

## **Turnpike Lane and Station Road Shutter Gallery Brief**

### **The Opportunity**

The Commission is an opportunity for emerging and established artists or collectives to make an impact on a prominent local shopping street in Turnpike Lane and a busy thoroughfare in Station Road, Haringey, North London. This will be done by designing artwork for often overlooked and forgotten features of our streets: Shop shutters and empty walls. Artworks for shutters and empty walls will contribute to building a stronger identity to both areas, as well as promoting arts and culture, contributing to positive visual appearance for the streets.

The Turnpike Lane and Station Road Shutter Gallery projects have the following aims:

- Engage local businesses which have been negatively impacted by Covid-19 in positive action
- Pay local creatives for their work at a time where income might be significantly reduce
- Showcase local creativity and solidarity

### **Brief**

If successful, you will have a shop shutter on a Turnpike Lane or Station Road shop (and some empty walls) as a canvas to create a locally relevant artwork that encourages wayfinding and promotes the business offering of Turnpike Lane and Station Road.

Turnpike Lane is a prominent shopping street in Haringey, with a range of multi-cultural businesses, so artworks should be bold and ambitious. The themes of the work could be celebratory, reflective, visionary, and reaffirming of the area's cultural identities. Station Road is a busy thoroughfare that connects Wood Green to the rest of the borough and has the opportunity to use this public art to activate the street. You must be willing to engage with local people and traders as part of the process.

If selected, access to local archives and other resources will be made available to you during the research and development phase of the project.

### **Co-Production and Engagement**

Turnpike Lane and Station Road are diverse parts of Haringey. A key element of this project is the engagement of traders and the local community to guide the creation of works that are representative of the area. The relationship of artist to the trader will be matched by the council and then managed by a Management and Installation Consultant to ensure there is a co-production emphasis.

### **Fee**

The artist will be paid a £400 fee for the commission design of the artwork. This includes any time spent in coproduction with the traders. The artwork is to be completed by March 2022 (see Appendix 2 for indicative project milestones). If the artists are able to install the work then they will be paid an additional fee, if not the artwork will be installed by the installation consultant.

### **Commission award Eligibility**

This opportunity is open to both emerging artists who are looking to develop their practice and established artists with relevant experience. This initial Open Call is to put together a shortlist of

artists. Shortlisted artists will be matched with a trader, matching is dependent on number of traders participating and agreement from the trader.

### **Open Call Eligibility**

You must be a visual artist, teams or collective with interest or experience in creating public artworks. You must be willing to engage with local groups and young people as part of research and development for the commission. We particularly welcome applications from artists and creative practitioners who have a connection to the local area.

### **Open Call Submission Requirements (Open Call)**

A mini submission is required, comprising the following:

1. Completed application form
2. Portfolio document; Maximum of 2x A3 landscape pages (or 4x A4) containing images of and reference to your work. This can include works in progress, completed projects or concept works. This will help us understand the nature of your practice, and the themes and ideas that drive you.
3. Artists Biography artist bio If you have a connection to Turnpike Lane or Wood Green please include in this statement. (max 250 words)
4. Equality and diversity monitoring File format PDF, maximum 10MB.

Files must be named in the following way:

Wood Green Shutter Gallery\_Portfolio.pdf  
Wood Green Shutter Gallery\_Application form.pdf  
Wood Green Shutter Gallery\_Biography.pdf

Please do not include your name in the submission. This is so that we can assess the applications in a more objective and unbiased way.

**Deadline: 9am, Monday 10th January 2022**

### **Selection Criteria**

This initial Open Call Stage submissions will be assessed on the quality of work, approach to delivery and the artist's suitability for the commission.

The selection panel will be made up of, Haringey Council and the management and installation consultant.

### **Questions and Queries**

If any questions arise during the Open Call process, responses should be issued to all applicants.

All questions should be made via e-mail and before the closing date for clarification questions (22<sup>nd</sup> December 2021)

The Project Manager is Luke Kon. Please send any questions to them via:

[woodgreenregeneration@haringey.gov.uk](mailto:woodgreenregeneration@haringey.gov.uk)

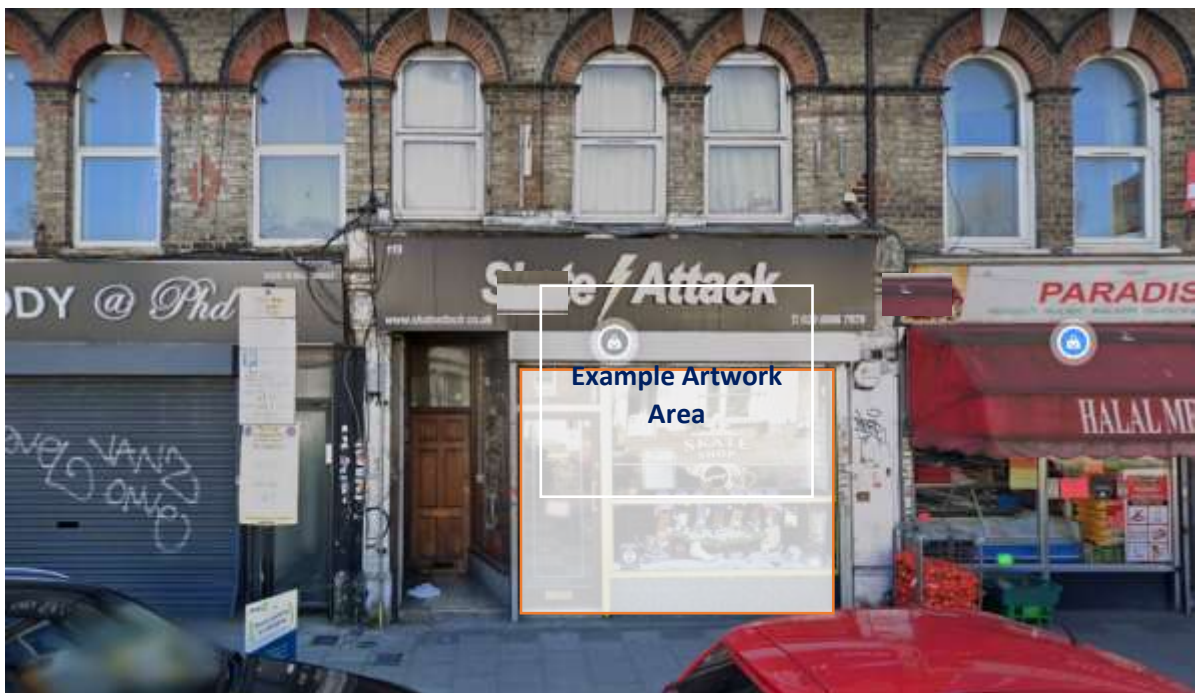
### **Terms and Conditions**

Please note, this is an Open Call and Haringey Council reserves the right not to progress with project delivery.

## Appendix 1

### Site and Scope

### Wood Green Shutter Gallery Areas



## Appendix 2

### Indicative Milestones

Please use this timeline as a basis for a detailed timeline as part of your Method Statement

<b>STAGE 1 – OPEN CALL</b>	<b>Week Commencing</b>
Artist Open Call	13 December 2021
Deadline for clarifications	20 December 2021
Deadline for Open Call submission	10 January 2022
Shortlist announced	24 January 2022
<b>PAIRING</b>	<b>Deadline</b>
Pairing businesses and artists	7th February 2022
<b>DESIGN</b>	<b>Deadline</b>
Artwork designs	21 February 2022
<b>DELIVERY</b>	<b>Deadline</b>
Installation of shutter artwork	28 February 2022 - 28 March 22
Communications and photography	-
Survey / feedback from members of the public / reporting	-