

Burnham on Sea & Highbridge Town Council

Town Centre Identity Design Brief

Vision

An opportunity has arisen for an art competition to find a design that encompasses the town centre identity as part of the town centre development directed by Burnham-on-Sea & Highbridge Town Council.

Many town centres across the country have successfully used public art to create a sense of identity, and Burnham-on-Sea should benefit in the same way.

Public art is designed to enhance and improve the environment and public realm, bringing identity to the physical regeneration scheme and engaging communities in the creation of their town centre's identity.

Artists are asked to engage with the qualities and features of the town centre, and its location on the coast.

Scope

We are seeking two new pieces of digital artwork that can be reproduced on banners, publications, on marketing materials and on products.

The image should be provided free of charge and with all rights and permissions signed over to the Town Council.

We are inviting artists to submit at least one artwork that creates an identity for the town centre. This artwork should be in a digital format and be able to be scaled up to 2m in height without distortion or degradation.

It is an open brief in terms of artistic interpretation, but closed brief, as outlined above, in terms of design purpose.

This process is designed to enable a wide range of ideas to be submitted that will add to the distinctiveness of the area, whether to do with its past history or with its emerging and promised future. The governing aim is for the highest standards of art and engagement.

We are particularly interested in hearing from artists with experience of working within the public realm, though early career artists looking to extend their practice are also encouraged to apply.

Selection Process

It is anticipated that two designs will be selected.

Commissions will be awarded depending on the quality and nature of the applications. Visual artists may be asked to produce amended artwork before a final design is selected.

The closing date for submission of artworks is **13 November 2015**. A shortlisting process of up to five applicants will be undertaken. The Town Improvements Committee will make the final selection. There may not be any designs selected. The aim is to complete the work and hand over title and all intellectual property rights relating to the work to Burnham-on-Sea & Highbridge Town Council by December 2015.

Submissions

Please submit:

- An electronic copy of your design(s) in a Power Point Presentation on a disc
- A letter of application, which outlines why you are interested in this project, your experience of this type of work and how you would approach the commission. Max 1 page
- If you choose to send a printed copy of your design(s) it must be no larger than A3
- The disk and other materials to be delivered to: "TOWN IDENTITY" Burnham-on-Sea & Highbridge Town Council, Old Court House, Jaycroft Road, Burnham on Sea, TA8 1LE on or before 13 November 2015

Terms & Conditions

Please note that incomplete or late applications cannot be considered.

In the event of there being insufficient applicants to meet the requirements of the project, the Town Council will close the process and will proceed to direct negotiation.

Appropriate contractual agreements will be agreed prior to commencement.

Please note that submitted material will not be returned.

For further info or clarification on any matter, please contact Denise Emery on 01278 788088 or townclerk@burnham-highbridge.org

This project is funded by Burnham-on-Sea and Highbridge Town Council through a s.106 agreement