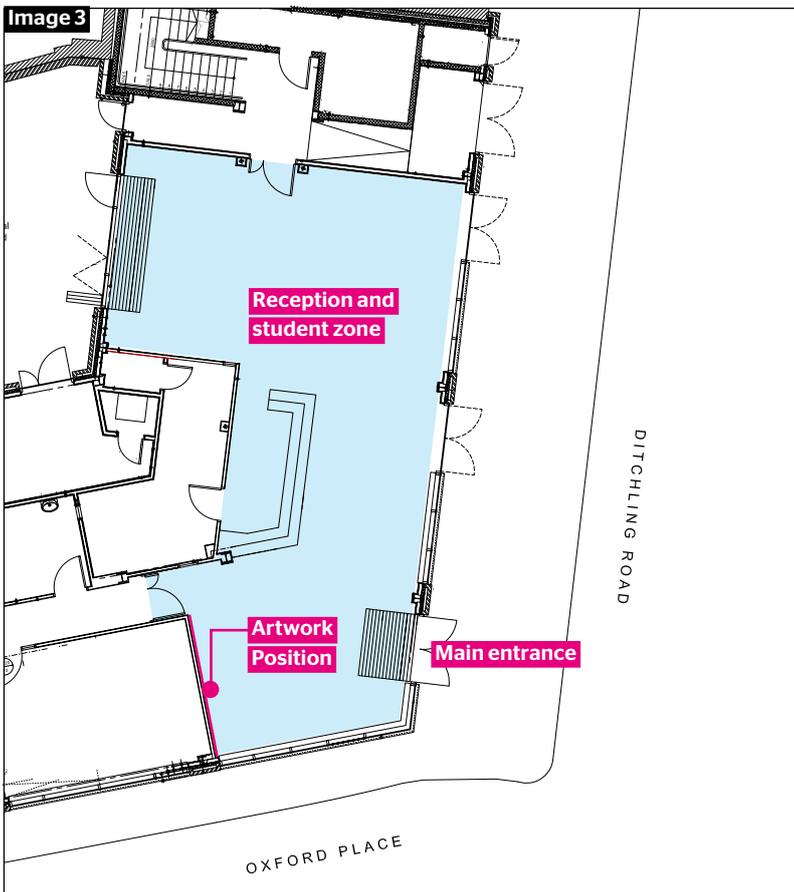
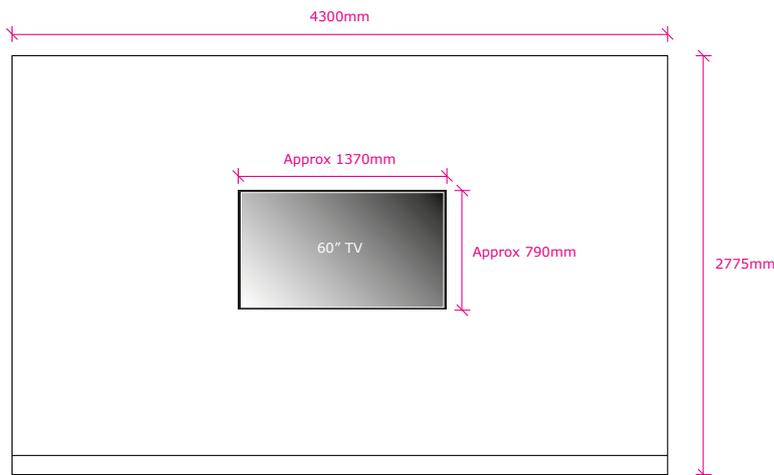


Image 4

**Artwork space (incorporates entire wall area)
and shows approx position of television screen**



2.3 Background

Kings has been preparing international students for success in the UK for nearly 60 years. The values to which we aspire today have their roots in the ethos and culture established by our founder, Frederick King, whose original vision was to bring people from different cultures together following the destructive legacy of the Second World War. Over the following years, Kings played a pioneering role in the international education sector, becoming one of the first UK colleges to welcome students from China and other parts of Asia during the 1970s.

Today, students from nearly 100 countries study with us annually – one of the most diverse student populations of any international school in the UK.

In selecting Brighton as our fourth study destination in the UK, we have chosen a city which shares our passion for multiculturalism, acceptance and innovation, and which, like us, enjoys welcoming students from all over the world. As a place with such a unique identity, vibrant lifestyle and rich history, we are certain that Brighton will prove a very popular choice amongst our students. We are confident that this, in turn, will help boost both the diversity and the economy of this evolving part of the city.

Kings' colleges have a strong aesthetic, which is born of company style and the location in which they are situated. They are not designed with a 'cookie-cutter' approach, and instead take design cues from the environments and cities/towns they operate within. A strong, but fresh, use of colour is synonymous across all colleges, whether based in Oxford, London or LA.

Reference:

www.kingseducation.com

www.kingseducation.com/brighton

3.

3.1 The Aims

The aim of this commission is to create a piece of art suitable for the environment in which it is to be located which will bring character to the reception area, working with the other elements as mentioned in sections 2.2 and 2.3 to create a sense of identity.

The 'canvas' is the entire wall – area approx 4,300 mm wide by 2,770 mm high – and the submission should be applied to the wall, whether directly applied (painted/drawn/stuck, etc) or created off-site and installed to the wall. If three dimensional then health and safety considerations will need to be factored into the expression of interest.

There will be a 60" television situated in the centre of the wall which will be used to display ad-hoc informational content throughout the school day. Outside of school hours it will likely display marketing content. The submission should take this into account and integrate (or otherwise allow for) within the proposal. See image 4 for reference.

The submission is not intended as wayfinding or signage and shouldn't try to ape the brand, but add to the environment through its unique presence. The submission should be appropriate for the various audiences who will be viewing it, from under-16 children to business professionals from all corners of the world. While it could take visual reference from the location, it is not an essential element of the brief: the primary goal to create something exciting, dynamic and original.

3.2 Role of the artist

The selected artist will be required to.

- Design, manage and implement the installation of the artwork and will liaise directly with the contractor.
- Provide a detailed budget
- Ensure and demonstrate that the materials are fit for purpose
- Provide a maintenance plan for the artwork
- Liaise with the developer to agree on installation methods and management.
- Provide risks assessments and method statements for installation
- Be available for any press activity
- The artist should have public liability insurance to the value of £2 million
- The anticipated lifespan of the artwork should be 10 years.

4. Process and Timescale:

If you would like to be considered for the above commission please send us an expression of interest in writing with supporting material that demonstrates your suitability for the commission in the form of:

- CV, with evidence of previous comparable work and relevant referee of comparable work
- An artist's statement of how you would approach the design. With some initial outline sketches.
- Please enclose a stamped addressed envelope for any materials, slides of pictures that you wish to be returned to you.

Expressions of interest to be submitted no later than 5pm on Monday 12th September 2016, and sent by email (preferred) or post to:

David Dalton

dadalton@btinternet.com

Zise Ltd., Curtis House, 34 Third Avenue, Hove. BN3 2PD

Deadline for artists' expression of interest **Monday 12 September 2016**

Shortlisting **Wednesday 14 September 2016**

Interviews **Wednesday 12 October 2016**

The interview panel will most likely be made up of:

- Economic Development Officer (Arts & Creative Industries), BHCC
- Developer representative
- Kings representative
- Representative from the Brighton arts community