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Experience art trail tender

Overview

Brought to you in association with



EUROPEAN UNION
European Regional Development Fund



Norfolk
County Council

Design a public artwork open call autumn 2021

Norfolk County Council are looking for

Artists - Designers - Architects - Engineers - Technicians – Collaborators

To design and create a public artwork for **The Norfolk Way Art Trail**

- A brand new outdoor public art trail spanning 250 miles of Norfolk, England.
 - Five Artists will be commissioned to create five permanent public artworks, across the [county](#).
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1. Background

This initiative is funded by [EXPERIENCE](#) a €23.3 million project co-financed by the European Regional Development Fund through the Interreg France (Channel) England Programme. Led by [Norfolk County Council](#), it aims to deliver innovative and sustainable growth via a new tourism strategy. It is project-managed by creative agency [Creative Giants](#).

2. Overarching goals

- To create artworks best viewed in October to March, encouraging off-peak tourism in Norfolk.
- To design artworks that showcase each region: its unique culture, personality, nature, stories or heritage.
- For Norfolk to host a dynamic, inclusive art trail - made up of multi-sensory, accessible artworks.

3. What we need from you

Before you begin, make sure you read our Scoring Considerations below, our [Frequently Asked Questions](#) and watch our [Project Trailer](#).

- 1. A design idea** - Send us imagery (maximum 3 x A4 pages) or a video illustrating your idea.
- 2. A community engagement idea** - Answer a question about how you will practically engage a local Norfolk community with the creation of your piece.
- 3. Questions** - Answer a few short questions about you and your design.
- 4. Budget & Maintenance** - If you are shortlisted, we'll ask you to supply a simple budget breakdown showing your fees and fabrication costs and a maintenance plan for your artwork.

Please note: you must answer all requirements for your application to be considered. If preferred, you may use video to address all points.

Sign up to one of our [online support workshops](#) where we can help you with your application.

4. Application deadline

Wednesday 20 October, 2021 (midnight)

5. How to apply

There are five public artwork commissions available. All are outdoors in a mix of urban and landscape locations and must be installed by late October 2022. View imagery / footage [here](#) to decide which site/s you would like to apply for. You may submit a maximum of two designs.

You will need to apply via Norfolk County Council's online tendering website [IN-TEND](#).

Once logged in to [IN-TEND](#):

Complete the initial application, which requires you to submit:

1. Imagery (maximum 3 x A4 pages) or a video of your artwork proposal.
2. Answers to questions about your design and your community engagement idea. If you prefer to answer all points by video, then please upload a video file/s instead.

We'll also ask you to complete some confidential monitoring questions

6. Health & safety

All designs must:

- Be for artworks that are safe, durable and permanent (lasting 10 years).
- Consider health and safety. How can you minimise the chance of injury to members of the public interacting with the work?
- Be easy to maintain and not require any specialist cleaning or upkeep.

7. Community engagement

The development of your artwork must include an element of community engagement, the artist budget includes a £3000 allowance for this which is expected to cover 10 days preparation + delivery. This engagement may be in the form of live or online event/s or workshops or you may wish to collaborate with a local Norfolk artist to deliver these instead. In the application we'll ask for your initial idea.

8. Budget

There is a budget of between £38,000-£58,000 +VAT available to create each artwork. This breaks down as follows:

- Artist fee - £15,000 + VAT (fixed fee - all successful applicants will receive)
- Community engagement - £3000 + VAT (fixed fee - all successful applicants will receive)
- Fabrication budget - between £20000 - £40000 + VAT

Please note: applicants may apply for a fabrication budget of between £20,000 - £40,000. You must demonstrate that your artwork is good value for money. Please note, we will not be able to offer a £40,000 fabrication budget to all five sites, so consider your budget carefully.

A separate Installation budget is available of up to £10,000 + VAT. This budget will be paid directly to the principal site contractor responsible for overseeing site management, health and safety, managing subcontractors.

9. Access requirements

We have funds set aside to make reasonable accommodations to support you in applying and throughout the project.

Email: access@creativegiants.art and let us know how we can help.

10. Application support

Sign up to our online application support workshops for help, everyone is welcome.

Scoring considerations

Your design will be scored on two criteria: CREATIVITY (70%) and LOGISTICS (30%).

Below is a breakdown, showing the elements you need to consider for each category.

Please make it clear in your application, that you have thought about and responded to these points:

PART ONE - CREATIVITY (70%)

You can score a maximum of 70% for part one.

1. Creative Ambition

Show us your ambitious idea - be playful and creative.

2. Seasonality

How will your artwork be best viewed in October-March (e.g. using natural light/shelter) and attract tourists?

How will you make sure it is largely weatherproof?

3. Accessibility

How will your artwork be inclusive for those with access requirements?

Accessibility is a top priority for us. Whilst creating this opportunity, we have ensured that we heard from under-represented people in focus groups and from local people via a survey (responses have been added into each location brief). It's important to incorporate accessibility into your design – it's up to you how you do this. To help, here are some headlines from the groups we consulted:

- WIFI is variable across Norfolk, so if digital, the piece must work offline as well.
- Interactive artworks would be welcome – acknowledging the viewer's presence/participation.
- Please avoid sharp edges.
- Please ensure you consider wheelchair users – who need two metres width on pathways or to get close/ go through an installation. Plus a turning space.
- Celebrate the diversity of Norfolk communities.
- Multi-sensory designs will be favoured.

4. Sustainability

How will you ensure your artwork is sustainable? Read more about sustainability in our FAQs document.

Please note: power will not be available at the sites - solar panels, wind energy or other “off-grid” solutions may need to be considered if your proposal requires this.

5. Placemaking

Your artwork will contribute to making this site a place of interest.

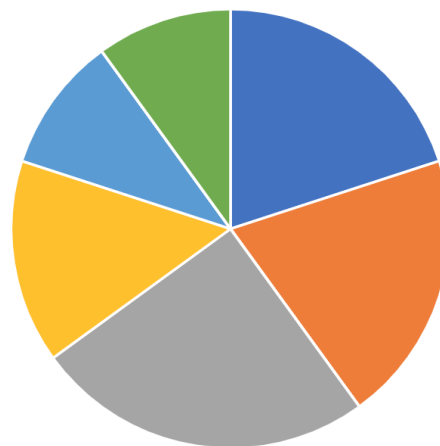
How will you make sure the artwork is sensitive to its environment?

How will you reveal hidden stories and reflect the character of its region?

6. Community Engagement

How will you involve local people in the development of your artwork?

We surveyed 200+ local people - about where they live and their thoughts on new public art in their area. Responses have been included in all location briefs.



- Seasonality
- Accessibility
- Creative Ambition
- Sustainability
- Placemaking
- Community Engagement

PART TWO - LOGISTICS (30%)

You can score a maximum of 30% for part two.

1. Budget

Show us your budget is realistic, achievable and excellent value for money.

2. Safety

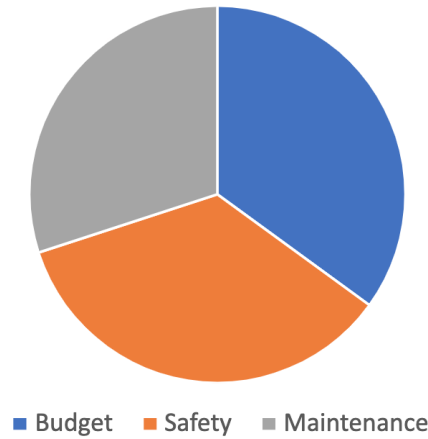
Artworks must be durable and consider health & safety carefully.

How can you minimise the chance of injury to the public and damage to the piece itself?

3. Maintenance

Artworks must be largely weather-proof and get better with age.

How would you minimise the risk of vandalism and protect the piece from long-term damage? Think about materials that are easy to clean (e.g. if graffitied). How will you ensure your artwork is easy to maintain?



ARTWORK TIMELINE 2021

Online application support workshops - open to all	Late September / early October
Deadline for submission proposals	Wednesday 20 October (midnight), UK TIME
Finalists contacted and given £600 each to support design development	Thursday 11 November (UK DATE)
Finalists submit final designs to panel	Friday 10 December (UK DATE)

ARTWORK TIMELINE 2022

Contracts awarded for final 6 commissioned artworks	Friday 14 January (UK DATE)
Contracts commence	Tuesday 25 January (UK DATE)
Initial meeting with Art Trail Project Manager	Late January
Groundworks completed	Mid-September
Deadline for artworks to be completed and installed on site	Late October
District Launch events	January 2023