

Scenes of Whitby - artist brief

Introduction

We are seeking artist commissions for an exciting new project in the Yorkshire coast town of Whitby.

The name and theme of the project is 'Scenes of Whitby'.

Scenes of Whitby is part of a planned new system of wayfinding and orientation signs for pedestrians.

Public art opportunity

The signs will incorporate public art, which is where we would like you to get involved and showcase your skills and passion for Whitby.

The concept is to see the town as a series of distinctive areas linked by the different signs. The areas have already been identified as:

- Abbey
- Harbour
- West Cliff
- Pannett Park

The signs should help pedestrians find their way around Whitby and also inspire them to connect with each area through its architecture and attractions.

Each sign will need to reflect a creative and distinctive place based connection with its location.



Commissions must be vibrant, aim to improve the look of the town and boost local pride. They should be suitable for a diverse audience, including people of all ages. Designs should not be advertisements.

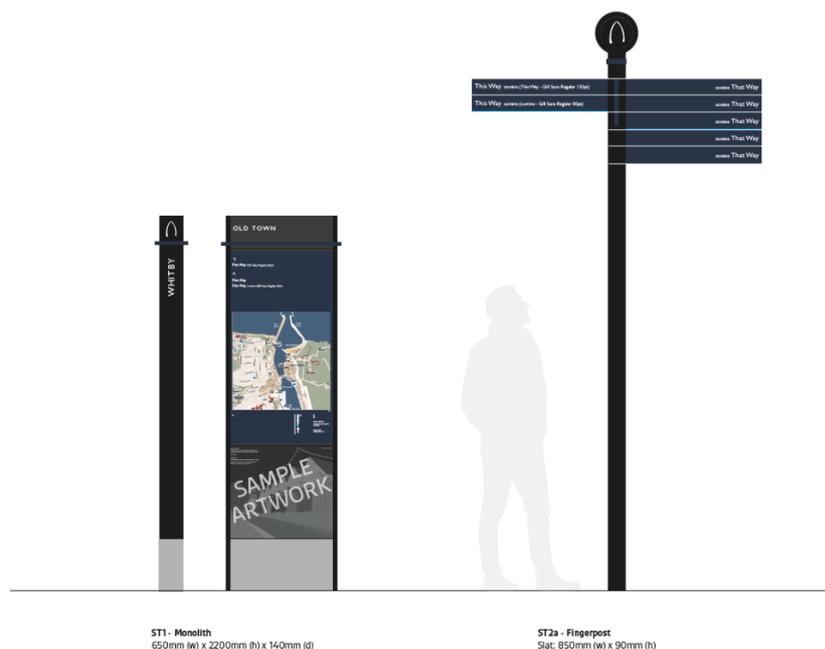
There are two parts of the signs where public art will be included:

- The base panel
- The finial at the top of the finger post

The base panel needs to be a styled piece of graphic art that can be easily reproduced digitally and applied to the sign. The panel size is approximately 500 x 600mm.

The finial diameter is approximately 150mm so your design should be simple but distinctive.

The images below demonstrate how the artwork would be applied to the signs.



Who can apply?

You can apply if you are an artist or designer who lives in Whitby or you are a creative organisation with an office address in the town.

If you live in Whitby but create work elsewhere you can still apply.

You should have a UK bank account in the same name as your application and be at least 18 years old (or have an accountable person who is at least 18 years old).

You must be able to demonstrate:

- Experience of creating artwork to a high standard
- Imaginative response to the theme
- Strong communication and interpersonal skills
- Ability to supply artwork in a digital format

How to apply

We invite you to submit an initial application, no longer than two sides of A4.

Please include your intended approach, details of relevant previous experience, what materials you would use and how your submission demonstrates the Scenes of Whitby theme.

We do not expect you to submit a piece of artwork at this stage, but we must be able to understand what you intend to create.

Please also include a CV, two referees and samples of your previous work or a link to your online portfolio.

Submissions must confirm that you can meet the schedule and deadlines detailed below.

Please send your initial application and any queries, by email, to:

Janet Deacon
Head of tourism and culture
janet.deacon@scarborough.gov.uk

For an informal chat about the project, you can call Janet on 01723 232570.

Project schedule and deadlines

- Your initial application must reach Janet Deacon by 12pm, Friday 10 December.
- The artist selection process will take place on Monday 13 December.
- We will contact successful artists on Wednesday 15 December.
- Depending on the number of submissions, we may not be able to contact you if you are unsuccessful.
- If you are selected, you will need to submit your final work in a digital format by 4pm, Monday 17 January.

Assessment process

- A panel will assess all submissions and decide which artists/designers will be asked to provide artwork.
- Representatives from the borough's Wayfinding Steering Group, Scarborough Borough Council and wayfinding designers, Placemarque, will be on the panel.



Design fee

We are seeking to commission five pieces of artwork for the project i.e. four base panel designs and one final design.

We will pay £1,500 (+VAT if applicable) for each piece of artwork the assessment panel decides to use on the signs.

You can work in partnership with other Whitby artists/organisations on your submission but the fee will remain at £1,500. How you share the fee with those you work with will be for you to agree with them.

Conditions

- We (Scarborough Borough Council) will own the right to use the images for the project and to take photographic images of the work in situ. Anywhere the work is published, the artist will be appropriately credited.
- We require royalty free use of the designs, including for future wayfinding material, trail mapping and apps.
- Intellectual Property of the work will remain with the artist.
- Final artwork must be submitted in a digital format, which can be resized appropriately. Artwork of any medium is welcome, but it must be able to be photographed, or replicated digitally for submission.
- You can submit your existing artwork provided it fits with the project theme.
- We will be responsible for organising the artwork to be printed onto vinyl for use within the signs, and the erection of the signs.
- Successful artists/designers may be asked to be involved in promotional activity.
- The panel reserves the right to select a specific artist/designer for the work, or not to select at all.
- We have the right not to use, decommission, move or replace the work as we see fit.



- If your work is selected for the project, you can show and tour your artwork but you must credit us (Scarborough Borough Council) as the funder.

Additional information

A similar project has recently taken place in Scarborough. The images below show a couple of the signs in situ, which include artwork on the base panel and finial.

