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# MY CARBON FAMILY

ARTIST BRIEF - DEADLINE 25 APRIL 2021

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*Every one of us causes a vast amount of energy-intensive materials to be used every year, with high CO2 emissions to match. My Carbon Family is an innovative multimedia project to help people to better understand the unseen carbon emissions from materials we all use. A 'family' of sculptures are being commissioned to, in effect, work as a 3-D sculptural bar chart.*

*BBC News will make five digital videos and a World TV documentary / iplayer examining the production and use of the materials whilst also documenting the artists whilst they create their individual pieces. The making of the sculptures will provide a visual narrative to the broadcast materials.*

CARBON FAMILY Q & A - 19 APRIL 2PM & 7PM

[www.eventbrite.co.uk/e/carbon-family-qa-tickets-148025747997](http://www.eventbrite.co.uk/e/carbon-family-qa-tickets-148025747997)

## PROJECT SUMMARY

This is a public art project funded by Coventry City Council and in partnership with Coventry City of Culture Trust. Initially proposed by BBC journalist Roger Harrabin and Artist Simon Bingle, this project will be widely covered by the BBC, including a BBC World documentary. Creative Giants have been brought on-board to manage this project of which the outcome will be a public artwork – My Carbon Family. It will encourage a dialogue with Coventry residents and visitors regarding their own carbon footprint and a wider discussion of the Climate Crisis.

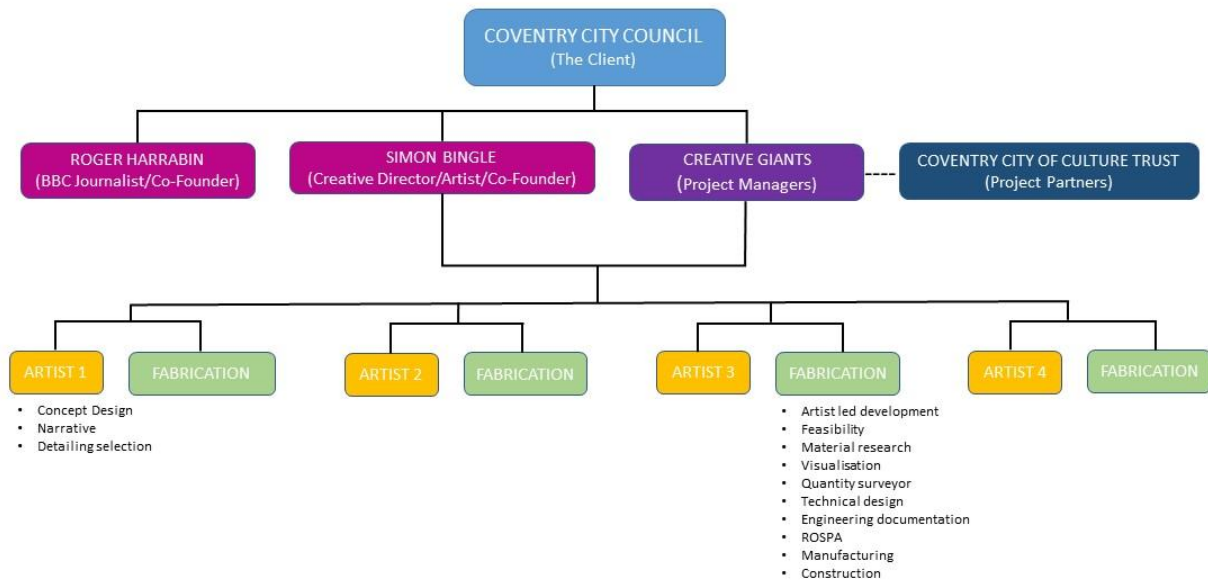
The artworks will consist of a group of five sculptural forms to be installed together in a central city outdoor location (tbc). Each artwork will be created by a different artist with Coventry and Midlands artists and makers particularly sought, although other UK artists are also encouraged to apply.

The artworks themselves will each be made using one specific material, cement, steel, aluminum, plastic and paper/card. These represent the five main materials contributing to climate change due to the amount of carbon-intensive energy used in their manufacture. These forms will be based on human size, loosely anthropomorphic in form and non gendered. The size of each figure will roughly correspond to the amount of carbon produced on behalf of every UK citizen per year. Once installed, each of these artworks will have a digital element embedded within or next to them. The audience will then be able to interact with the artwork and be prompted to raise questions about their own carbon footprint data and wider climate issues.

It is important to engage Coventry residents with this project to ensure a sense of ownership and relevance. This will be done through a series of engagement activities as part of the making process.

The artworks will aim to be installed towards the end of 2021 to coincide with the United Nations Climate Change Conference (C.O.P) on the 1st November.

PROJECT TEAM & ROLES



**Coventry City Council (PAG):**

Val Birchall – Head of Sport, Culture and Destination  
Ellie Smith - Culture Programme Officer

**Coventry City of Culture Trust:**

Amanda Roberts - Green Futures Program Manager, will be focusing on the engagement elements of this project and working with the artist to achieve this.

**Roger Harrabin** – BBC Journalist and Project Co-Founder, will focus on creating the documentary and other outputs about the project.

**Simon Bingle** – Creative Director, Artist and Project Co-Founder, to be commissioned to create one of the 5 artworks and curate the other artworks into a cohesive collection of works.

**Project technical team / Fabricators** - To work with the selected artists to help fabricate the artworks as needed. Artists are also welcome to fabricate the artwork themselves if able.

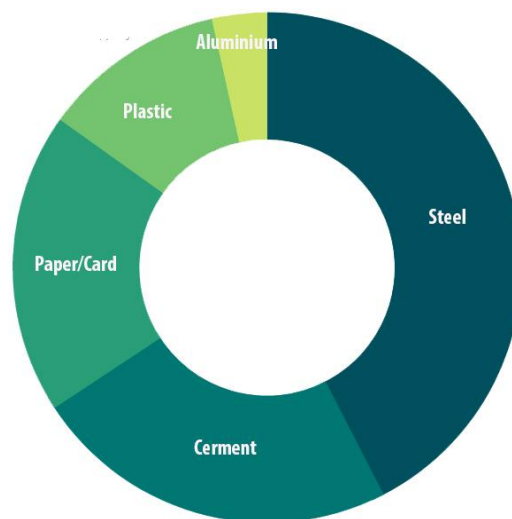
**Creative Giants:**

Cara Flynn – My Carbon Family Project Manager  
Ben Kearns – Design Director  
Simon Vaughan - Managing Director

## ARTWORKS

The sculptures will relate to one another in their scale and the proportion of their respective carbon foot-print. At this stage we don't want to prescribe the exact size and shape of each artwork but rather their size in relation to each other. As a rough guide the largest would be no taller than 2.5 metres Please see the chart below.

Simon Bingle (Lead Artist) will be working with all the selected Artists as a team, to curate all the individual designs in a collaborative process. The sculptures will work together as a collection (or family) of artworks and will each be made primarily from one single material. The sculptural forms should be loosely anthropomorphic in nature but we are looking for more abstract pieces rather than direct human figures. We are particularly keen to use recycled, repurposed or sustainable versions of these materials. This gives an exciting opportunity to work with new environmentally friendly and cutting edge materials.



*\*Chart shows artwork size proportions in relation to each other co-responding to the size of their carbon-footprint*

**STEEL:** This has the highest carbon-footprint of all the materials we use and therefore will be the largest sculpture within this series. The use of recycled steel will be strongly encouraged.

**CONCRETE:** Lead Artist and project co-founder Simon Bingle will be creating this sculpture and with the second largest footprint, will be the second largest sculpture. With a whole industry based on discovering new types of eco concrete, this artwork will be made as sustainably as possible. *Please do not apply to work with this material.*

**PAPER/CARD:** As all these sculptures are being installed outside, this particular material poses an interesting challenge in terms of its inherent nature. To work with this material we need you to think creatively and explore new paper or card based materials, such as Rich-Lite, a solid paper composite. Another way this material could be used is through encasement or contained in a way as to make it waterproof and long-lasting. This artwork will need to be as robust and durable as the other sculptures and so we are excited to see some innovative responses to how this type of material could be used. Paper/card has the third highest foot-print and so will be the third largest artwork of the five.

**PLASTIC:** There is huge scope for this artwork to be made using recycled or repurposed plastic. There has been a lot of research and discoveries into how plastics are recycled into new types and could offer interesting sculptural potential. The original source of this plastic is also an exciting opportunity and could bring another element into this particular design. As the material with the second smallest carbon foot-print, this would be the second smallest sculpture in the series.

**ALUMINIUM:** This sculpture will be considerably smaller than the others with a much smaller carbon foot-print - the smallest of all of the five materials. With this in mind it might be useful to think about how this artwork is displayed. Perhaps it is held or attached to another artwork, as if a parent is holding a child, or it could be suspended or raised on a type of plinth. Again, we would strongly encourage the use of recycled aluminum with the creation of this artwork.

## COMMUNITY ENGAGEMENT

It is important to engage Coventry residents with this project to ensure a sense of ownership and relevance. We will be doing this through awarding at least two of the commissions to artists from the West Midlands or with connections to the area. We will also be asking all of the selected artists to propose engagement activities as part of the making or design process.

At this stage, if you have particular activities or groups in mind that you would like to work with in relation to your chosen materials, you are welcome to include that in your application. However, once the artists have been selected we will be partnering with Coventry City of Culture Trust who will be working closely with this project and have excellent connections with existing groups in the area.

We anticipate that each of the commissions will work with a different group and be able to offer at least one workshop or activity. There is a separate budget available for this.

## TIMELINE AND BUDGET

29 March 2021:	Open Call sent out
25 April 2021:	Deadline for Expression of Interest
End of April 2021:	Shortlisted Artist informal interviews
Beginning of May 2021:	Artists appointed
May 2021:	Artist design phase/ Engagement proposal
May - July 2021:	Engagement Activities
May - Sept 2021:	Fabrication of Artworks
End Sept 2021:	Installation of Artworks

Each of the 5 artworks will be allocated a budget in the region of £8,000 - £15,000 depending on the complexity, size and material costs of each design. This includes all design and artist fees, fabrication, material costs and expenses and excludes VAT. There is a separate budget for installation, haulage of artworks to site and professional fees, such as structural engineers.

Once the artists have been selected we will have a better idea of how the budget will be spread across the five artworks. If at this stage you have a design in mind and a rough cost then please feel free to include that in your application, but at this stage we are only asking for an expression of interest.

Payments will be made in three instalments across the lifetime of the project, with the final payment after the piece has been successfully installed.

We are looking to open this commission up to as many artists as possible and so, as well as looking for experienced public art sculptors, we are interested in receiving expressions of interest from designers and artists who are new to working in the public realm. We have the option of working with local Coventry based fabricators should you not have the skills or tools to create the artwork yourself and we are keen to mentor emerging artists through this process.

## REQUIREMENTS

The sculpture must have a lifespan of 5-10 years

Each of the sculptures must be made primarily from one material - Plastic, Steel, Aluminum, Paper/Card. The Concrete sculpture will be made by Lead Artist Simon Bingle. Please state which material you are interested in working with and the method in which you might use it.

The sculpture must be low maintenance and full details of any ongoing maintenance required must be provided in full by the artist.

Sculptures must be made in a way that ensures they are as vandal-proof as possible. The design must also take health and safety into consideration in terms of sharp edges or spikes, if it can be climbed easily or potential head or finger traps.

Once the sculpture has been installed and final payment has been made to the artist, ownership of the artwork will be transferred to Coventry City Council, who will be responsible for its on-going maintenance and hold sole responsibility for decisions about the artworks' future.

Artists must be happy for themselves, their work and their creation process with their studio or fabrication workshop to be filmed and aired on international television, radio and the internet. All credit will be given and this has the potential for international promotion of them and their work.

## APPLICATION PROCESS & SELECTION

Applicants are invited to submit their expression of interest before midnight Sunday 25 April 2021 to: [carbonfamily@creativegiants.art](mailto:carbonfamily@creativegiants.art)

Please email 1 PDF document to include:

1. CV and relevant examples of previous work - all images need to be embedded within the PDF document, please do not send these separately. Also links to websites or any relevant online content, again within the PDF document please.
2. An initial approach to this brief including:
  - The choice of material you would like to work with (steel, paper/card, aluminium or plastic) and how you might treat it. We are not asking for full designs at this stage but if you feel you want to include something more fully formed you are welcome to do so. You are also welcome to apply to work with more than one material, although each sculpture will be made by a different artist.
  - Why you are interested in applying for this project and any connection (if any) you have with Coventry or the West Midlands.
  - A brief statement on your commitment to working in a sustainable and environmentally conscious way.

Shortlisting will take place at the end of April and selected artists will be contacted for an online interview at the beginning of May. Final selection of Artists will follow shortly.

The selection panel will be made up of members of the production and commissioning team, with guest panelists specialising in arts and the environment.

**We will be running an online Q&A session for all interested applicants on 19th April at 2pm and then again at 7pm. You do not need to attend both. [BOOK HERE](#)**

If you have any immediate questions about the open call, please email Cara Flynn: [carbonfamily@creativegiants.art](mailto:carbonfamily@creativegiants.art)