



Stoke-on-Trent City Centre Vacant Shops Project

Artist Brief

Stoke-on-Trent City Council wish to appoint three artists, to create work to transform empty shops in the city centre. Each artwork will occupy the window of a vacant shop, creating a spectacular exhibition of contemporary art. The overall themes for the project are Transformation, Unity and Light and we are looking for imaginative responses to these themes.

Three shops will be designated for this project. Commission fees are **£4000** (excl VAT) per shop. Each artist can apply to undertake one shop. Each commission fee covers all project costs, including research, materials, construction, installation, removal, travel, planning, evaluation etc. The fee does not need to cover rent, rates and utilities in the shop.

The shops will 'go live' and form part of an exhibition trail on **Light Night** 18 November 2010 then remain on display in situ until the first week in January 2011. For more info about **Light Night** see www.lightnight/stoke-on-trent

We are open to all suggestions for the artwork, its form and the materials and methods to be used. Artists and designers from any discipline are welcome to submit a proposal. The work can be produced in situ or created elsewhere and then installed. In each case a clean black 'box' will be provided (depth to be specified by the artist) to screen the deeper interior of the empty shop.

Criteria

The artwork should:

- Respond to the project themes
- Have strong visual impact both in daylight and particularly after dark
- Enhance the shop and the surrounding area
- Appeal to a wide demographic
- Have minimal permanent impact on the fabric of the shop
- Be removable at the end of the six week display period

A small space, approx 18" x 12" in each window will be designated for the Make it Stoke-on-Trent logo in the form of a self adhesive transparent sticker. This may need to be factored into any designs.

Publicity

Light Night is a high profile public event that includes a full scale marketing and publicity campaign. We aim to improve on our previous record of 7000 people attending on the night which also attracts considerable media attention. We will be producing a **Light Night** exhibition trail map and associated publicity for the project. The successful artists will be willing to engage with the press as appropriate via City Centre Management to support the activity.

Submissions

Artists should send an outline proposal detailing:

- how they would meet the brief and themes
- relevant professional experience and reference(s)
- examples of previous relevant work (photos, video, web links etc)
- how you would go about the project incl number of personnel and days involved.
- supporting sketches or images should be included
- proposed evaluation methodology
- a current CV

Please note, short listing will be based both on the proposal and on the quality of previous work.

The successful artists will need to be fully insured to cover themselves and their own activity.

Address for submissions:

Preferred electronically to citycentre@stoke.gov.uk Jean Ball, City Centre Manager, Stoke-on-Trent City Council, 2nd Flr Goodson Building, Goodson Street, Stoke-on-Trent ST1 2AT
T: 01782 233801

Closing Date for submissions:

End Friday 10 September 2010

Artists will be appointed by the end of September 2010 and all work should be completed and installed to go live on **Light Night** 18 November 2010.