

Storyboard – Brief for Artists

Expressions of interest for visual treatments to hoardings in Oxford Street and Princess Way

Introduction

Swansea Council's Cultural Services is seeking expressions of interest from an artist/creative collaboration to produce visual treatments for hoardings surrounding the former BHS/What Store and Miss Selfridge building sited on the corner of Oxford Street and Princess Way.

The site

Swansea Council is converting the former retail units to provide a new multi-purpose Community Hub in the heart of the city centre that is proposed to include a new Central Library and Family History Centre, along with community services and workspace for third and public sector partners. The development will bring services and agencies together to provide services for our communities in one central location. The design will be contemporary, open plan and purposed towards creating a vibrant space that promotes community cohesion; opportunities for self-development and growth; digital inclusion; well-being; and community participation.

An expanse of hoarding has been erected around the site, in two sections – Oxford Street and Princess Way, which is expected to be in place for 18 months. Our intention is for this hoarding to become a canvas from which we can illustrate and promote our ambitions for the building's use following completion.

We are seeking an artist/creative collaboration to do this in a way that is interesting and engaging, contributing to the overall vibrancy of the street scape following what we hope will be a happy Christmas and New Year for all.

Aims of the commission

- To create an artwork that responds to a future feature of the building as a place for creativity, learning and exploration – such as befits the presentation of Swansea's Central Library, a social space that provides access to online activity, books, publications and research, and encourages a love of reading.
- To create an intriguing and engaging intervention between the site and the public that is accessible and that appeals to children and families – repositioning the way the street and its buildings are considered by visitors to the city centre and potential users, customers and partners.
- To improve the visual appearance of the construction site and develop an identity and sense of distinction to the future of the buildings, from the outset.

Technical information

Dimensions: please note these are approximate.

Oxford Street hoardings:

Length of front face = 23.8m

Length of angled side (Castle Square end) = 5.2m

Length of angled side (Marks & Spencer end) = 5m
Height = 2.1m

Princess Way hoardings:

Length of front face = 27m

Length of The Kingsway angled end = 6.25m

Length of Castle Square angled end: gates = 3.6m; end panel = 1.9m

Height = 2.1m

Role of the artist/creative collaboration

- To create a design or designs for the visual treatments for approval by a panel of Swansea Council officers.
- To install the visual treatments directly onto the hoardings using appropriate and durable materials, taking into account the site's condition and usage.
- To produce a method statement to include as applicable, preparation of boards, materials used and robustness of these, and anti-graffiti treatment.
- To produce a risk assessment for installation of the work in the public realm, including measures to mitigate the risk of COVID transmission.
- To participate in press and marketing opportunities relating to the commission.
- To agree for the work to be documented for promotional, evaluation and archival purposes.

Timetable

Deadline for expressions of interest	midday, Tuesday, 7 December 2021
Decision and award date	Wednesday, 8 December 2021
Design/s submitted for approval	midday, Monday, 20 December 2021
Commencement of work	week beginning 10 January 2022
Completion of work	by Friday, 21 January 2022

Contract and reporting structure

The artist/s or designer/s will be contracted by Swansea Council. The Cultural Strategy and Partnership Officer will be the designated project manager responsible for managing the commission.

Copyright

The artist/creative collaboration will retain copyright of the work and all reproductions of it. Swansea Council will be entitled to document the work and to use images of the finished work for publicity, evaluation and archival purposes without seeking further permissions or making further payments, including but not limited to reproductions for said purposes.

Budget

An all-inclusive fee of £6,000 is offered for the design work, materials and production of the works. The fee is ex VAT and comprehensive of all work undertaken.

Application process for expressions of interest

Applicants should provide:

- An up to date CV
- Indicative concept for the visual treatment/s eg themes and source material.
- Up to 10 images of previous work or link to website.

- A breakdown of budget to cover artist/s fee/s in relation to number of days required to carry out the work and cost of materials.
- Evidence of public liability insurance of £5,000,000.
- Names and contact details of two referees
- Demonstration of capacity to undertake the commission within the proposed timescale.

Deadline for expressions of interest: midday, Tuesday, 7 December 2021

Expressions of interest to be sent to: kate.wood@swansea.gov.uk

Further information

Please email Kate Wood, Cultural Partnership and Strategy Officer:
kate.wood@swansea.gov.uk

Bwrdd Stori – Briff i Artistiaid

Mynegiannau o ddiddordeb ar gyfer triniaethau gweledol i'r hysbysfyrddau yn Stryd Rhydychen a Princess Way

Cyflwyniad

Mae Gwasanaethau Diwylliannol Cyngor Abertawe yn chwilio am fynegiannau o ddiddordeb gan artist/cydweithrediad creadigol i gynhyrchu triniaethau gweledol ar gyfer hysbysfyrddau o gwmpas hen siop BHS/What! ac adeilad Miss Selfridge ar gornel Stryd Rhydychen a Princess Way.

Y safle

Mae Cyngor Abertawe'n newid yr hen unedau manwerthu i ddarparu Hwb Cymunedol amlbwrpas newydd yng nghanol y ddinas y bwriedir iddo gynnwys Llyfrgell Ganolog a Chanolfan Hanes Teulu newydd, ynghyd â gwasanaethau cymunedol a gweithleoedd i bartneriaid y trydydd sector a'r sector cyhoeddus. Bydd y datblygiad yn dod â gwasanaethau ac asiantaethau at ei gilydd i ddarparu gwasanaethau i'n cymunedau mewn un lleoliad canolog. Bydd y dyluniad yn gyfoes ac yn gynllun agored a bwriedir creu lle bywiog yno sy'n hyrwyddo cydlyniant cymunedol; cyfleoedd ar gyfer hunanddatblygiad a thwf; cynhwysiad digidol; lles; a chyfranogiad cymunedol.

Mae ehangder o hysbysfyrddau wedi'u codi o amgylch y safle, mewn dwy adran – Stryd Rhydychen a Princess Way, y disgwylir iddynt fod yno am 18 mis. Ein bwriad yw i'r hysbysfyrddau hyn ddod yn gynfas y gallwn ddarlunio a hyrwyddo'n huchelgeisiau arnynt ar gyfer y defnydd o'r adeilad ar ôl ei gwblhau.

Rydym yn chwilio am artist/cydweithrediad creadigol i wneud hyn mewn ffordd sy'n ddiddorol ac yn ennyn diddordeb, gan gyfrannu at fywiogrwydd cyffredinol y stryd yn dilyn yr hyn a fydd, gobeithio, yn Nadolig ac yn Flwyddyn Newydd hapus i bawb.

Nodau'r comisiwn

- Creu celfwaith sy'n ymateb i nodwedd yr adeilad yn y dyfodol fel lle ar gyfer creadigrwydd, dysgu ac archwilio – sy'n gweddu i Lyfrgell Ganolog Abertawe, lle cymdeithasol sy'n darparu mynediad i weithgarwch ar-lein, llyfrau, cyhoeddiadau ac ymchwil, ac sy'n annog cariad at ddarllen.
- Creu ymyriad diddorol a chyfareddol rhwng y safle a'r cyhoedd sy'n hygyrch ac sy'n apelio at blant a theuluoedd – gan ail-leoli'r ffordd yr ystyrir y stryd a'i hadeiladau gan ymwelwyr â chanol y ddinas a darpar ddefnyddwyr, cwsmeriaid a phartneriaid.
- Gwella golwg weledol y safle adeiladu a datblygu hunaniaeth ac ymdeimlad o arbenigrwydd i ddyfodol yr adeiladau, o'r cychwyn cyntaf.

Gwybodaeth Dechnegol

Dimensiynau: sylwer bod y rhain yn ddimensiynau bras.

Hysbysfyrddau Stryd Rhydychen:

Hyd yr wyneb blaen = 23.8m

Hyd yr ochr onglog (pen Sgwâr y Castell) = 5.2m
Hyd yr ochr onglog (pen Marks & Spencer) = 5m
Uchder = 2.1m

Hysbysfyrddau Princess Way:

Hyd yr wyneb blaen = 27m

Hyd pen onglog Ffordd y Brenin = 6.25m

Hyd pen onglog Sgwâr y Castell: gatiau = 3.6m; panel terfynol = 1.9m

Uchder = 2.1m

Rôl yr artist/cydweithrediad creadigol

- Creu dyluniad neu ddyluniadau ar gyfer y triniaethau gweledol i'w cymeradwyo gan banel o swyddogion Cyngor Abertawe.
- Gosod y triniaethau gweledol yn syth ar yr hysbysfyrddau gan ddefnyddio deunyddiau priodol a gwydn, gan ystyried cyflwr a defnydd y safle.
- Llunio datganiad dull i gynnwys, fel y bo'n berthnasol, sut caiff y byrddau eu paratoi, y deunyddiau a ddefnyddir a chadernid y rhain, a thriniaeth gwrth-graffiti.
- Llunio asesiad risg ar gyfer gosod y gwaith yn y man cyhoeddus, gan gynnwys mesurau i liniaru'r risg o drosglwyddo COVID.
- Cymryd rhan mewn cyfleoedd o ran y wasg a marchnata sy'n berthnasol i'r comisiwn.
- Cytuno bod y gwaith yn cael ei ddogfennu at ddibenion hyrwyddo, gwerthuso ac archifo.

Amserlen

Y dyddiad cau ar gyfer mynegiannau o ddiddordeb:	canol dydd, dydd Mawrth, 7 Rhagfyr 2021
Y dyddiad penderfynu a dyfarnu:	dydd Mercher, 8 Rhagfyr 2021
Dyluniad/au wedi'u cyflwyno i'w cymeradwyo:	canol dydd, dydd Llun, 20 Rhagfyr 2021
Dechrau'r gwaith:	yr wythnos sy'n dechrau 10 Ionawr 2022
Cwblhau'r gwaith:	erbyn dydd Gwener, 21 Ionawr 2022

Trefniadau contractio ac adrodd

Bydd yr artist/artistiaid neu'r dylunydd/dylunwyr yn cael eu contractio gan Gyngor Abertawe. Y Swyddog Strategaeth Ddiwylliannol a Phartneriaeth fydd y rheolwr prosiect dynodedig sy'n gyfrifol am reoli'r comisiwn.

Hawlfraint

Bydd yr artist/cydweithrediad creadigol yn cadw hawlfraint y gwaith a'r holl atgynrychiadau ohono. Bydd gan Gyngor Abertawe hawl i ddogfennu'r gwaith a defnyddio delweddau o'r gwaith gorffenedig at ddibenion cyhoeddusrwydd, gwerthuso ac archifol heb ofyn am ganiatâd pellach na gwneud taliadau pellach, gan gynnwys ond heb fod yn gyfyngedig i atgynhyrchiadau at y dibenion hynny.

Cyllideb

Cynigir ffi hollgynhwysol o £6,000 ar gyfer y gwaith dylunio, y deunyddiau a chynhyrchu'r gwaith. Nid yw'r ffi yn cynnwys TAW ac mae'n cynnwys pob agwedd ar y gwaith a wneir.

Y broses ymgeisio ar gyfer mynegiannau o ddiddordeb

Dylai ymgeiswyr ddarparu:

- CV cyfoes
- Cysyniad dangosol ar gyfer y driniaeth/triniaethau gweledol e.e. themâu a deunydd ffynhonnell.
- Hyd at 10 llun o waith blaenorol neu ddolen i'w gwefan.
- Dadansoddiad o'r gyllideb i dalu ffi/ffioedd yr artist/iaid mewn perthynas â nifer y diwrnodau sydd eu hangen i gyflawni'r gwaith a chost deunyddiau.
- Tystiolaeth o yswiriant atebolrwydd cyhoeddus o £5,000,000.
- Enwau a manylion cyswllt dau ganolwr
- Dangos bod ganddo/ynt y gallu i gyflawni'r comisiwn o fewn yr amserlen arfaethedig.

Gwahoddiad i fynegi diddordeb: canol dydd, dydd Mawrth, 7 Rhagfyr 2021

Mynegiannau o ddiddordeb i'w hanfon at: kate.wood@abertawe.gov.uk

Rhagor o wybodaeth

Anfonwch e-bost at Kate Wood, Swyddog Partneriaeth a Strategaeth Ddiwylliannol:
kate.wood@abertawe.gov.uk