

# **‘Celebrating Milne’ Public Art Commission Brief**

## **Objective**

To create a piece of public artwork on vitreous enamel panels, exploring the life and work of English Geologist John Milne. 2013 is the commemorative year of John Milne’s life and work which is relatively unknown on the Island, with a programme of events being planned to raise Milne’s profile and celebrate his work on a locally and nationally. This Public Art commission, funded through Section 106, offers the chance for an artist to reinterpret Milne’s work for a contemporary audience, which may potentially become a part of the commemorative celebration.

## **Project Definition**

To design and produce artwork onto three vitreous enamel panels:  
1600 x 1400 x 25mm flange panel, sprayed white (x2 panels)  
2900 x 500 x 25mm flange panel, sprayed white (x1 panel)

**Site:** The panels are to be displayed at Little London Car Park, Sea St, Newport, Isle of Wight PO30 5BD on the outer facing corner wall of the town centre car park adjacent to Quay Arts. See background notes for photo and location details.

## **Artistic Scope**

The artist may consider the following in their design:

- Milne’s legacy and body of work; for example his work based around geology, the horizontal pendulum seismograph and other technology, his travels and body of glass plate photographic images housed at Carisbrooke Castle Museum.
- Locations. The local character of the site which is near Newport Quay and part of a conservation area; Milne’s local connection, namely his laboratory and home at Shide and studies of earth movement at Pan Chalk pit.
- Making the design relevant to a contemporary local audience and capturing their interest in John Milne’s legacy.

## **Background Information:**

Read separate attachment for information about the site and about Milne’s life and work.

**Studio Production:** The enamel panels will be constructed at AJ Wells & Sons Enamel department. The winning artist will have five days studio time using ink, drier, professional support and two firings per panel. AJ Wells & Sons’ vitreous enamel is available in a wide range of colours – plain or with screen printed graphics (block and 4 colour photographic images). The tough surface is achieved by fusing glass particles to sheet metal or cast iron by firing it at a temperature in excess of 800°C. This results in a surface that is incredibly hardwearing to all the elements, making it suitable for displaying in out-door locations for long periods of time.

## **Budget**

- Stage One – three shortlisted artists to receive £200 each to develop initial concept into a design which will go to public vote.
- Stage Two, Finalist - Artist’s fee £2500 to include research, design and five days studio time, and any art materials used in the design process.
- Studio time and production of Enamel Panels at AJ Wells & Sons is covered separately and paid direct by the commissioner to the company.

- Travel budget up to £200 for mainland artists, and accommodation allowance also available for mainland artists only.
- No additional materials budget.

### **Selection Process**

We are looking for submissions with a strong initial concept, that meet the criteria below, plus a short written description of your ideas. Carefully read the criteria and submission requirements below.

After the deadline, a selection panel will shortlist three artists using the selection criteria listed below. The three successful shortlistees will receive £200 each to develop their initial design concepts, which will be taken forward to a public vote via online media and at the Quay Arts box office, Sea St, Newport. The public will have one month to vote for their favourite design.

Applicants need to be available at end of May / beginning June to work up designs if shortlisted, and the winning artist must be available to finalise their design from mid July – mid August, and for studio production in August; all dates to be confirmed. Flexibility is required in case of any unforeseen delays. See Project Timing Guide for details of timescales.

### **Selection Criteria:**

#### **1. Creative Concept and Deliverability**

Strength and relevance of initial concept for a contemporary audience. Potential for concept to translate onto enamel, and suitability, both for the public realm and for this particular site.

#### **2. Consideration of the Commission Brief**

Consideration given to the local character of the site which is part of a conservation area. Creative interpretation of Milne's legacy as outlined in the brief and background material, and its relevance to a public audience.

#### **3. Experience**

Previous artistic experience, including strength and relevance of previous work. Proven experience of working within the public realm, or potential to undertake outstanding work for the public realm.

#### **4. Strength of Vision and Impact**

Potential for visual impact and excellence, and to capture the public's interest in the artwork and its story, with a fitting legacy for John Milne's work.

### **Submission Requirements:**

To submit, please send:

- Initial design concept, taking into consideration the three panels and differing dimensions (See project definition for dimensions, and photo on the 'background' sheet). Please note, you may want to approach this as one triptych-style design, or as a separate design for each of the panels. Show your approach clearly in your submission.
- A short written outline of your concept (max 250 words)
- Your CV

**Email preferred, MAX 5MB** to [nina.cullinane@iow.gov.uk](mailto:nina.cullinane@iow.gov.uk)  
JPEG, PDF and Word files only

**By post, MAX A4 size images (or A3 folded) to:** The Arts Unit, Guildhall, High St, Newport, Isle of Wight, PO30 1TY. Include SAE if return required at later date. **IMPORTANT NOTE** recorded or special delivery is not guaranteed to be received as no reception at building, email me a back up copy or telephone / email to check delivery on 823813.

The shortlisting panel will meet to review all submissions and shortlist three finalists; if you have not heard back by **06/06/2012** please assume that your submission has not been accepted.

**Submission Deadline:**  
**18/05/2012**

**Artist's Role:**

The artist chosen by the public to complete the commission will start work on the final design from mid-July. Please note flexibility is required regarding dates in case of unforeseen delay. The artist will report to the steering group for feedback on the design during this time, and on completion, will present the work to the Selection Panel in August with option for up to two revisions. On acceptance of final design, studio time of up to five days with AJ Wells Vitreous Enamel Team to prepare work. Panels to be fitted by AJ Wells; see schedule for further details.

**Roles of Project Commissioner & Steering Group:**

The artwork is being commissioned by Isle of Wight Council. Project commissioner and primary point of contact for artist is Nina Cullinane, responsible for contracting and paying the artist and managing the project. The steering group for the project are Jacqui Cusack, Georgia Newman and Nina Cullinane, who support and advise on delivery of the project. The panel selecting the initial shortlisted artists and signing off the final work are listed at bottom of page.

**Key Contact:**

Nina Cullinane, IOW Council Arts Development Officer  
[nina.cullinane@iow.gov.uk](mailto:nina.cullinane@iow.gov.uk) 01983 823813

**Project Timing Guide** (exact dates to be confirmed on project initiation and may be subject to change in consultation with all parties):

a) Deadline for Submissions	Friday May 18th
b) 3 shortlisted artists work up final submissions	2 weeks: End May – Mid June
c) <b>Public Vote (1 month)</b> 3 artists' designs available to view online and at Quay Arts Box Office	Mid June – Mid July
d) Artist develops final design	TBC Mid July – Mid August
e) ► artist report to Steering Group x 1	
f) PANEL - final design approval meeting	TBC – Mid Aug
g) Production at AJ Wells	TBC – Mid / End Aug
h) Installation	TBC – Aug / Mid Sept

### **Specific Requirements**

artist must hold an up-to-date Public Liability Insurance (worth min £5 million), and provide a copy of this.

Schedule may be subject to unforeseen change, and the artist should be flexible to allow for this.

The artist must not exceed the studio time allocated, and must deliver the artwork within the requested time period. Final design is subject to approval by the selection panel and to two revision stages if required. The artist is not expected to provide ongoing maintenance to the panels.

### **Public Consultation Feedback:**

It should be noted that we aim to link with Newport Parish Council to connect this project with a memorial stone planned for the Shide area, and also that Milne's link with Shide is an important part of Milne's history and connection with the Isle of Wight. We have noted this within the 'Artists Scope' in this brief as something the artist may choose to consider in their design.

### **Key Web Links:**

<http://www.ajwells.com/>

<http://www.historicimages.co.uk>

<http://www.quayarts.org>

### **Shortlisting Panel:**

1. Nina Cullinane, IOW Council Arts Development Officer
2. Jacqui Cusack, Quay Arts Education Officer
3. Georgia Newman, Quay Arts Exhibitions Organiser
4. Patrick Nott, John Milne expert and Commemoration Organiser
5. Claire Hector, Natural Enterprise
6. Julie Jones-Evans, Ward Councillor for Newport Central & Isle of Wight Council