

# We Are Artists How Can We Help

May 2011

Brief for a temporary artwork or other intervention to be launched or exhibited at Hackney Wicked Festival 2011

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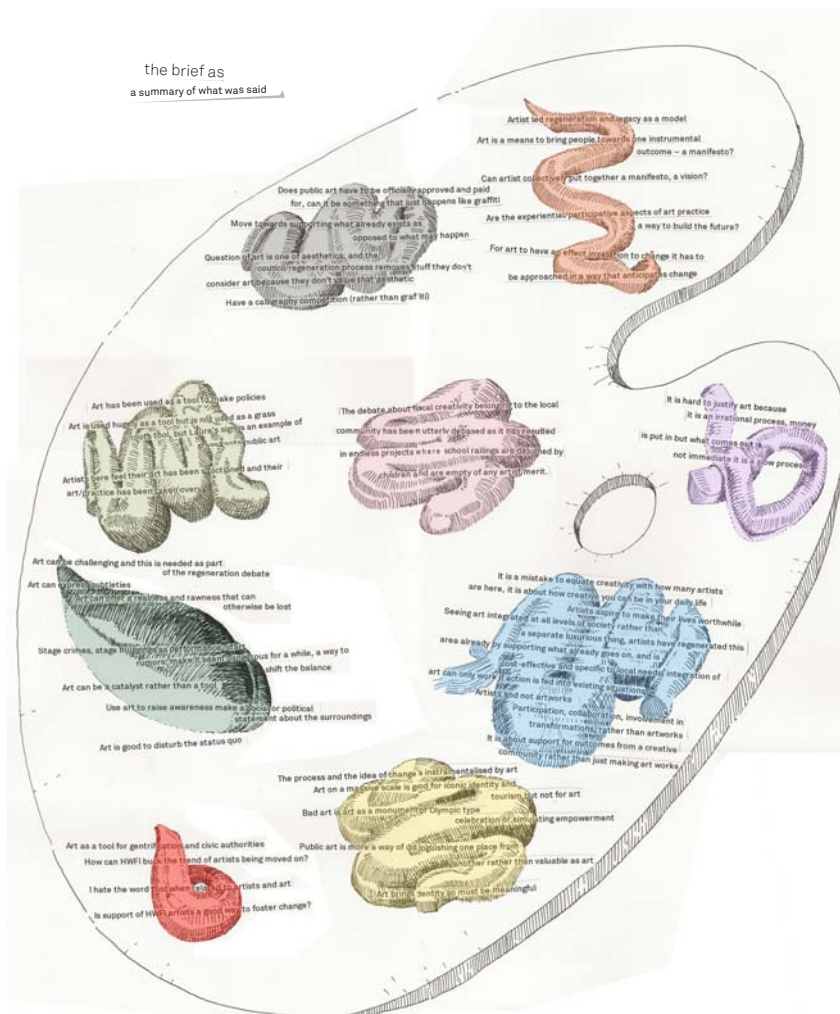
muf architecture/art with DfL

Please contact [katherine@muf.co.uk](mailto:katherine@muf.co.uk) with any questions

Proposals are invited for meaningful temporary art works and/or other projects to be situated in the public realm, (including web-based works) to address the complex and dynamic environment of Hackney Wick and Fish Island. The work is to be exhibited or launched at Hackney Wicked, July 2011.

The aim of the commissions is to test the capacity for “home grown” art and other creative practices to be part of the ongoing debate to shape the future of Hackney Wick and Fish Island

The proposal must therefore address or respond to at least one of the statements regarding art practice, regeneration and Hackney Wick/Fish Island from the “We are artists how can we help” debate, these are illustrated below and listed in the appendix. You may proposal a work that opposes or supports a particular statement.



There are three commissions to the value of £2000.00, this is a finite sum to cover all project expenses; artist and all other fees, all materials, installation, exhibition costs and VAT.

#### Who Is Eligible?

The brief is circulated only to HW/FI studios and via those local artists who came to “We are artists how can we help”. Those studios with databases are asked to circulate the brief further. Posters will be put in the Pearl and Counter and given to the studios to display.

The submission process does not exclude proposals from outside HW/FI should they come from people linked in some way to the area but not necessarily local residents or artists.

#### Submission Requirements

The submission must take the form of proposal for a temporary art-work or project located in the public realm, **this means somewhere either outside or fully visible from the street and not in a studio or in a gallery** (even if these venues are open during Hackney Wicked Festival) and the practitioner must determine where the work will be sited in their proposal.

You must be realistic about the site in terms of getting permission, for example, if it is in private ownership or if it is likely to be subject to health and safety controls, i.e. dangling some heavy object from the bridge over the A12 is unlikely to be viable but a sign along the bridge may be ok!

The timescale is relatively short and the project must be viable to be delivered in the timeframe.

The submission is for a maximum of 3 A4 sheets and **MUST** use the template attached. You can use the indesign document or the word document and copy the format from the pdf into another application as long as it follows the same format and is saved as a pdf.

The judging is anonymous and any submission that doesn't follow this template will be eliminated.

All submissions **MUST** be sent digitally as a pdf and please ensure your submission is no bigger than 10 MB

Please ensure your submission is delivered to this email address [weareartistshowcanwehelp@gmail.com](mailto:weareartistshowcanwehelp@gmail.com) by Midnight on 24th May, please send from a personal email address and not via a file transfer site.

You may send no more than 3 submissions from one email address

If required muf will give advice and up to an hour mentoring for making the application, advice will be available on a range of topics, from how to ensure you have used the template, to making a pdf of the right size to predicting and overcoming the restraints of health and safety. A FAQs page will be on the "*We are artists how can we help*" blog at <http://weareartistshowcanwehelp.blogspot.com/2011/04/blog-post.html>

Please address any questions on the brief, the submission template or requests for mentoring to [katherine@muf.co.uk](mailto:katherine@muf.co.uk) and mark the subject, *we are artists*

#### Timetable

Call for submissions 3<sup>rd</sup> May

Deadline for submissions 24<sup>th</sup> May

Selection 27<sup>th</sup> May

Contract signing 31<sup>st</sup> May

The work to be complete and exhibited at Hackney Wicked festival July 2011

#### Selection Process

The selection process will be by peer review.

All the submissions will be numbered without reference to the name of the author and will be placed in a big file box. The token to access the file box will be emailed to the address, from which each submission was sent, use the token to access the Big File Box, decide which proposal you favor and email the number of the proposal and the words ONE VOTE to this address [weareartistshowcanwehelp@gmail.com](mailto:weareartistshowcanwehelp@gmail.com)

Each proposal submitted gets a vote, if you submit the maximum of three proposals you get three votes. Votes for your own proposal will be discounted.

In the event of a draw, Esther Everett and Eleanor Fawcett, the Design for London client will have the casting vote.

Any submissions that propose illegal activity will be available in the Big File Box but won't be allocated a number so can't be allocated a vote.

The results of the voting will be made public, but not who voted for which submission.

### Delivery

The selected artists/practitioners must ensure they take responsibility for all health and safety issues and must have a preliminary meeting with muf and DfL.

Each artist or practitioner will have a contract for delivery with muf. muf will provide advice and support in delivery if required.

### Appendix

YOU MUST CHOOSE ONE OF THESE STATEMENTS AS THE BASIS FOR YOUR SUBMISSION

Artist led regeneration and legacy as a model

Art is a means to bring people towards one instrumental outcome – a manifesto?

Can artist collectively put together a manifesto, a vision?

For art to have an effect in relation to change it has to be approached in a way that anticipates change

Are the experiential/participative aspects of art practice a way to build the future?

It is a mistake to equate creativity with how many artists are here; it is about how creative you can be in your daily life

Artists aspire to make their lives worthwhile

Seeing art integrated at all levels of society rather than a separate luxurious thing, artists have regenerated this area already by supporting what already goes on, and is cost-effective and specific to local needs, integration of art can only work if action is fed into existing situations

Artists and not artworks

Participation, collaboration, involvement in transformations, rather than artworks

It is about support for outcomes from a creative community rather than just making art works

Art has been used as a tool to make policies

Art is used hugely as a tool but is not used as a grass roots tool, but

Laure's sign is an example of

grass roots public art

Artists here feel their art has been sanctioned and their art/practice has been taken over

Does public art have to be officially approved and paid for, can it be something that just happens like graffiti

Question of art is one of aesthetics, and the council/regeneration process removes stuff they don't consider art because they don't value that aesthetic

Move towards supporting what already exists as opposed to what may happen

Make public art make visible what's already here

Have a calligraphy competition (rather than graffiti)

It is hard to justify art because

it is an irrational process, money

is put in but what comes out is

not immediate it is a slow process

The debate about local creativity belonging to the local community has been utterly debased as it has resulted in endless projects where school railings are designed by children and are empty of any artist merit.

The process and the idea of change is instrumentalised by art

Art on a massive scale is good for iconic identity and tourism but not for art

Bad art is art as a monument or Olympic type celebration or simulating empowerment

Public art is more a way of distinguishing one place from another rather than valuable as art

Art brings identity so must be meaningful

Art as a tool for gentrification and civic authorities

I hate the word tool when related to artists and art

Is support of HWFI artists a good way to foster change?

How can HWFI buck the trend of artists being moved on?

Art can be challenging and this is needed as part of the regeneration debate

Art can express subtleties

Art can offer a realness and rawness that can otherwise be lost

Stage crimes, stage muggings as performance, start rumors; make it seem dangerous for a while, a way to shift the balance  
Art can be a catalyst rather than a tool  
Use art to raise awareness make a social or political statement about the surroundings  
Art is good to disturb the status quo

THE FOLLOWING THREE PAGES ARE THE TEMPLATE FOR SUBMISSION  
THESE ARE ALSO ATTACHED AS AN INDESIGN DOCUMENT AND THE FIRST PAGE AS A WORD  
DOCUMENT

Name:

Contact details:

email address:

Mobile or other contact number:

Would you describe yourself as:

Hackney Wick Fish Island artist

Hackney Wick Fish Island resident

Run a business/work in Hackney Wick Fish Island

Other (please describe) \_\_\_\_\_

How did you hear about this commission:

emailed direct

emailed through a HWFI network (please name)

Word of mouth

Poster

Other (please describe) \_\_\_\_\_

**We are artists, how can we help?**

Please do not use your name or refer to the name of your practice, business, gallery or institution on the following 2 pages.  
The entry **MUST** be anonymous.

**Delete this text and insert the statement from the appendix to the brief, which your proposal addresses**

*space for image or additional text description (if virtual and/or multiple/conceptual) of the proposed site. The project must be located in the public realm, this means somewhere either outside or fully visible from the street and not in a studio or in a gallery*

Caption

*space for image or additional text description (if virtual and/or multiple/conceptual) of the proposed site. The project must be located in the public realm, this means somewhere either outside or fully visible from the street and not in a studio or in a gallery*

Caption

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*Delete this image and use this page to provide a single or multiple visualizations of your proposal, these can be simple hand sketches, computer generated images, diagrams or any means of your choosing. Do not include images of previous work.*