

Colour Chart Project

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 individual artists or collectives to propose a project for creating a colour chart inspired by the London Borough of Hounslow. This could be a cultural chart, a geographical one, or based on a specific theme such as food or plants. Whatever form the final work takes, it should reflect Hounslow's diverse communities. The final chart/s should fill the exhibition space available (set out in the brief below).

The project should be researched 'on the ground' in Hounslow in consultation with the Hounslow Exhibitions Group and local communities. This could take the form of surveys, interviews, field work, workshops or any other format the artist might find useful.

Responses to this theme can be made in any 2-D print media. Work can be either hand or digital origination, with the final outcome being digitised and printed for display. Work should also be adaptable to be shown on other forms of signage such as digital display boards, banners, posters, or postcards.

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 exhibition selected from the responses to this brief will tour six of Hounslow's Libraries for up to two years.

The selected artist will need to be prepared to work with the Library Service, Hounslow Exhibitions Group and CPP Hounslow staff in developing and delivering the exhibition.

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.

Who we are looking for:

- Practicing artists or designers, with experience of delivering high quality visual arts projects in public spaces.
- The selected exhibitors will ensure that their process is open and generously communicated to the Hounslow Exhibitions Group throughout the project.
- The selected artist will hold Public Liability Insurance to the minimum value of £5M

Fee

The artist fee for this project is £1,500 (7.5 days at £200 per day, with two days for research, five days for creating and producing the work, and half a day for meetings and evaluation). This will be paid 50% upfront in April 2023, and 50% on delivery of the exhibition in January 2024.

An additional materials budget is available for production of the artwork for display.

The artist will be supported to create and produce the work by the Hounslow Exhibitions Group and CPP Hounslow Visual Arts Producer.

Schedule

- Application deadline: **18 December 2022**, 5pm
- Shortlisting: January 2023
- Interviews: 2 February 2023
- Preferred proposal selected: March 2023
- Work carried out: April – September 2023
- Final artwork/layout delivered: October 2023
- Production: November - December 2023
- Exhibition tours libraries: between January 2024 – approx. December 2026

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

- Discussion of the project format and outcomes with the Hounslow Exhibitions Group, leading to the development of a final artwork/s.
- Research conducted in London Borough of Hounslow, based on discussions/input from the Hounslow Exhibitions Group.
- This will include developing a final exhibition layout in collaboration with the Visual Arts Producer. This work will be conducted via video call and email.
- Specification of layout and display of the exhibition.
- Supply of high res images and text to be used for promotion
- Liaison with Hounslow Exhibitions Group and CPP Hounslow staff on the interpretation material and text to accompany the exhibition
- Participate in any promotional activity, such as providing website and social media content, such as photos, text, or videos, as best fits the project.
- 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).

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 of 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 flat works are no more than 110cm wide.
- 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.
- The selected exhibition must be safe, secure, and risk assessed in consultation with CPP Hounslow staff.

Examples of previous exhibitions:



Images: above Vibrant Landings at Feltham Library, below HOME at Hanworth Library; photography by Cristina Schek

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 to see more about our exhibitions and events.

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

- Your contact details
- A pdf of images or examples of your work, and an outline of your proposal and approach to the project
- Monitoring data

By 5pm, 18 December 2022.

If you would prefer to apply in another format, please contact daisy@watermans.org.uk