

## **‘Atmospheric Colour’**

### **Creative People and Places Hounslow Library Touring Exhibition Brief**

Thank you for your interest in CPP Hounslow’s touring exhibition programme, in partnership with Hounslow Library Service. We are currently inviting submissions from curators, artists, collectives or groups of artists to propose an exhibition of contemporary art on the theme of ‘Atmospheric Colour’.

We are looking for projects that are primarily about colour, whether pre-existing work, or work in progress. The project should offer an accessible way of looking at colour for audiences of varying levels of knowledge about art and colour, and different cultural experiences of what colour means.

This brief has been devised in consultation with the CPP Hounslow Visual Arts Programme Exhibitions Group, which includes library staff and members of the Hounslow Community. The Group is supported by a Visual Arts Producer.

The ‘Atmospheric Colour’ exhibition will tour Hounslow’s Libraries for up to two years. Exhibitor/s will be prepared to work with the Library Service, Exhibitions Group, and CPP Hounslow staff in developing and delivering the exhibition.

#### **Exhibitions could respond to the following ideas:**

- Proposals for exhibitions that respond to the theme of ‘Atmospheric Colour’. This could include works that use colour to convey mood, emotions, or a sense of wellbeing.
- The exhibition could explore the colours that have significance for people living in Hounslow (either culturally, socially or within the environment).
- The exhibition could function as a place of sanctuary or peace.
- We would like local people to feel engaged and inspired when experiencing the work.
- While the work in the exhibition doesn’t have to be specifically about Hounslow, we would like the interpretation of the work to be tailored to our local people and locality.
- The exhibition should show existing work, and any work that the artist may wish to produce can be proposed, but should be at a well-developed stage.

#### **Proposed projects should:**

- Be of the highest artistic quality, innovative and well-thought through.
- Adhere to the exhibition specification as closely as possible.
- Be developed with the Hounslow Exhibitions Group, and ensure that the Group is meaningfully included in the artistic and curatorial process. This could be through the selection of work, designing the exhibition, interpretation, and engagement activities. We are not looking for projects that use community participation in their creation.

#### **Who we are looking for:**

- Individuals (or collectives) practicing as curators or visual artists, with experience of delivering high quality projects in public spaces.
- The selected exhibitors will be prepared to work with the Hounslow Exhibitions Group throughout the process.
- The selected exhibitors will ensure that their process is open and generously communicated to the Group and CPP Hounslow throughout the project.

- We would like to ensure there is a continuous dialogue between the exhibitor/s, Hounslow Exhibitions Group and CPP Hounslow at all stages, with local people given space to express their opinions and ideas.
- The selected artist will hold Public Liability Insurance to the minimum value of £5M

### **Schedule**

- Application deadline: 12pm, Monday 2 November 2020
- Shortlisting: 7 November 2020
- Interviews: 10 December 2020 on Zoom
- Preferred exhibition selected: by 21 December 2020
- Meeting with Exhibitions Group: 7 January 2021, 11am – 12.30pm on Zoom
- Project to be developed and delivered: between January 2020 and April 2021
- Exhibition tours libraries: between May 2021 and November 2022

### **Budget**

- The fee available for planning and delivery of the exhibition is £1,000 (including exhibitor fees if the exhibition includes more than one artist)
- An additional budget for making the exhibition suitable for touring and for interpretation materials is available.

### **The development and delivery of the selected exhibition will involve the:**

- Discussion and a selection of available works (including any proposed new works) with the Hounslow Exhibitions Group, leading to the development of a detailed exhibition layout in collaboration with the Visual Arts Producer. This work will be conducted via video call and email.
- Specification of layout, framing and display of the exhibition
- Supply of high res images and text to be used for promotion
- Liaison with the Hounslow Exhibitions Group and CPP Hounslow staff on the interpretation material and text to accompany the exhibition
- Development of a digital/online version of the exhibition to be showcased on the Visual Arts Programme website in consultation with the Visual Arts Producer.
- Participate in any promotional activity, such as providing website and social media content, such as photos, writing, or videos, as best fits the project.
- Risk assessment of the exhibition.
- Attendance at a celebration event (either in person or online)
- Evaluation of the project (via phone call or email)

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, depending on social distancing guidelines)
- Move the work between venues (although we would like instructions, if it's felt this is needed).
- Create completely new work for the exhibition.
- Run workshops or participatory activities to develop content for of the exhibition.

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 in the delivery of the exhibition.

### **Exhibition specifications and practical considerations**

- Work exhibited must be able to withstand the environmental conditions of the libraries (therefore, unfortunately, we can't accept proposals for original paintings or other very fragile unglazed surfaces). The libraries are a high traffic environment, and need to be durable to withstand being moved between locations several times over a period of up to two years.
- There is a budget available for making the exhibition ready for touring, (which can include framing and fabrication of exhibition copies of work). Please indicate how work would be displayed so we have an idea of potential costs.
- The exhibition needs to be flexible in layout and content so they can tour to various locations.
- The exhibition should consider the experience of users of the library and be designed in consultation with library staff. It should not interfere with the smooth running of the library.
- 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.
- The selected exhibitor/s will ensure that the artwork is able to be shown on the existing exhibition boards that are installed in each library. Each library has four boards, each measuring 210cm (h) x 120cm (w), painted white. Work can be hung on both sides, giving a maximum 9.6m of linear hanging space. Photos of previous exhibitions are included below as an indication of how they can be configured and used. We recommend the maximum width of a flat work should be 110cm.
- The exhibition needs to take into account the display of signage and interpretation material on the boards, such as introduction panels, labels. The introduction information usually takes up one side of one board, and needs to be at least A1 size, although larger is recommended.
- Work in the exhibition needs to be attached with screws or nails, ideally using secure fittings such as Ryman locks or mirror plates. We are not able to resource the painting of the boards in a different colour. Velcro is not advised as a fixing material. The methods of display will be finalised and agreed in consultation with the Visual Arts Producer and Watermans' Technical Team.
- We are currently not able to show work that needs an electricity supply, although we have incorporated sound and moving image into projects successfully using online platforms and QR codes/AR software.
- We are currently not able to show work that needs to be handled by visitors.
- Three-dimensional work can be shown, but must take into account social distancing guidance, and utilise the exhibition boards in some way (e.g. as backdrops or supports etc).
- The selected exhibition must be safe, secure, and risk assessed in consultation with CPP Hounslow staff.

**Examples of previous exhibitions and configurations:**



**Context**

Creative People & Places is Arts Council England's major national investment in engaging new people and communities in the arts. In Hounslow it is a consortium of five organisations, including a community arts organisation, Hounslow Music Service, the local authority, and is led by Watermans.

The 10-year vision of Creative People & Places Hounslow (CPP Hounslow) is to build a confident, colourful and creative borough. This has been done by boosting arts capacity in the borough through: the development of four Local Advisory Groups in Feltham, Hounslow Central, Heston and Cranford and Brentford; putting on free, high quality outdoor arts events; supporting small arts organisations in Hounslow by giving small awards and 1:1 business support.



Hounslow is one of the most culturally diverse areas in the UK. It is significantly more diverse than other London boroughs.

### **CPP Hounslow Visual Arts Programme**

The Visual Arts Programme is made up of two elements: exhibitions by local and emerging artists in cafes, and a formal programme of touring exhibitions in Libraries.

### **Touring exhibitions in Hounslow Libraries**

The Visual Arts Programme delivers at least three exhibitions per year to a network of up to six libraries. The exhibitions focus on presenting high quality work by practicing artists. Exhibitions need to be relevant to the local community, and are usually accompanied by an engagement strategy including events, workshops and storytelling. The exhibitions programme is jointly led by Hounslow Libraries and Watermans and supported by a Visual Arts Producer with a coordinating group of local people. Annual data to April 2017 for Hounslow libraries show they have 54,000 active users and 954,000 visitors per year. 61% of these active users are from BME communities.

Selected exhibitions will tour the libraries for up to two years, and will be curated by the Hounslow Exhibitions Group made up of members of the Hounslow community and library staff. Artists will need to be prepared to work with this group in developing and delivering the exhibition.

We accept proposals from curators, artists, collectives or groups of artists to propose exhibitions for the programme. We can accept group proposals, but applicants should consider how the fee would be split between exhibitors.

**Please visit our website: [www.hounslowvisualarts.org.uk](http://www.hounslowvisualarts.org.uk) to see more about our exhibitions and events.**

**To apply, please complete [the application form](#) (via google forms) including:**

- Your contact details
- Professional references
- Your CV
- Images of proposed works
- A detailed explanation of the proposal
- An artist/curatorial statement

**Please also complete the [Equalities Monitoring Form](#)**

**If you would prefer to apply in another format, please contact [daisy@watermans.org.uk](mailto:daisy@watermans.org.uk)**