



HANNINGTONS ESTATE BRIGHTON

PUBLIC ART BRIEF

March 2019

An experienced artist is sought to deliver a public art project within Brighton's newest lane. The owner of Hanningtons Estate – Redevco - is providing a blank canvas wall and is looking for a creative partner to produce something meaningful, fun and inspirational to help put Hanningtons Lane on the map and attract locals, shoppers and visitors to this exciting new area of the city.

Hanningtons Estate – History of the Site

Hanningtons Estate is located in the heart of Brighton's historic core - the tourist hub of Brighton. Previously used as a delivery yard for Hanningtons Department Store, the vacant land presented a unique opportunity to regenerate a forgotten part of the Lanes and to deliver a development that would blend seamlessly with the surrounding historic context, enhance the conservation area and make a positive contribution to the vitality of the city.

The mixed-use development takes the form of a new tight-knit shopping lane connecting Meeting House Lane with Brighton Place and Brighton Square, to benefit the wider Lanes area. An important feature of the scheme is a new entrance to The Lanes off North Street, opposite the Royal Pavilion. In addition to making the Old Town more accessible, this releases the previously land locked Puget's Cottage, a dilapidated listed building, hidden from view for over 140 years and which is now being sympathetically restored. The fascinating story of Puget's Cottage will be told in a tourist information panel mounted in Hanningtons Lane.

The new lane comprises 13 new retail units and restaurant, with 8 new apartments and 4 office suites on the upper floors, together with the refurbishment of 10 larger retail units fronting North Street.

Further information can be found at blog.hanningtonsestate.com.

In addition to this public art competition, Redevco has also commissioned an art installation from local artist Eelus, which will be installed at the entrance to Hanningtons Lane where it meets Meeting House Lane. This work has been inspired by Lewis Carroll's childhood visits to Brighton and depicts an oversized crouching Alice in Wonderland (and white rabbit), peering into the labyrinth of The Lanes.

The two pieces of art need not be linked.

Selection Process and Timescales

- Redevco has liaised with Brighton City Council, Brighton BID and local businesses to choose a selection panel.
- Brighton City Council issuing brief to its public art mailing list and posting on arts jobs listing sites w/c 25th February.
- Expressions of interest to be received from artists by 22nd March.
- Brighton City Council will coordinate expressions of interest and share submissions with the selection panel w/c 25th March.
- Three candidates will be shortlisted w/c 1st April with interviews to take place w/c 29th April, when each artist will present its proposals. A budget of £500 per shortlisted artist is to be provided by Redevco. Unsuccessful applicants will be informed w/c 1 April.
- Shortlisted artists will be informed of a final decision w/c 6th May.
- Chosen artist to aim to install artwork by end June 2019.

Durability, Life Span and Maintenance

The artwork should ideally be easy to install, have a long life-span, be vandal proof and require little maintenance.

Heritage/Conservation Context

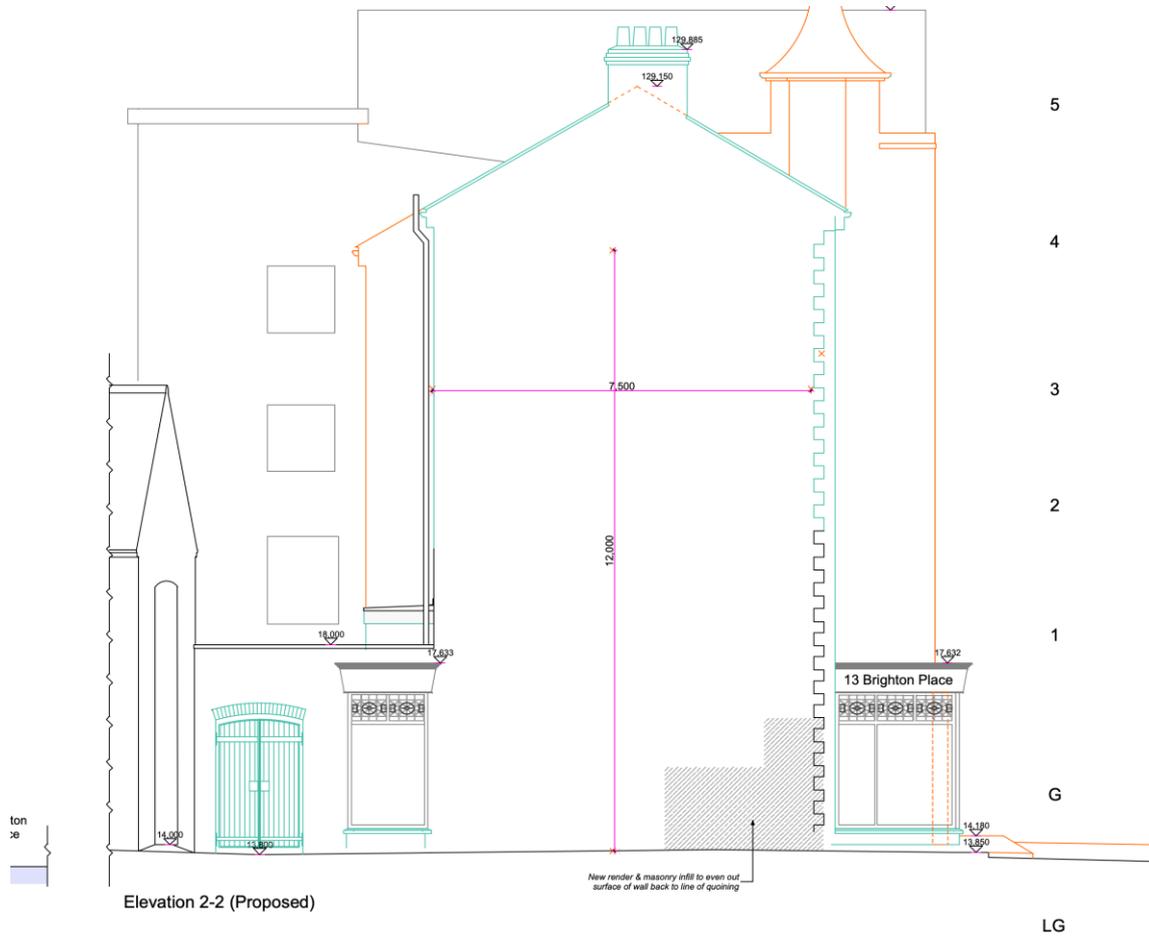
Redevco named the development 'Hanningtons Lane' recalling the Hanningtons Department Store, which operated on the site for nearly 200 years. They consulted existing Lanes traders and worked closely with local planning and heritage teams, to develop a design that through in-depth consultation and careful analysis of the character & essence of the area, successfully captured the 'Spirit' of the Lanes.

The frontages of the individual buildings that form the new lane, express their distinct character and style, yet share a common theme of narrow plot widths and dominant shop fronts with more restrained upper floors.

Painted render, face brickwork, vertical tile hanging, slate roofs, and even mathematical tiles have been skillfully used to provide an authentic blend of materials, perfectly in keeping with their location.

Accessibility

The wall is located on Hanningtons Lane, where it meets 13 Brighton Place. See images below.







Redevco and its contractor Westridge are cleaning up the wall and removing all the old flashings, lumps and bumps. Approx size is 12m x 7.5m.

Installation support will be provided by Redevco and Westridge. To be agreed, once chosen artist has been commissioned and dependent upon the nature of the installation.

Track Record of Artists

Interested artists to provide a breakdown and examples of previous work, both private and public commissions.

Project Management Details

Hanningtons Estate is owned by Redevco. Letting agents are KLM Retail and GCW.

Budget

Redevco will pay the chosen artist £7,500 upon completion of the work. This budget excludes installation and maintenance costs, which will be picked up by the developer.