



Business Stories

Creative People and Places Hounslow

Artist Commission Brief

Thank you for your interest in CPP Hounslow's Visual Arts Programme.

We are inviting submissions from individual artists or collectives to propose a series of artworks for an art trail on Hounslow High Street.

The works will form a creative response to the stories - past, present and future - of Hounslow High Street, its businesses and the communities that use it.

Artists will be asked to create an "art trail," placing a series of six artworks in shop windows, shop spaces and/or other appropriate sites on Hounslow High Street. The trail should encourage audiences to explore the High Street and its businesses in new and unexpected ways.

The works will respond collaboratively to the stories gathered by a group of residents supporting the project, in addition to any engagement activity and research conducted by the artist. The works can be made in any medium but will need to withstand being hosted in public spaces where there will be high footfall and will need to ensure they do not interfere with the running of the businesses.

Business Stories – Project Overview

To inform the development of the art trail, CPP Hounslow will be recruiting a small group of local residents as 'story collectors.' They will visit shops and businesses along Hounslow high street to gauge interest in taking part in the project and gather oral and photographic content to capture some of the stories of the high street, its businesses and business owners.

This material should be used by the chosen artist to help inform the development of the art trail, and similarly the artist's own proposal will help to inform the businesses that are engaged with.

The material gathered by the story collectors will be exhibited alongside the art trail in CPP Hounslow's Community Gallery Space, located in the Treaty Centre and Hounslow House. This material and the final artworks in the trail will be stored in the Local Studies archive following the project.



Who we are looking for:

- Practicing artists or designers, with experience of delivering high quality visual arts projects.
- A meaningful and unique response to the creative brief that highlights and engages with the stories of Hounslow High Street's businesses and communities.
- The selected artist will ensure that their process is open and collaborative, working with the Story Collectors who will be gathering oral and photographic content from the high street to support and inform the development of the trail artworks.
- The selected artist will hold Public Liability Insurance to the minimum value of £5M.

Fee

The artist fee for this project is £2000.

An additional materials budget is available for production of the artwork for display. Budget has also been allocated for the documentation and marketing of the project.

The artist will be supported by the CPP Hounslow Visual Arts Producer who will oversee the production of the art trail and accompanying engagement and exhibition of the Story Collectors.

The work covered by the fee will include:

- Creation of up to six works in response to the brief that will be exhibited in a trail on Hounslow High Street.
- Discussion of the response idea, format and outcomes with the CPP Hounslow Visual Arts Producer and Story Collectors.
- Liaison with the CPP Hounslow Visual Arts Producer and Story Collectors to ensure the response is developed in collaboration with the photographic and oral stories gathered.
- A short evaluation of the project (via an online form).

Schedule

- Application deadline: **11 November 2024 (23:59)**
- Preferred proposal selected and notified: **w/c 18 November 2024**
- Develop project timeline; meet with the Story Collectors to co-develop plans for story collecting and identify target businesses: **w/c 25 November 2024**
- Updated proposal presentation: **by w/c 16 December 2024**
- *First round of story collecting: 2nd-20th December (this will be completed by the story collectors and their output will be shared with the artist to inform the works)*
- Production period: **December 2024 – February 2025**
- *Second round of story collecting: 6-19th January 2025 (this will be completed by the story collectors and their output will be shared with the artist to inform the works)*
- Confirm locations & works for art trail: **by w/c 20 Jan 2025**
- Art Trail Opening: **8 March 2025**



These dates are subject to change. The artist will be supported by the Visual Arts Producer to realise their proposal. The trail will open in March 2025, with an opening event and marketing campaign – including online videos and printed material – to direct audiences to view the work. The works will be on display in shop spaces for a minimum of 6-8 weeks.

Apply

To apply, please complete the short application form (via google forms) including:

- Your contact details
- A short project proposal and outline of how you would approach the commission
- A pdf of images or examples of your work, these may deal with similar themes and ways of working or examples of works shown non-typical art spaces
- Monitoring data

Deadline: Monday 11 November 2024, 11:59pm

If you have any questions or would prefer to apply in another format, please contact:
will@watermans.org.uk

Additional information

Exhibition specifications and practical considerations

- Work exhibited must be able to withstand the environmental conditions of shop spaces, many of which will be high traffic environments.
- The artist should consider the experience of business owners and users and be designed in consultation with business staff. It should not interfere with the smooth running of those businesses.
- Artists must be flexible about the spaces in which they propose to show works, as permissions will need to be sought from businesses. Artists will be supported by CPP Hounslow and the Story Collectors to secure spaces. Works cannot be exhibited in outdoor public spaces.
- The exhibition should reflect the diversity of our audiences, including those with diverse physical abilities and those for whom English is not a first language.
- The exhibition must be suitable for audiences of all ages, and not contain sexual or offensive material.



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Please note, exhibitors are not expected to:

- Produce promotional materials such as posters.
- Install the work themselves, although they may be able attend the install to oversee the work.
- CPP Hounslow staff will sign off all materials relating to the exhibition, and the exhibition plan prior to the delivery of the work. We expect the artist to liaise closely with the team.

About Creative People & Places Hounslow

Creative People & Places Hounslow is an Arts Council funded programme aiming to increase engagement with arts and culture in the borough of Hounslow. Find out more about Creative People & Places Hounslow here: <https://www.watermans.org.uk/impact/creative-people-places/>

Our Visual Arts Programme presents new and original exhibitions in libraries, cafes and other public spaces across the borough. Visit www.hounslowvisualarts.org.uk for more information.



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