

## The Forum, Birmingham, January 2019

### Site Specific Art Commission

#### 1. INTRODUCTION

The Forum is a newly developed city centre residential apartment block in Birmingham. Comprising 333 studio, one and two bed apartments for rent. This development is the first apartment block in Birmingham to be solely built for the private rental market, boasting high level attention to a concierge led residential experience of living.

The development is owned by Pratzia Immobilien AG, a German-based property investment fund active across Europe. They are invested in creating a community led experience for this residential development and as a single landlord in a multi-occupancy building are committed to investing in the connection and emotional impact of the building upon its' community of residents.

#### 2. SITE: THE FORUM

The Forum boasts a number of communal spaces. Pratzia wants to commission artists to directly respond to these communal spaces, the fabric of the building and evolving community life. They want to work with artists to create interest in these areas and bring them to life. Working with Grand Union, they would like to commission new artwork produced specifically for The Forum.

As part of the first phase of works, we are looking to commission site specific artworks for 3 areas of the building:

1. Communal staircases; there are four staircases at the 11-storey building. They would like to encourage people to use the staircases and will be teaming up with organisations like Step Jockey to encourage residents to make this part of their fitness regime. Artwork could reflect this. Artwork should also provide 'wayfinding',

so those using the staircase know which floor they are on and can differentiate between staircases.

## 2. Car park and Bike Storage

These areas comprise two long feature walls one at the entrance to the underground car park (currently painted white). There is also a wall behind standing bike racks (currently painted white)

## 3. Residents' Gym

There is a foyer outside the gym, and (limited) wall space within the gym area

Patrizia are seeking proposals from individual artist/s and groups for each individual listed area or a comprehensive proposal for the whole site. Shortlisted artists will be invited to visit the site before submitting their finalised proposal.

## 3. THE CLIENT -PatriziaAG

As part of the design and development process at The Forum, Patrizia felt it was important to build a sense of community and 'togetherness' for the residents and where possible reflect healthy approaches to living - so want to develop commissions that consider widely how artwork could reflect this philosophically.

At this stage they do not wish to impose restrictions on what the artwork might or might not be. However, it is important that the work in some way taps into, or is inspired by, the fabric of the building itself, and its' locality in the heart of city centre. The work should be site-specific in a real sense – a work that resonates with The Forum, and would not be found elsewhere.

On the understanding that any new piece of work may be in place for some time, we would want the work to be dynamic, challenging, bold, innovative, and founded on a strong concept – it is important that residents and visitors to the building don't become blasé about the work and for it to fail to register on the eye or the mind after its first few viewings.

One thing to be aware of is that the area/s where the proposed work will be placed are in communal parts of a residential development building and will be accessible by all. So imagery that may upset or disturb should be avoided.

We would also like to emphasise some of the things the work should *not* be; it should not be 'corporate' – this is not an advert for Patrizia in any explicit way. It should not necessarily be 'safe' – we would encourage the shortlisted artists to push some boundaries and challenge the viewer.

#### 4. EXPRESSION OF INTEREST

TO EXPRESS an interest please send in **ONE PDF** document:

- an overview of you and your practice
- your interest and experience in working to commissions (up to 300 words)
- up to 5 images of recent work or web links
- A current CV

**DEADLINE MIDDAY SUNDAY 10TH FEBRUARY 2019**

**Email to: [info@grand-union.org.uk](mailto:info@grand-union.org.uk)**

If you are shortlisted to develop a proposal Patrizia will pay a nominal sum of £200 plus VAT to each of the shortlisted artists for their detailed proposals.

#### 5. PROGRAMME / KEY DATES

- Meetings on site between interested artists, shortlisted artists, Grand Union, and Patrizia – Jan 2019
- Expressions of interest; submission **deadline 10th Feb 2019**
- 3 Shortlisted artists selected to develop detailed paid proposal Feb 2019
- Submission of Detailed Proposal, **deadline 8th March 2019**
- April/May/June Artwork Production
- July/August Installation and Launch Event

#### 6. BUDGET

The total budget for the 3 potential areas for the commission is currently set at £15,000 plus VAT, to cover;

- artists fees - production costs - expenses (site visits) - delivery of completed work to site
- 3 shortlisted artists will be invited to produce a proposal that works to this budget
- Installation costs will be agreed with Client

## **7. Pratzia SUPPORT**

If required, Pratzia Building Services will be able to advise on structural issues, or anything related to provision of power to the proposed artwork.

We will also make every effort to facilitate further site visits.