

CALL FOR ARTISTS:

NINE SOCIALLY ENGAGED PUBLIC ART COMMISSIONS



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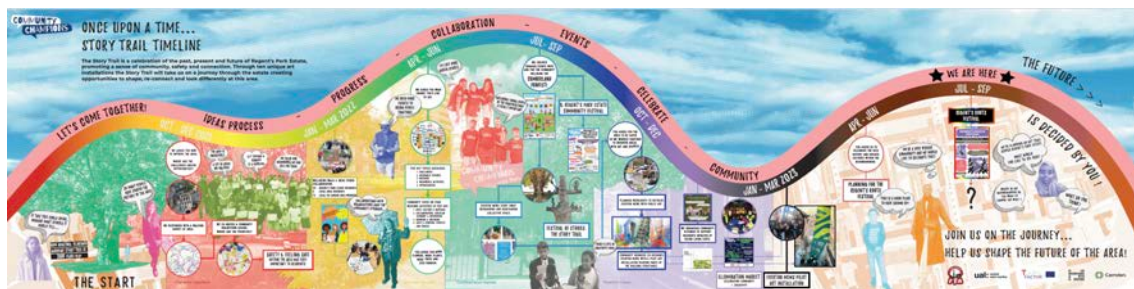
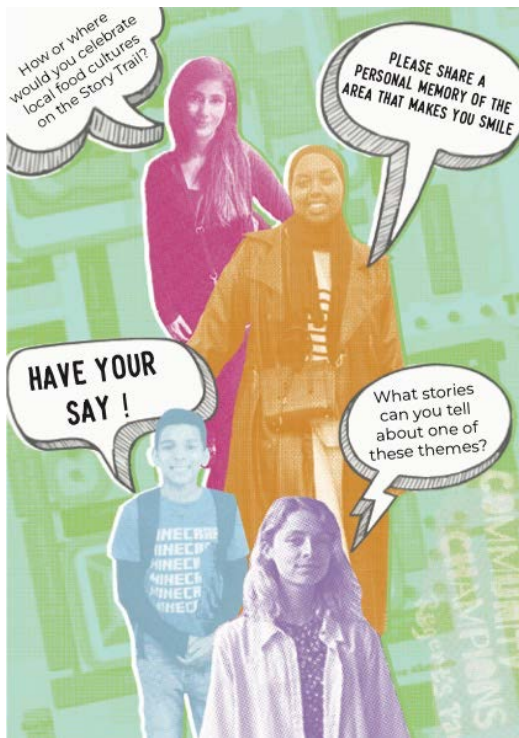
Nine site-specific
community-led commissions
for Regent's Park Estate



INTRODUCTION

The Regent's Park Estate Story Trail is an exciting new resident-led Public Art Trail inspiring creative public realm improvements to the neighbourhoods of Regent's Park Estate, Camden.

We are thrilled to invite Expressions of Interest from artists for nine new artwork commissions for the estate. The artworks will celebrate the people, places and many (hi)stories and assets of the Regent's Park Estate community. Each artwork will act as a tribute to the area's heritage and help celebrate the diverse and resilient communities of the past, present and future.



ABOUT THE PROJECT

The Story Trail project was created with, by and for the local community. It was first conceived during the pandemic in conversations between residents and Regent's Park Community Champions, a public-health funded social action project managed by Fitzrovia Youth in Action.

The Story Trail is produced by Old Diorama Arts Centre (ODAC), in partnership with UAL Central Saint Martins (as part of the EU-funded T-Factor research project) and Camden Council Parks & Open Spaces Team, and Fitzrovia Youth In Action.

Through a wide range of community events and engagement activities the Community Champions, representing the voices of local residents, alongside creative practitioners from Central Saint Martins, have gathered detailed information encompassing personal and historical stories, local aspirations, a series of emerging themes, as well as identifying many issues of concern for residents, including those of anti-social behaviour, community safety, unsafe and poorly-lit areas, fly-tipping and rubbish dumping.



Encounters on a Tablecloth with Marcia Farquhar- Created at Regent's Roots Festival 2023

Common themes for the area, emerging from conversations with residents include: Women and women's empowerment; Art & artists (including the Cumberland Market Group); Dance (Esperance Morris dancers, Remix Dance); Music; Food - cooking, growing and sharing food; Home and loss

of home/s; Migration - immigration; Safety - feeling safe/unsafe; LGBTQI+; Acts of community kindness; Family.

Responding to the collected stories, emerging themes, concerns and opportunities for the area, the Regent's Park Community Champions have initiated a proposal for a community-led public art trail.

The Story Trail will highlight and respond to many of the fascinating histories and local stories as well as local aspirations for enhancement within Regent's Park Estate.

The Story Trail combines local heritage and identity, artistic interventions, street wayfinding and safety improvements across Regent's Park Estate. There are nine installation commissions available across the estate relating to each of the nine site-specific locations, selected by residents.

The artistic commissions will communicate stories of local culture, ecology and heritage, and provide points of interest and information along the trail.

“When my children were little, we used to walk through Clarence Gardens most days and I used to point to the huge old Plane tree and talk to them about it – saying things like: “If this tree could talk what stories do you think it would tell?” I loved the idea of the tree being a living thing that has growing roots, with its many leaves representing all the residents over the years, and its majestic canopy shading us in the summer.

I began to do some research into how old the tree might be, and I also discovered all sorts of amazing facts about the area we live in. The Community Champions liked the idea of researching stories about our area from over the years and especially the idea of the tree witnessing everything. We all have roots in Regent's Park Estate and are all as much a part of the estate as the beautiful, living ‘Story Tree’. The tree is so special and deserves to be celebrated.”

Marie Rajotte, Resident and Community Champion, Regent's Park Estate

Central to the development of the Story Trail are three Neighbourhood Curators who each bring their unique and extensive knowledge and lived experience of the estate to the project. Through a range of engagement activities they are sharing the project with the local community and continuing to collect and represent the voices of residents from across the estate. The neighbourhood curators form a key part of the decision-making processes for the project, including the selection of artists and commissioning of artworks.

“It feels amazing to be a part of a project transforming the area I grew up and work in. It is incredibly healing to go back to forgotten and lost spaces to make them bright and beautiful, maybe even for the first time. It is like a breath of fresh air, filled with positivity, sweet memories and people who care.”

Chrissie Pietzsch - Neighbourhood Curator

“This project is spreading joy and happiness into the community and is very close to my heart. Being part of a project like this is something I’ve always wanted to do!”

Bahja Mohammed - Neighbourhood Curator

“I believe the Story Project is an opportunity for all of us to give our neighbourhood a beam of light and possibility amidst the many difficulties across the world. This is a chance for us to reminisce and reflect on our memories and to make new ones too.”

Rukshana Begum - Neighbourhood Curator



URBAN CONTEXT

Regent's Park Estate is a large estate situated in the London borough of Camden, with a diverse population of over 12,000 people. Set within the west Euston area, the Regent's Park neighbourhood is currently undergoing major changes linked to the disruptive development of Euston/HS2, with many more planned for years ahead.

Due to the impact of the ongoing Euston/HS2 works there has been a huge increase in traffic and pollution, along with a loss of green spaces, pubs and over 200 homes. Through collaboration between local residents, artists and key city stakeholders we aim to ensure that Regent's Park Estate continues to flourish and thrive.



Residents intend the Story Trail to enhance the neighbourhood, celebrating and contributing to the diverse cultures of the estate, whilst creating safe and accessible routes that connect green spaces, providing arts-led public realm improvements that can be enjoyed by residents and visitors alike. Wayfinding will enable participation regardless of starting location and will encourage participants to explore beyond their typical routes.

THE STORY TRAIL INSTALLATION SITES

Co-created with residents, the original long list of sites included over twenty areas from across the estate selected as potential locations for art installations and enhancement interventions. Those sites have now been shortlisted to nine main areas or clusters, identified as 'places of interest' with stories, themes and heritage to celebrate and/or issues to be addressed:

EVERTON MEWS: the gateway into the estate - lots of work has already happened with more to do - an area of fly tipping, littering and anti-social behaviour

STANHOPE STREET & BUCKLEBURY AREAS: issues around safety, accessibility and navigation

STANHOPE STREET WALL: neglected, graffiti-covered & repetitive issues of dumped rubbish

STANHOPE STREET ALLEYWAY: in need of light and colour - feels unsafe, a fear of crime and anti-social behaviour

MUNSTER SQUARE AREA: There are lots of fascinating stories, people and histories to celebrate here, for example, the Irish workers from Munster in Ireland who gave the square its name; Mary Magdalene Church - celebrating its links to the LGBTQ+ community and the gay bar that was located underneath the Church in the 1970's and the female iconography in the church windows

MUNSTER SQUARE WALL: A blank canvas

PANGBOURNE MEADOW: neglected wall areas in need of attention and transformation and meadow area in need of enhancement



CLARENCE GARDENS: The Story Tree grows here - a London Plane tree, at over 200 years old and the original inspiration for the project: *“If this Tree could speak Imagine what stories it could tell?”*

CITIZENS ADVICE AREA: The large area around the Citizens Advice Bureau is neglected & has issues of anti-social behaviour. Games such as Hopscotch, Snakes & Ladders painted onto the ground would add colour & positive ways to interact with the area

CUMBERLAND MARKET: Stories to celebrate: There are many fascinating stories, people and histories here including: Charlotte Mew, poet; Mary Neal & the Esperance Morris folk dance club; The Regent’s Canal & Regent’s Park Basin; Artist Robert Polhill Bevan; the Cumberland Group of Artists; gin & vinegar factories; Remix Dance

MEMORIAL TO THE LOST SPACES: Commemorating and celebrating the many lost spaces across the estate, including homes, green spaces and pubs: Silverdale House, Ainsdale House, Eskdale House, Granby House, Stalbridge House, Old Tenants House, St James’ Gardens, The Children’s Community Playground of Cumberland Market, some of the Lost Pubs include: The Victory, Goat in Boots, Kings Head, Cape of Good Hope

WHAT ARE WE LOOKING FOR?

We are now inviting artists to submit an Expression of Interest for these exciting new commissions, to be delivered in 2024.

We especially encourage applications from artists with a relevant practice based around the Regent's Park area and the wider borough of Camden.

We want to collaborate with artists who have a vision of the world they want to be part of, and who are finding new and exciting ways to make it together.

We welcome applications from contemporary artists working in socially engaged practices, across all disciplines and want the Trail to consist of a wide range of forms, to keep playfulness, interactivity and liveness at its heart.

We anticipate this call may particularly appeal to those working in external installation, intervention, interactive sculpture, landscape art, urban design, ecological art, lighting design, digital or interactive projection, murals, and comparable work with innovative approaches to form and materials.

We are seeking imaginative, engaging responses to each of the sites which demonstrate how the art installations relate and connect to the themes, the stories, the residents and the wider estate and which will promote a sense of pride across the community. We are open-minded to the outcomes and the forms that can be part of the Trail, and process-first practices are encouraged, as long as there can be a permanent product of some sort. The Trail will increase the diversity of form, artists and artworks in the public realm and as such we are not looking for traditional, figurative 'statue' sculptures.

Given the nature of the commissions, artists must be able to demonstrate experience and competencies of working in the public realm.

Those applying will need to have proven experience of working collaboratively and inclusively with diverse local communities, of co-

creation during both the design process and where appropriate the completed art works. Artists will also need proven technical proficiency, relevant insurance, technical training where necessary, and experience of working with other design professionals.

The successful artists will need to be available to start engagement work in February 2024, and be able to develop their detailed proposals for the site-specific commission during March/April 2024, with the final site-specific installations in place before the end of September 2024.

REGENTS PARK STORY TRAIL LOCATIONS



COMMISSION PROCESS AND SCHEDULE

For a pre-application conversation, or for any questions please contact:
Sarah Nicholl: sarah@olddiorama.com

STAGE ONE: SELECTION

- In the first instance artists will be shortlisted through their Expression of Interest detailing their approach to how they work with residents and the local community, including the mediums/materials they use.
- Successful artists will then be invited to spend a half day on Regent's Park Estate on either: [Wednesday 31st January](#) or [Thursday 1st February 2024](#) where they will meet residents and have a tour of the estate to view the proposed sites.
- A contribution of [£150 will be paid to each artist for their time during the shortlisting process.](#)
- Formal interviews with the Neighbourhood Curators and the delivery team will take place on: [7th & 8th February 2024.](#)

STAGE TWO: FOR COMMISSIONED ARTISTS

- Following the interviews, nine artists will be selected to each deliver up to five on-site community engagement days.
- The community engagement days are central to the collaborative development of the project and the final proposals for each site.
- The engagement days will enable artists to spend time with residents, the Neighbourhood Curators and the wider community to gather their ideas, memories, stories and concerns and ensure these form part of shaping the final artistic site-specific proposals.

STAGE THREE: DELIVERY

- Following the initial community engagement days artists will then submit a fully developed design proposal for their selected site, with technical specifications, including a detailed budget outlining production schedule, materials, installation and any other expenses or requirements.

- Proposals need to respond to the particularities of place and community, including the local culture, heritage and histories, as well as the aesthetics of the natural and manmade environment.
- The panel are open to proposals in any medium but are looking for innovative, imaginative and engaging solutions which will augment the public realm with a creative artistic input which responds to the overarching brief and the desires of residents.
- Artists will work closely with the Neighbourhood Curators, residents and the wider community of Regent's Park Estate to co-create and deliver the completed artworks.
- The commission contract needs to be in place **by April 2024** and artists must be able to complete and install the completed artworks **before the end of September 2024**.
- We intend to launch the Story Trail with an event during Frieze Week in mid-October.

STORY TRAIL SITES
CUMBERLAND MARKET
 17



Stories to Celebrate
 There are many fascinating stories, people and histories connected to Cumberland Market, including Charlotte Mew, Poet (1869-1928); Mary Neal & the Esperance Folk Dance Club (1860-1944); The Regent's Canal & Regent's Park Basin; Artist Robert Polhill Bevan (1865-1925); the Cumberland Group of Artists; Gin & Vinegar Factories; Remix Dance.

What does this Site need more of?
 Lights, Colour, Love or Something else?

What or Who should this Site **CELEBRATE** or **REMEMBER**?

STORY TRAIL SITES
LOST SPACES
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Commemorating, Celebrating & Remembering some of the many lost spaces, homes, green spaces and pubs across the estate, including Silverdale House, Alnsdale House, Eskdale House, Cranby House, Stalbridge House, Old Tenants House, St James' Gardens, The Victory, Coat in Boots, Kings Head, Cape of Good Hope.

We've lost these spaces, how can we commemorate them?
 Lights, Colour, Love or Something else?

What or Who should these Sites **CELEBRATE** or **REMEMBER**?

STORY TRAIL SITES
CLARENCE GARDENS
 11



Stories to Celebrate
 The 300 year old Story Tree grows here! It was the inspiration for the Story Trail and we'd love to hear more stories and memories, past, present and future connected to this area.

What does this Site need more of?
 Lights, Colour, Love or Something else?

What or Who should this Site **CELEBRATE** or **REMEMBER**?

ESSENTIAL EXPERIENCE/SKILLS

- Proven experience of working with communities in an empathetic, inspiring and supportive manner
- Proven experience of working in public realm and/or exterior projects.
- An interest and experience in creating artwork with and for a community from diverse mixed backgrounds, heritage, age and interests
- Proven experience of creating and delivering similar sized commissions
- Quality of design in a 3-dimensional medium, or contextually sensitive surface treatments (eg. murals, digital, light installations, etc)
- Quality of conceptual realisation
- Understanding of technical requirements in the creation, installation and long-term maintenance of the work
- Experience of creating and managing budgets, including outlining production schedule, materials, installation and any other expenses or requirements
- Ability to work with different partners
- Willingness to support and respond to internal marketing and communications requests and to external media and press enquiries as necessary
- Strong communication and interpersonal skills
- Relevant public liability insurance (this can be taken-out/updated once commissioned, if not already in place)

BUDGETS

There are nine installation commissions available across the estate relating to each of the nine site-specific locations. The estimated budget allocations are **between £5,000 and £20,000 per commission** and will include:

- a community engagement and research fee (approx. 5 days @ £250/ day)
- an artist ideas and proposal fee (approx. 5 days @ £250 / day)
- production costs to include all materials and final installation (from remaining budget)

The decision for the final production budget allocations will be a process of negotiation and confirmation of these will take place following the resident engagement phase.

APPLICATION PROCESS

Artists should be able to clearly demonstrate their previous experience of working with communities and on commissions of a similar scale and nature, supporting their application with visual examples of relevant work and their costings, a CV and a statement outlining their approaches to working with community, their interest and their ideas for the project.



ARTISTS ARE REQUIRED TO SUBMIT:

An application with an expression of interest. This should be a maximum of two pages of A4 text (or equivalent) and include:

- Why this project excites you and your initial idea/s for the commission and the materials to be used
- A clear description of your approach to how you work with residents and the wider community. Please also include details of your previous experience in this context
- Confirmation that you are able to meet the schedule and deadlines detailed above if your application is shortlisted
- Visual examples of your work (10-20 high quality images) relevant to the commission including, examples of previously commissioned works of a similar scale (indoors or public space)
- CV and an Artist Statement
- Complete the Equal Opportunities Monitoring Form linked here: <https://forms.gle/NsYg233DdzgfeFLs6>

Deadline: 5pm on Tuesday 23rd January 2024

We would accept Artists Statements and Expressions of Interest in video form if this is more accessible to you. If any other aspect of this process is not accessible to you, or you have any other queries, contact Sarah Nicholl.

Applications and further information enquiries to Sarah Nicholl, Project Producer on: sarah@olddiorama.com

Further detail about the journey of the Story Trail project including the selected sites can be found here: odac.uk/story-trail-sites