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Research at the University of York St John
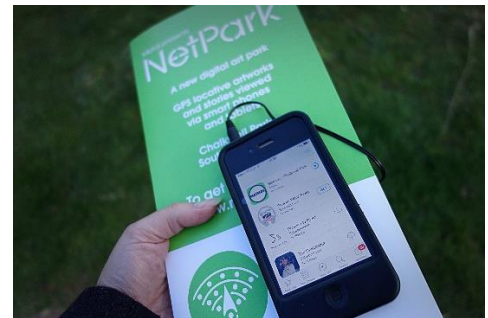
ARTIST DETAILED BRIEF
A COMMISSION FOR *NetPark* as part of *Estuary 2020*

EIRA – AR ARTWORK COMMISSION
A partnership between Metal, NetPark and the Universities of Kent and Essex.

Contents

1.0   Introduction and background

1.1   To The Commission

This commission is offered by a partnership between Metal and the Universities of Kent and Essex, enabled through a grant from EIRA. It is linked to two Metal projects, **NetPark**, the world's first digital art park based at Chalkwell Park in Southend on Sea and the large-scale festival Estuary 2020 (*both these projects are explained further below – with links to their respective websites).*

The commission will be developed in partnership with a Computer Science academic and creative technologist students from University of Kent, alongside a theatre academic working in the area of audience participation at University of Essex.

The commission will be co-created and developed through Metal's well-established Artists-in-Residence programme that will bring the selected artist, academics and students into a period of research and development on site at Chalkwell Park, with follow-up residency time for development and testing. The ambition is to create a site-specific AR idea and artwork that will appeal to a wide range of audience and at the same time increase our understanding of how digital and work with the outdoors can encourage new audiences, activity, longer periods of time spent outside and the resulting impact on wellbeing and behaviours.

Through the commissioning of the work we will ask a number of research questions to explore the use, and effect, of Augmented Reality (AR) in our real-world environments and the benefits to wellbeing.

1. How and to what extent can digital apps increase the time people spend outdoors? How does using the AR change the way we perceive our surroundings?
2. Is it possible to develop an AR app with user-generated or user-enhanced content that would gradually develop and encourage repeated use?
3. The collaborative process between artists and technologists. How could we narrow the gap between the different ways artists and specialists work?

1.2   NetPark

NetPark is the first digital art park in the world. Developed by arts organisation, Metal working with artist and curator, Simon Poulter it was launched in 2015 as a new visitor attraction for Southend. It hosts a collection of specially commissioned, site specific, GPS located digital artworks and stories for Chalkwell Park in Southend-on-Sea and free WiFi for the park. The works are engaging and playful. Each takes you on a different journey around the park, providing a variety of experiences of the park environment that are in turn surprising, funny, informative and thought-provoking. Designed

for a variety of audiences, the range of works ensures that there is something to enchant all ages and allows for a shared experience or individual contemplation. All the works are experienced through a smart device, either iPad, iPhone or Android.   NetPark was initially funded through an R&D Digital Art Fund (Nesta, Arts Council England and AHRC), ROH Bridge and Southend Borough Council.

NetPark also has a well-established Wellbeing Programme that links being in the outdoors, experiencing the digital artworks and creating your own work to improve health outcomes for adults living with mental health diagnoses.

www.netpark.zone

1.3   To Estuary 2020

A month-long, curated festival of visual art, literature, performance, film & discussion, **Estuary 2020** will be the second edition of the large-scale festival that celebrates the spectacular Thames Estuary. Taking place on the river itself, and along the 60 miles of South Essex and North Kent coastline, it is an ambitious programme of new and existing artworks and events that explore and respond to powerful themes resonant to the Estuary, connecting communities from Shoeburyness to Rainham on the north banks (South Essex) and Ebbsfleet to the Isle of Sheppey on the South (North Kent). *Estuary 2020* will build on the success of *Estuary 2016*. A broad constituency of partners across the Thames Estuary, have now come together to support the Estuary festival on a four year cycle, linked by a commitment to shared cultural development aims looking towards 2050, that are underpinned by the concept of the Thames Estuary Production Corridor (TEPC). The TEPC will create a world-class industrial hub for the creative and cultural industries, creating jobs and developing new talent to benefit the Estuary region, London and the wider South East.

The Estuary sea and landscape looms large in the daily emotional and practical life of South Essex and North Kent, with the ebb and flow of the tides impacting on the rhythm of life, leisure and work. One of the world's most iconic and 'hardest working' rivers, often referred to as the liquid highway, its waters bind and connect the communities along its banks. Across the Estuary, we share the sensibilities, the challenges, as well as the opportunities that living close to such a force brings. The work for 2020 will be commissioned and curated in response to the Estuary and its myriad of histories, landscapes, seascapes, stories, myths and realities, but with two clear 'prisms' through which to view lines of enquiry running throughout. The first being **Climate Change and The Environment**. The second will be **The Digital River** responding to the a huge amount of data (both formal and informal) held on the Thames Estuary.

www.estuaryfestival.cm

2.0   Description of the site

NetPark is hosted at a municipal public park, Chalkwell Park in the residential heart of the Borough of Southend on Sea. (Postcode SS0 8NB). It has a wide range of well used facilities including a cricket pitch shared by two local teams (Westcliff and Leigh-on-Sea), football field, skate park, tennis courts, a small pond area, historic rose gardens, traditional carpet bedding and some lovely old trees. It is also the site of Chalkwell Hall which is the house that Metal renovated into artists accommodation, workspace and our offices. In 2015 we renovated an old stable block next door to create our Metal Art School with digital and traditional studio spaces.

3.0   Commission Process

The commission will be developed through a two-part proposal and agreement process.
For Stage One, the selected artist will co-create an initial proposal, following a period in residence with the academics and students on site – and in response to this brief.

3.1   Criteria for Commission Proposal Stage One

- To respond to the site
- To respond to the description and areas for consideration as set out in the introduction above.
- To respond to the correspondence/discussion with Metal and Partner organisations
- To propose an AR work relating to the site as discussed in correspondence with Metal and Partner organisations

Proposal can include:
- Outline description of general concept and rationale, possible user experience, possible technology solutions and site
- Production specification and feasibility (health and safety, timescales, permissions if required)
- Description of means of presentation
- Visualisation (drawings, photos)
- Additional artist statement if needed

The proposal will be considered by Metal and Partner organisations.

The acceptance of this Stage One proposal will lead to Stage Two of the commission development process and the signing of a further 'Commissioning Agreement' between

Metal and yourself, leading to the realisation of the proposed commission for *NetPark* as part of *Estuary 2020*.

Metal is a registered charity (no. 1104635), and with the fee for the proposal, it purchases the right to publish, exhibit or otherwise make use of the proposal solely in connection with *NetPark, Estuary 2020* and *EIRA*. Your acceptance of the fee signifies your agreement to the purchase of these rights. Any plans, diagrams, drawings and models received by Metal from you for the purpose of planning and/or exhibition will remain your property.

3.2.   Commission development Stage Two

If the Stage One proposal is accepted, detailed design proposals (developed with support from Metal and partner organisations as appropriate) should be produced and could include some or all of the following:

- A more detailed proposal indicating proposed approaches / technical solutions to be used / user interface / audience experience /
- A detailed plan and approach to collaboration with the academics and students
- opportunities for connection to the research element
- A further written statement if required

3.3   Criteria for decision/approval of proposal

- Quality of concept for the proposed work
- Response to criteria
- Realistic demonstration of the feasibility of realisation within budget and timescale
- Innovation of ideas and approach
- Technical and financial feasibility
- Probable durability of work/practicality of or strategies for maintenance

4.0   Outline Timetable

21 June 2019	Deadline for artists to apply
End June 2019	Selected artist notified
July / Aug 2019	Early site visit available
Sept 2019	Initial period in residency (artist/technologists/researcher)
End Sept 2019	Stage 1 Proposal Deadline – outline idea
End Oct 2019	Developed Proposal Deadline

Oct - Dec 2019	Development Phase 1 (defining & building)
Jan 2020	Early Prototype ready
Jan – April 2020	Development Phase 2 (testing & refining)
April 2020	Audience Testing (Spring break)
May 2020	First version finished (end of student involvement)
May – Sept 2020	Opportunity for further research if appropriate
September 2020	Artwork launched during *Estuary 2020*

5.0   Artwork development, creation and installation

A system, process, and associated series of deadlines will be devised for this in consultation and agreement with Metal and the partner organisations.
All agreed terms will be incorporated into the Artist's contract at the point of acceptance of Stage One proposal.

6.0   Consultation / engagement

Close collaboration is necessary with Metal and partner organisations. Local consultation or community engagement is not essential as part of the development process (other than to meet the aims of the research). However, we welcome ideas for work of this nature to be part of proposals if artists wish to include.   The selected artists will be required to take part in at least one workshop/event/discussion with/for audiences as part of Metal's wider programme.

7.0   Project Team/Key personnel and contacts

- Colette Bailey, Artistic Director, Metal
- Michaela Freeman, Project Manager, Metal
- Rosemary Klich, Director of Research and Head of Creative Producing
  East 15 Acting School, University of Essex
- Jim Ang, School of Engineering and Digital Arts, University of Kent

8.0   Maintenance

Exact details of this will be determined over the course of the commissioning process, but it should be considered as part of all proposals.

9.0   Copyright and ownership

Following approval and agreement of the detailed proposal, Metal will submit a commissioning contract for approval and signature by the artist that will include details of the artwork, fees and expenses, timetable, copyright, reproduction rights and ownership.

Note: this is designed as a co-created project and as such rights will be shared.

10.0   Budget Fees and expenses

This commission has a fee of £6,000 for the artist (incl. VAT), paid in two stages:-

Stage 1: £1000 for the initial residency period to work up an initial Stage One proposal

Stage 2: On acceptance of Stage One proposal a further £5000 to realise the work, paid in instalments agreed within the full contract.
N.B. An additional £1000 will be made available to the selected artist to cover travel and day to day expenses.

- The costs for the technical realisation are funded through EIRA through the time and expertise of the academic and students at University of Kent – and are separate to the above fee for the selected artist.
- The research part of the project is funded through EIRA and will be provided by the theatre academic – and is separate to the above fee for the selected artist.
- Metal will provide accommodation, as well as a working space and use of a digital studio with sound, editing and other selected software capabilities. This is separate to the above fee for the selected artist.

APPENDIX A

About Metal

Metal was founded in London in 2002 by Jude Kelly CBE, working with current Artistic Director, Colette Bailey since inception. Metal as an organisation has been active in Liverpool since 2004, in Southend-on-Sea since 2007 and in Peterborough since 2012. In each place, we work from buildings of historic significance that we have transformed from empty or derelict spaces into vibrant cultural community hubs. From these bases, Metal works to provide the catalyst that can transform the potential of people and places through great art and inspiring ideas.

Metal supports artists from the UK and overseas, working in all disciplines, at all career levels, providing opportunities like the Estuary festival, Essex Writers House, Harvest, Pride Peterborough, Change Makers, Liverpool Art Prize and the Chamber of Culture for emerging artists, alongside hosting artists-in-residence (Time & Space / International Programme) and running intensive, week-long Culture LAB's for peer-to-peer learning and exchange.

Metal creates large- scale, participatory projects that respond to our immediate environment and involve people of all ages and from all walks of life, such as Upon This Rock, Anthem, On The Line, Anthem 2012 and Thames to Tama which worked with 4665 young people from 25 schools along the north bank of the Thames Estuary.

Metal curates exhibitions, for example, Botech Compositions for Liverpool Biennial, and events, which are often in response to place, for example, our Shorelines Literature Festival of the Sea hosted in the coastal town of Southend, and Village Green which attracts 20,000 people to share in great music and art. All our spaces provide short term incubation space for artists studios and other creative industry organisations. They are also well used by numerous community groups for meetings, workshops, performance, artists talks and the development of networks and ideas.

Metal operates through a wide range of partnerships, ranging from Arts Council England, our local authorities, agencies such as the Local Economic Partnerships, Cycle Southend, Vivacity, Music Hubs and Bridge organisations.
We also have strong working relationships with a wide range of other arts organizations, community groups, schools and HE and FE institutions.

www.metalculture.com