Public Art Opportunity:
Quadrant at Queens Road and Frederick Place - Brighton.

1. Project summary
Brighton & Hove City Council is offering a £38,000.00 (excluding VAT) art commission for the creation of a wayfinding gateway to the North Laine area.

2. Context

2.1 The Site
This quadrant shaped piece of land highlighted in red on the map below, sits half way down Queens Road, the main arterial road for pedestrians, buses and taxis when exiting Brighton railway station. The quadrant hosts a mature deciduous tree, a row of cycle racks, railings and some wayfinding signage. The site sits at the convergence of three roads, Queens Road, Gloucester Road and Frederick Place. Gloucester Road leads to the North Laine Conservation area. Locals and those visiting Brighton by train use the ‘site’ as a cut through to Gloucester Road and the famous North Laine independent business area and Valley Gardens. Queens Road is flanked by office and retail buildings some of which have residential flats on the second and third floor.
a) NE Facing view of quadrant

b) West side of quadrant looking north towards Brighton Railway Station
c) View from Frederick Place & Gloucester Road facing West

d) Quadrant Bike Racks and Tree
2.1.1 Background information - Brighton & Hove City Council’s approach to public realm and public art.

The council is currently developing a new Cultural Framework with arts & cultural partners in the city. The new framework has a public realm work strand. For more information please look at www.cultureinourcity.wordpress.com, which documents the Cultural Framework conversations that have taken place to date. The Framework will be published in June/July 2018. For information on public realm visioning work prior to the development of the Cultural Framework please refer to The Public Space Public Life study document published in 2007 by Brighton & Hove City Council. http://www.brighton-hove.gov.uk/sites/brighton-hove.gov.uk/files/downloads/1._pspl_introduction_p1-20.pdf

2.1.2 History of the North Laine Conservation Area.

‘For the last 150 years the North Laine area of central Brighton has played a crucial role in Brighton’s development. It was Brighton’s industrial and commercial centre from the early 19th to the early 20th centuries, with rows of modest houses for local workers cheek by jowl with a wide range of shops, workshops and small manufacturing premises. Since regeneration in the 1970’s it has become an important cultural centre and tourist destination and its Victorian terraced homes are today highly sought after. North Laine today is a conservation area because it retains that mix of land and building use typical of the Georgian and Victorian eras, although it lacks the grand Regency architecture of the seafront, its rows of houses and industrial buildings reflect its Victorian past.’
(Ref: The North Laine Book, pg 11, Brighton Town Press 1SSN 1-901454-14-2)

See Appendix 1 for a more detailed History of the North Laine area.

2.2 Location of the artwork

The artist can use the site in the best way that suits their approach to fulfilling the aims of the brief. The entire site or partial use of the site may be utilised.
3. The brief

3.1 Aims

The main aim of the commission is to create a visual gateway at the site and in doing so increase footfall to the North Laine independent business area. Currently the site isn’t an evident entrance point to the North Laine area and a lot of visitors miss this entrance to the North Laine shops and make their way down Queens Road to the seafront or the commercial shopping area.

The artist should also consider how the proposed artwork(s) will:

• Steer visitors to Brighton to the independent businesses
• Reflect the site’s cultural and natural heritage
• Be an attractive and high quality visual addition to the streetscape
• Foster a sense of local pride and ownership
• Be original, site specific and of a high quality throughout
• Use durable materials suitable for longevity in an external environment. Complement the surrounding materials and the recent streetscaping improvements around the station entrance and across the road in Surrey Street
• Require minimal maintenance and have a carefully considered maintenance plan.
• Have a minimum life span of 10 years
• Be sensitive to the needs of the tree and its inhabitants

The panel is open to proposals in any medium, but is looking for an innovative solution which will combine landscaping with a creative artistic input. Proposals need to consider health and safety factors and regulations, the use of sustainable materials and include a maintenance plan for at least 10 years. As previously stated the works will have to be robust enough to withstand the heavy foot traffic and potential abuse 24/7. Please keep in mind the effect reflective materials may have on traffic. We welcome ideas that will encourage passers-by to rest awhile but the overarching aim is to increase footfall to the North Laine shops. Any lighting proposals will have to be sympathetic to local businesses and residents. If there is a lighting element to a proposal it is advised that the artist initially talks to the BHCC Lighting team to discuss lighting standards that need to be applied. Jody Easkiovitch Jody.easkiovitch@brighton-hove.gov.uk. Please factor in planning permission costs and a planning application time of approximately 12 weeks into the timeline for delivery. The winning artist(s) will need to be able to start stage one of their proposal by June 2018.

3.2 Overall Process

Monday 26th February 2018 - Open Call
Midday 23rd March 2018 - Deadline for expression of interest:
Monday 26th March 2018 - Shortlisting of EOI’s by panel
27th / 28th March 2018 - Shortlisted artists will be invited to interview and will be given a sum of £400 to develop their ideas for presentation at interview

Monday 30th April 2018 - Interviews

Work needs to commence by June 2018.
3.3 **Expressions of Interest**

To apply for this commission, we require a short proposal containing:

- An initial sketch or design
- An artist’s statement describing the theme / idea
- A description of the materials you are proposing to use
- A brief description of fabrication and installation methods
- An initial budget
  (No more than 2 sides of A4)
- A detailed CV
- Examples of previous work

If any of the above are not submitted the expression will automatically be excluded.

3.4 **Interviews**

Interviews will be held at Lighthouse 28 Kensington Street Brighton BN1 4AJ on 30\(^{th}\) April 2018.

**Interview panel:**

- Sandy Crowhurst Chair of North Laine Community Association Environment Group
- Branwen Lorigan Public Art Officer Brighton & Hove City Council
- Tim Jefferies Principal Planning Officer (Conservation) Brighton & Hove City Council
- Alli Beddoes Artistic Director & CEO Lighthouse www.lighthouse.org.uk
- Carl Rush Local Business Representative CRUSH CREATIVE www.crushcreative.co.uk

3.5 **Budget**

The budget for the project is £38,000.00 excluding VAT to include all artist fees and expenses to meet the requirements of the brief. This includes design and making fees, planning application fees, materials, fabrication costs, installation costs, site preparation costs, delivery costs and any artist administration fees. No further budget is available so the artist must be reasonably sure of all the costs at initial submission.

4.0 **Submissions and Contact details**

Please email your proposal and supporting information in pdf format to: arts@brighton-hove.gov.uk