



ART B&B CIC, 180 Promenade, Between Neon and Sea, Blackpool FY1 1RJ

IT'S A SIGN!

CREATIVE AND PRACTICAL BRIEF FOR ART SIGNAGE INSTALLATION ON RAISED PLINTH ON PROMENADE

Timescale: all work needs to be complete, installed and functional by **16th August 2021**

Budget: £3,000 (inclusive of all materials and fees) plus free accommodation at ART B&B. This fee is inclusive of installation. (*VAT note: ART B&B CIC is VAT registered so this amount can be invoiced plus VAT if the artist/contractor is VAT registered*)

Duration: The installation, materials, finishes and fixings should be designed to be durable for a minimum of 3 years in that location (bearing in mind that coastal locations are harsh environments with high winds and a saline atmosphere - some materials will not be suitable)

Images and site: see website www.artbb.org and images included at end of this document. Also see architect's plans and elevations available with this brief as a downloadable pdf. You can **visit the site at any time**. ART B&B is also open but if you want to view interiors, please email to arrange someone to show you round.

Key dates: Proposal Submission Deadline and Selection:

Submission Deadline - **30th June 2021, 1.03 pm** – by email to admin@artbb.org Questions and clarifications to Michael Trainor admin@artbb.org

Decision – the commission will be selected by a sub-committee of the ART B&B board (which includes several experienced art commissioners) and applicants will be informed **by 4.57 on Friday 2nd July 2021**.

What to Submit:

- 1. A Design Proposal:** An indicative design proposal with dimensions, ideally with a mock-up image/sketch/montage of the design in situ at the front of the building. Please include a brief description (upto 300 words)
- 2. A schedule of proposed materials** – e.g. acrylic panels, painted wood, stainless steel screws, IP67 LED lighting etc etc.
- 3. (optional)** A 'mood' board - Images and indicative photographic references to other designs or actual installations that give a flavour of what you are envisaging. This might be helpful to explain the design and your thinking around it but is not essential.

The mood board can be a pdf or shared as a link hosted on easily accessible free online platforms. (if password required please provide it)

4. **A headline breakdown of the budget** will also be required. (eg fees, materials, transport, installation etc).
5. **Links and/or images:** of your previous relevant work (three is ideal) with a brief description of each.

Overview:

The front of ART B&B (*an artist designed hotel, venue and community business in Blackpool, UK*) occupies a prominent position on the promenade near the North Pier. It sits on a slight bend in the road so it is particularly prominent when approaching the town centre from the North – it could be said that it marks the start of central Blackpool and all that it has to offer.

Hundreds of thousands of cars and literally **millions** of people pass the front of ART B&B each year - particularly during the daytime in the spring/summer season and at night during the Blackpool Illuminations (end of August to early November).

The front of the extensively renovated hotel has two short sets of steps which lead directly from the pavement to the front entrance. In between the two sets of steps we have created a small raised '**plinth area**' for the display of temporary artworks, installations, and signage. (*Note: an entrance with level access has been created at the rear of the building*)

This will be the first commission for an installation on the front 'plinth' and we are hoping that it will eventually become a location for a long running series of changing works and commissions.

You could be the first!

What we are looking for:

(*see also 'things to consider' below*)

We are looking for this first exterior installation to both signal the existence and ethos of ART B&B as a unique artist designed venue, and function as 'signage' to entice visitors to the ground floor café and bar inside in particular (more details on this below).

See also architect's plans, elevations and photographs on this link:

<https://drive.google.com/drive/folders/16aB2V1V2MLsr3cIMVVCZu4jQaJzMXW1?usp=sharing>

(**Note** the plans show a proposed future glass box on plinth **THE PLINTH EXISTS BUT THE GLASS BOX DOES NOT**)

It should:

1. Clearly be an 'art installation' as well as functioning as a 'signpost' for ART B&B and what it has to offer. i.e. not just a commercial sign
2. Be of a quality that is commensurate with the very high standard of other artists' interventions that have helped build ART B&B to date (see rooms on www.artbb.org).
3. Be an original idea that will catch the eye and encourage both local communities and visitors to be attracted to the building and want to explore more.
4. Be sufficiently durable and safe to withstand it being frequently touched by members of the public and be able to be left unattended outside – the location means that passers-by and visitors may well want to photograph themselves by it and it is not possible (or desirable) to block public access to the location.

5. Have both a daytime and night-time presence.

What we are not looking for:

1. An installation which is a direct pastiche of existing Blackpool iconography (such as the Blackpool tower, Blackpool rock or seaside imagery like buckets and spades – all of these exist within a very short distance of ART B&B and there is no point in competing with or replicating them)

Things to Consider:

1. There are two 'sunken' areas to either side of the main steps and 'plinth' at the front of ART B&B, separated from the promenade by a low wall. They are not accessible to visitors to enter but they could contain additional elements of the work if the design is intended to spread across the front of the building.
2. The usable 'footprint' of the plinth is 109cm x 226cm and it is 0.71 off the pavement level. Note – extending an installation closer to the building by expanding the depth to more than 109cm may impede access to main entrance door.
3. There is a 240v power supply directly to the base of the plinth which can be utilised for any lighting or power required, Lighting elements are encouraged but please note that the local council does not allow 'flashing' lighting in this location (ironically as they put up several miles of flashing illuminations every year).
4. It should be appropriate to the objectives of ART B&B as a community business with creativity and community as its purpose (it will be successful if the final design looks as if it has been considered within the context of a high quality artist designed hotel rather than an afterthought)
5. High winds, salty atmosphere and bad weather! (obvs – but do not underestimate, imagine you are designing an art sign for the harshest environment on the planet)
6. Ease of maintenance for hotel team.
7. The frontage is passed by millions of people each year (normally!) so the aim is to draw attention to and entice visitors to the café bar or book future stays (we are not looking to attract walk up guests for the hotel so there is no requirement for a '**vacancy**' sign)
8. The proposal can, but does not have to, utilise text to communicate the public services available at ART B&B such as: Coffee; Cocktails; rear garden; free superfast broadband etc. This type of information could be incorporated into the design in other non-literal creative ways but should be considered as part of your design. It does not necessarily have to say ART B&B – this is on both windows in traditional hand painted lettering by artist Lisa Wigham.
9. You may wish to incorporate elements where information can easily be changed or updated – such as an upcoming event/performance in our venue or bar.
10. It is important that 'signage' element should function to welcome and inform potential visitors that the café and bar is open to the public – not just hotel guests (as is usually the case).
11. The base of the plinth is approximately 0.7m above the pavement and road so most viewers will be looking slightly up at the installation. Hotel guests will be looking down on it and mostly seeing the reverse.
12. Interaction with the work by the public can be considered as part of your design to encourage a longer engagement with it and the venue – this could take a variety of forms from being a 'selfie' opportunity to having something they can press, add to or take away from, or activate in some way (bearing in mind safety and durability issues).

13. Sound elements can be incorporated but bear in mind these should be capable of being de-activated at certain times.
14. Planning permission – depending on the design we may well need to submit a planning application to the local authority for the installation as either a ‘semi-permanent’ artwork or as signage. Large structures and projections, especially where they attach to the front of the building, are unlikely to be acceptable to the local authority. We will determine any required course of action when the design is chosen – please be mindful that a planning application requires scale drawing in both plan and elevation, but these are NOT required at the proposal stage.

Community engagement and volunteer support in the creation of the work is encouraged but not essential. If it does form part of the process it must be subject to supervision, health and safety training and a risk assessment.

Images of location and dimensions of plinth area:





