

Kent Cultural Baton 2009 – 2012

Artist's Brief

Introduction and Background Material

The Kent County Council Arts Development Unit, on behalf of the Kent Cultural Baton Project Management Board, seeks expressions of interest from artists to create and produce an original artwork that will be named the *Kent Cultural Baton*.

The Kent Cultural Baton Project Management Board comprises a range of partners including young people, the voluntary sector, local authorities and community champions whose combined knowledge and experience is informing the development of the project. The role of the Board is detailed further on page four of this brief.

Cultural Baton and Cultural Olympiad

Throughout 2009-2012, the *Kent Cultural Baton* will contribute to the Cultural Olympiad, which will celebrate British and International culture ahead of London 2012. It was a strong cultural offer that helped secure London as the Host City for London 2012. The Cultural Olympiad is made up of seven themes all of which the *Kent Cultural Baton* will in some way contribute to. The themes are:

- Encouraging audiences to take part
- Animating public spaces – through street arts, public art, circus skills, live big screen sites
- Bringing together culture and sport
- Using culture and sport to raise issues of environmental sustainability, health and wellbeing
- Honouring and sharing the values of the Olympic and Paralympic Games
- Encouraging collaborations and innovation between communities and cultural sectors
- Enhancing the learning, skills and personal development of young people by linking with education programmes

The Baton will also express the three values of the Cultural Olympiad. It will:

- celebrate London and the whole of the UK welcoming the world – our unique internationalism, cultural diversity, sharing and understanding;
- inspire and involve young people; and
- generate a positive legacy – for example through cultural participation, audience development, cultural skills, tourism and international links

Cultural Baton and the people of Kent

The Baton will play a role in engaging audiences and will be a contributory factor in raising the awareness of the cultural resources and activity within Kent.

- Once the commission has been completed, a diverse range of individuals and organisations from across Kent will be able to apply to host the Baton.
- The length of time it remains with each individual party is dependent on the reasons that they declare for hosting it.
- Hosts do not necessarily have to be exclusively cultural. The Baton should be accessible by representatives from a cross section of the community including youth groups, schools, scientists and individual performing and visual artists to name but a few.
- The London Organising Committee of the 2012 Games defines 21 sectors as 'cultural and creative', but admits that this list is not comprehensive. There is an aspiration for all 21 sectors to receive the Baton at least once during the Cultural Olympiad in Kent.(See appendix 1)

Launch planning

Please note that the first six months of the Baton's journey will be planned in advance of the launch in order to create momentum and raise the profile of the Baton.

It is vital that the Baton is designed in such a way that stimulates and retains press and public interest throughout its journey, and this should be given great consideration by the artist when submitting any proposal.

Outreach Work

Future Creative has been asked to create a programme of work around the Baton that will engage and inspire young people, whilst having a wider impact upon the surrounding community. It is envisaged that the project will work with three schools across Kent (representative of North, East and West Kent) and that it will inform the commission itself. More information available on Future Creative at <http://www.future-creative.org/>

It is expected that the shortlisted artists will be willing and available to meet with the young people involved in the outreach programme.

The Inspire Mark

We will be applying to the London 2012 Organising Committee to receive the official Inspire Mark, and discussions with the Creative Programmer for the South East, Caterina Loriggio have been positive.

The mark, awarded by the London 2012 Organising Committee of the Olympic and Paralympic Games, is given to selected innovative projects and events to celebrate their contribution to the spirit of London 2012 and its legacy. Being awarded the Inspire Mark signifies that the project has been selected to be part of the UK-wide Cultural Olympiad. Projects that are awarded the Inspire Mark will benefit from inclusion within national publicity and regional campaigns for the Cultural Olympiad.

Functional Requirements

- The Baton will be a touring artwork and therefore must be mobile, robust and sustainable.
- The scale and shape of the commission must take into account that it will travel around the county and needs to be accessible to a variety of communities of varying ages, abilities and backgrounds. The Baton should also be designed in such a way that the size and weight of the Baton does not make insurance and transport costs unsustainable.
- The Baton will often be photographed for the press and therefore must have visual characteristics that photograph well, including when its coverage may be printed in a monochrome publication.
- It must be long lasting and durable, and attention should be paid to ensuring that it meets all standard health and safety regulations. As far as possible, every effort should be made to ensure that it cannot be a target for vandalism – or at worst could reasonably withstand such attacks.
- All materials must be non-combustible and if metal is used, the finish must be galvanised and be of high quality.

Desired Outcomes and Achievements

- Increased profile and understanding of the Cultural Olympiad and of cultural activity within Kent
- Increased level of participation as the people of Kent are inspired to interact with the Baton
- Generation of interest in culture and in London 2012, thus engaging new audiences
- A collection of shared memories captured after 2012

Target Audience

The communities of Kent are the primary targeted audience. Interest from other parties will be also be generated and that is welcomed where it enhances the project.

Copyright and Detail of Ownership

The name, *Kent Cultural Baton*, has been registered as a trademark by Kent County Council. However, the copyright for the final design will remain with the artist. Kent County Council will retain ownership of the Baton and has control over the rights for any photographic reproduction required to promote the scheme.

Role of the Artist

The successful artist will be expected to:

- Develop their ideas in consultation with the Project Management Board and Project Management Team
- Have full creative responsibility for and control over the vision and its realisation in the completed work
- Attend all necessary meetings and relevant events, as reasonably defined in the agreed project plan and reasonably able within budget, and to provide written or verbal feedback as required
- Produce final designs for the commission including all technical details, costing, materials and other specifications plus a maintenance schedule giving details of any ongoing requirements
- Produce and create the commission, or where not directly involved in production and installation to be responsible for effective overseeing of that to completion
- Support and take part in the launch of the completed commission and any associated promotional events, including the provision of good quality images and textual material as requested, in a timely fashion

Role of the Project Management Board

The Project Management Boards' responsibilities will include:

- To agree the selection criteria
- To agree and endorse the artist's brief
- To shortlist the artists for interview
- To ensure the Board's diverse knowledge is made available to support the selected artist in the development of the work, while recognising the artist's full creative responsibility and control over the vision
- To support the artist by supplying information and material in a timely fashion in response to requests

- To maintain adequate and accurate records of decisions during the process, including budget management and timely issues of payments
- To ensure good and regular communications about the project
- To act as ambassadors for and heightening the profile of the *Kent Cultural Baton*
- To help to maintain consistent interest in and support for the *Kent Cultural Baton*
- To provide a link between their organisations and the *Kent Cultural Baton*
- To act as an information point for individuals and organisations who are potentially interested in acting as hosts for the baton, and then signposting applicants to further information / application details
- To identify and maximise networking opportunities for promoting the *Kent Cultural Baton*

Skills

The artist must be able to either demonstrate the ability or the willingness to develop the following:

- Ability to design interactive art that stimulates community involvement
- The capacity to undertake the work as laid out in the schedule provided and the ability to deliver the project within the allocated budget
- Experience and/or willingness to deal with press and other media
- Health and safety awareness

Timescale

Action	Dates
Place advertisements for expressions of interest	By Thursday 25 June 2009
Briefs distributed and outline responses received from artists	By Wednesday 29 July 2009
Shortlist / Invitation to submit detailed proposal	By Friday 14 August 2009
Detailed proposals from shortlisted artists	To be received by Friday 11 September 2009
Public consultation including an online vote of the shortlisted pieces that acts as the deciding vote of the selection panel	Monday 28 September to Friday 30 October 2009
Future Creative outreach programme (3 schools): 1 x inset day with teachers	Commences September 2009

6 x sessions in school	
Invitation to interview	Sent by Monday 9 November 2009
Interviews	Friday 20 November 2009
Appointment	By Wednesday 25 November 2009
Celebratory launch event involving Future Creative (including announcement of successful artist)	Thursday 3 December 2009
Production period	December to March 2010
Official Kent Cultural Baton Launch	March 2010

Fees, expenses and payments

Proposals will be judged on their individual merit and funding allocated accordingly. Additional funding from alternative sources will be sought if required.

The total budget allocated for the commission will cover the artists' fees, expenses, design and costs of fabrication, installation and management of the work. The artist will work on a self employed basis.

An additional £500.00 will be available to the shortlisted artists to enable the preparation of materials, including maquettes for the interview and consultation period.

Responding to the brief

Artists must initially submit a written expression of interest, including the following:

- outline proposal of a maximum of 500 words, setting out ideas and (where relevant) showing approximate dimensions, weight and a suggestion of materials
- an indicative timeframe for the production period and consequent creation of the work
- a current curriculum vitae
- a maximum of 8 jpeg images of previous work
- contact details of two referees

Applications should be emailed to

Lucy Hayward, Arts and Regeneration Officer, West Kent, Kent Arts Development Unit at Lucy.hayward@kent.gov.uk

Deadline for Initial Responses: **Wednesday 29 July 2009**

Shortlisted artists will be notified by Friday 14 August 2009 and will be required to submit a detailed proposal by Friday 11 September 2009. All shortlisted artists must be prepared to be CRB checked if the Project Board judge this to be necessary.

Interview Date: **Friday 20 November 2009**

For further information contact Lucy Hayward on 01622 696429

If you have specific access requirements and this is not an accessible format for your response, please contact Lucy Hayward by Friday 3 July via email or telephone to discuss your requirements.



Appendix 1

The London Organising Committee of the 2012 Games defines 21 sectors as being 'cultural and creative'. They are:

- Architecture
- Carnival and street theatre
- Crafts
- Dance
- Design
- Fashion
- Film and video
- Food
- Gardens
- Heritage and historic
- Environment
- Libraries and archives
- Literature
- Museums and galleries
- Music
- Opera
- Photography
- Poetry
- Science
- Theatre
- Visual arts