

STREET CANVAS

Northolt
2024-2025

VISIONS FOR NORTHOLT

The Northolt Public Art Project is a transformative initiative designed to infuse the landscape of Northolt with dynamic and engaging public artworks. Developed in collaboration with local stakeholders, artists, and community members, this project aims to celebrate Northolt, foster community engagement, and enhance the aesthetic appeal of public spaces.

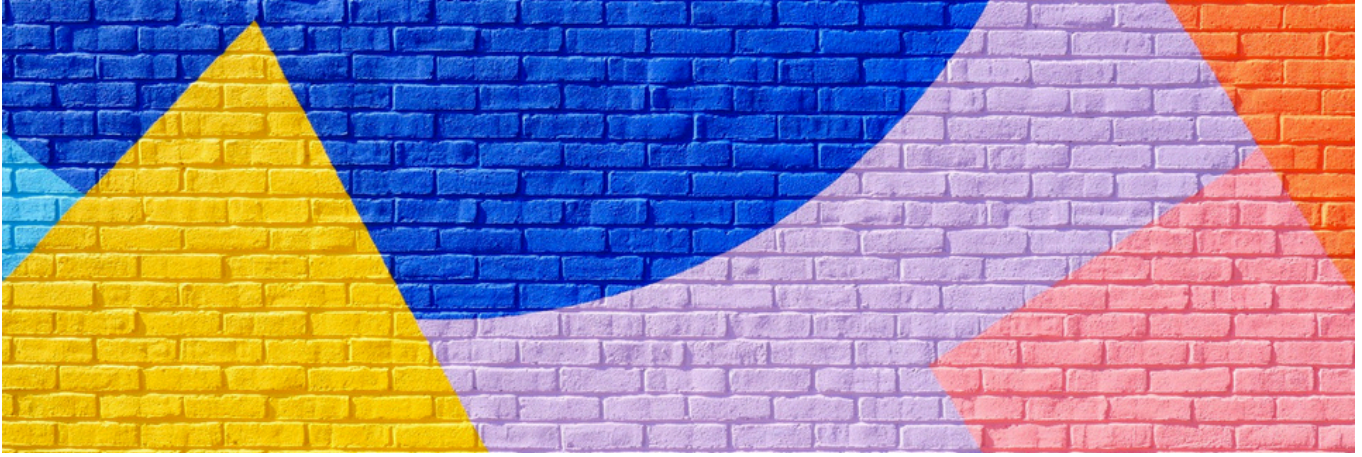
The Public Art Project seeks to create meaningful connections between art, people, and place.

THEMES

The creative brief for the Northolt Public Art Project centers around the following themes:

1. Celebrating Heritage: Highlighting Northolt's historical landmarks, traditions, and stories that contribute to its unique identity.
2. Northolt's People and Diversity: Celebrating the vibrant and diverse community of Northolt, including its multicultural heritage, traditions, and contemporary experiences.
3. Identity and History: Exploring the evolving identity of Northolt and its residents over time, including personal narratives, memories, and reflections on community life.
4. Green Space Heritage: Recognising the significance of Northolt's green spaces, parks, and natural landscapes as integral components of the community's heritage and well-being.





ESSENTIAL SKILLS

To ensure the success of the Northolt Public Art Project and the effective realisation of its goals, we are seeking artists with the following essential experience and skills:

EXPERIENCE

Proven track record of working on projects in the public realm or exterior settings. Familiarity with outdoor environments, weather considerations, and site-specific challenges is essential.

SIMILAR SIZED

COMMISSIONS:

Demonstrated experience in creating and delivering commissions of a similar scale to those outlined in the Northolt Public Art Project. Previous projects showcasing successful completion of comparable-sized installations will be advantageous.

PUBLIC LIABILITY INSURANCE:

Applicants must have relevant public liability insurance, which can be obtained or updated once commissioned if not already in place.

TECHNICAL REQUIREMENTS:

Proficiency in understanding the technical requirements involved in the creation, installation, and long-term maintenance of public art. Knowledge of materials, structural considerations, and safety regulations is essential.

BUDGET MANAGEMENT

SKILLS:

Experience in creating and managing budgets for art projects, including outlining production schedules, materials, installation costs, and other expenses or requirements. Ability to work within budget constraints while delivering high-quality artwork.



ESSENTIAL SKILLS

RISK MANAGEMENT

Proven experience producing and managing Risk Assessments, Method Statements, Event Plans, and where relevant, COSHH RA's, for artworks produced in public realm locations.

QUALITY OF DESIGN AND CONCEPTUAL REALISATION:

A strong portfolio demonstrating excellence in design, whether in 3-dimensional mediums, murals, digital art, or light installations. Ability to conceptualise and realise innovative, thought-provoking artworks that reflect the project's themes and resonate with the community.

ACCESS

Artists requiring use of access equipment must show (a) relevant training and certification, as appropriate, to use necessary equipment (e.g. current relevant IPAF and (b) be able to demonstrate previous experience using comparable equipment for making artworks

COLLABORATIVE SKILLS

Ability to work effectively with different partners, including community groups, local authorities, and project stakeholders. Strong collaborative skills and a willingness to engage with diverse perspectives and interests.

SUBMISSION REQUIREMENTS

Note to Artists:

Before submitting your application, please ensure that you **review the Essential Skills** page **to confirm that you meet all submission requirements.** Your adherence to these essential skills is crucial for consideration in the Northolt Public Art Project. Thank you for your attention to this matter.

Artists Are Required to Submit:

Step 1:

- **Expression of Interest** (EOI) including initial ideas and approach.
- **Portfolio** showcasing relevant experience and previous works.
- **CV and Artist Statement.**
- Completion of the **Equal Opportunities Monitoring Form.**

Step 2:

- **Detailed proposals for site-specific installations, indicative budget and programme.**

PROJECT OUTLINE

- Artists submit an **EOI (Expression of Interest)**
- Artists must satisfy the requirements outlined in the '**Essential Skills**' document to qualify for consideration.
- Panel Review:
- A **stakeholder panel**, including representatives from various organisations and the community,
- **Shortlisted artists** engage in **Detailed Site-Specific Project Development:**, considering technical specifications, budgets, and community engagement
- Articulation work with the project team to **secure necessary permissions and approvals** for proposed artworks.
- **Commission for Artworks for Approved Sites:** Contracts are finalised with commissioned artists, outlining project timelines, budgets, and deliverables.
- **Community Engagement by Artists:** outreach and involvement activities to ensure the artworks resonate with local residents.
- **Creation of Artworks:**
- Artists create and install the artworks, engaging young people in the process through the Each 1 Teach 1 initiative.
- **Unveiling:** completed artworks are unveiled to the public, marking the culmination of the project and celebrating community pride and identity.
- Collaborating with the Project Team to Draw a **Cohesive Narrative:** Throughout the project, artists collaborate with the project team to weave a cohesive narrative that ties together the multiple sites and the project as a whole.

3 COMMISSIONS:

site 1. Northala Fields

Totem

Tree Stump Dimensions: Height 250cm x Diameter 180cm
Address: Northala Fields, Kensington Road, Northolt, UB5 6UR.



site 2. Islip Manor Park Entrance

Gateway/ Noticeboard

Fencing Dimensions: Height 170 cm (not including curves on top)
Width of each panel (Right to left) :
Right Panel 135cm. Gate 145cm. Gate 125cm - 125cm Gate 145cm. Left Panel 135cm.
Address: Islip Manor Park, Mandeville Road, Northolt, UB5 4AA.



sites 3. Northolt Station Bridge

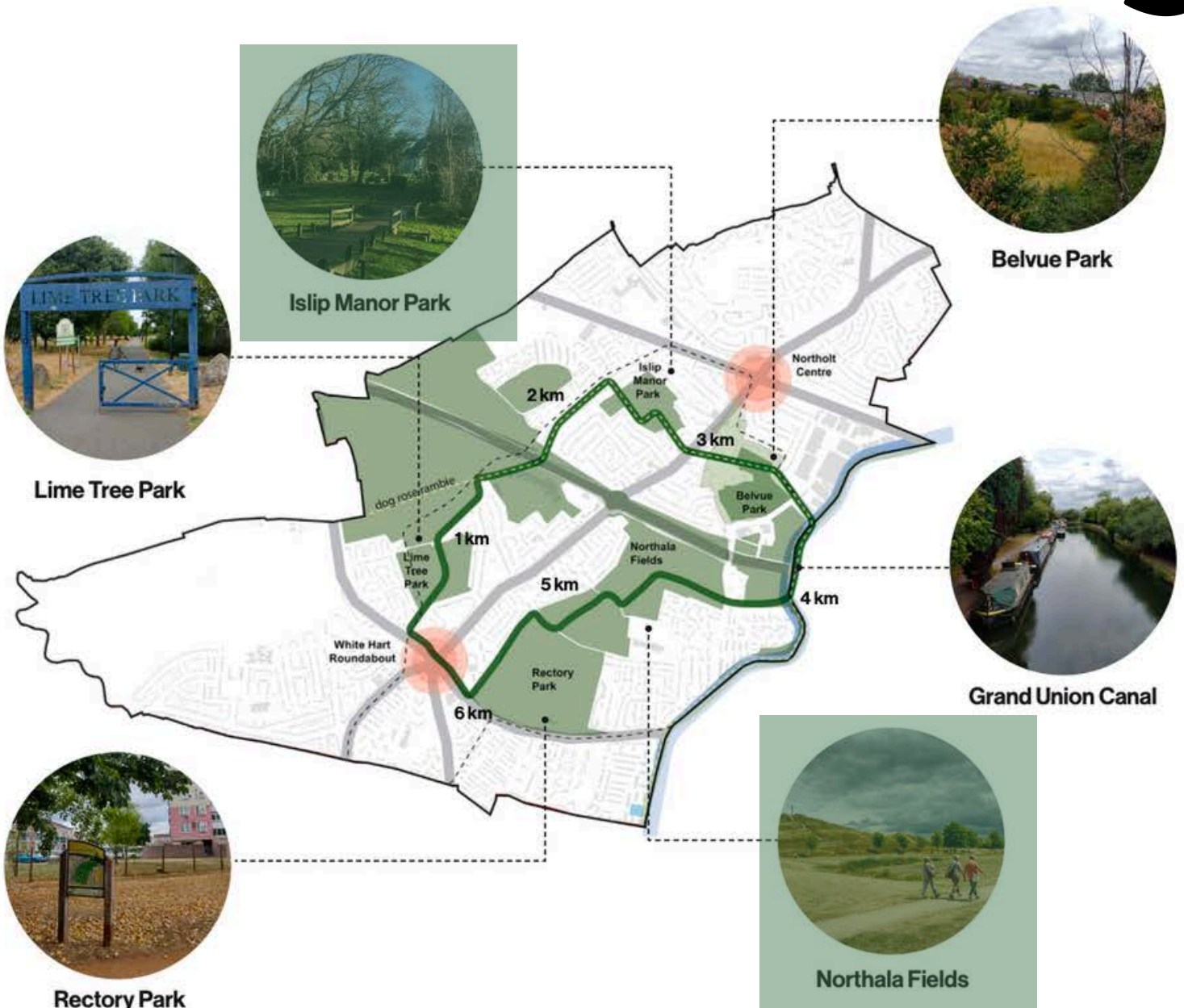
Mural

Bridge Wall Dimensions: Height (150cm - End Height 180cm) x Length 40m
Address: Northolt Station Bridge, Mandeville Road, Northolt, UB5 4AA.



2 of the 3 Public Art locations: **Northala Fields** and **Islip Manor Park Entrance** are integral to the Green Ring, a new 6.3km circular route connecting six parks in Northolt. The Green Ring aims to improve connectivity between green spaces, enhance air quality, promote biodiversity, and encourage active travel. By establishing new urban greening, wayfinding signage, and pedestrian/cyclist connections along the route, the project contributes to climate action initiatives and supports health and environmental objectives. Additionally, the Green Ring will intersect town centers and unite valued green spaces, providing a cohesive framework for future climate-focused projects in the area.

2 sites. in The Green Ring



Northala Fields is renowned for its innovative design, featuring four man-made hills constructed from recycled materials. Artists can draw inspiration from these sculptural landscapes, creating artwork that echoes the park's distinctive forms and textures.

site 1.

Northala Fields

Totem



Tree Stump Dimensions: Height 250cm x Diameter 180cm
Address: Northala Fields, Kensington Road,
Northolt, UB5 6UR.

CONSIDERATIONS

site 1. Northala Fields

Sculptural Landscapes:

Northala Fields is renowned for its innovative design, featuring four man-made hills constructed from recycled materials. Artists can draw inspiration from these sculptural landscapes, creating artwork that echoes the park's distinctive forms and textures. References to materials such as concrete, steel, and recycled glass will celebrate the park's sustainable ethos and environmental stewardship.

Elevated Perspectives: Northala Fields offers panoramic views of the park's rolling hills, lakes, and views of London. Artwork that captures these elevated perspectives will evoke a sense of awe and wonder, inviting visitors to pause and take in the beauty of their surroundings. References to natural elements such as water, earth, and sky will resonate with visitors and inspire a deeper connection to the natural world.

Community

Northala Fields welcomes visitors from both local and national communities regularly, so proposals should appeal to a diverse audience. Following the construction of the mounds, the park has become a beloved retreat for families seeking nature and recreation. The tree carving should embody community spirit, welcoming all with inclusivity and unity. It should reflect the park's rich diversity and connections, inviting visitors to appreciate its natural beauty and forge meaningful bonds.



Green
Space
Heritage

By harmonising these elements, the artwork at Northala Fields Entrance will not only enhance the park's aesthetic appeal but also deepen the sense of community and connection among all who visit, embracing diversity and fostering unity within its tranquil surroundings.

Situated in the heart of Northolt, Islip Manor Park offers a peaceful retreat from the urban hustle and bustle. The artwork should aim to enhance this welcoming atmosphere, inviting everyone to explore and connect with the area's heritage and local character. It's an opportunity to create a lasting impression and foster a sense of belonging for all who enter the park.

site 2.

Islip Manor

Park Entrance

Gateway / Noticeboard



Fencing Dimensions: Height 170 cm (not including curves on top)
Width of each panel (Right to left) :
Right Panel 135cm. Gate 145cm. Gate 125cm - 125cm Gate 145cm. Left Panel 135cm.

Address: Islip Manor Park, Mandeville Road,
Northolt, UB5 4AA.

CONSIDERATIONS

site 2. Islip Manor Park Entrance

Natural Beauty and Biodiversity:

Celebrate the natural landscape and ecological diversity of Islip Manor Park. Explore themes of environmental stewardship and conservation.

Community Gathering and Recreation:

Highlight the park's role as a communal space for leisure, recreation, and social interaction. Explore the diverse activities and events that take place within the park, from picnics and sports to cultural festivals and performances.

Wayfinding to Promote Sustainable Transportation :

The public art should function as a form of wayfinding, serving to encourage residents to choose walking, cycling, or public transportation over driving.

Gateway and Transition:

Consider the park entrance as a gateway to nature and relaxation. Reflect on the transition from urban surroundings to greenery-filled landscapes. Explore themes of tranquility, rejuvenation, and escape from the hustle and bustle of city life.

Park Accessibility and Inclusivity:

Address the importance of creating inclusive and accessible spaces within the park. Consider the needs of all community members, including children, elderly individuals, and individuals with disabilities. Explore ways to enhance wayfinding and navigation for visitors of diverse backgrounds.



The artwork should serve as an engaging gateway nodding to: The transition from an Urban space to nature; Wayfinding to Promote Sustainable Transportation; Accessibility and Inclusivity.

Northolt Station Bridge serves as a vital entry point to the community of Northolt. As individuals and commuters traverse this bridge daily, it presents a unique opportunity to enhance their journey and create a sense of place that celebrates the rich history and heritage of Northolt. The artwork to be installed on the bridge aims to create a welcoming atmosphere for visitors and provide visual cues to demarcate crossing points on the pavement. It seeks to transform the bridge into an engaging space that reflects the diversity, identity, and spirit of Northolt.

site 3.

Northolt Station Bridge

Wall Mural



Bridge Wall Dimensions: Height (150cm - End Height 180cm) x Length 40m

Address: Northolt Underground Station,
Mandeville Road, Northolt, UB5 4AA.

CONSIDERATIONS

site 3. Northolt Station Bridge

Village Green Heritage:

The Village Green with its close proximity to station bridge holds historical significance as a communal space where residents gather for events and celebrations. Artists may explore the history of the Village Green and incorporate elements that pay homage to its heritage, such as depictions of community gatherings, traditional festivities, or landmarks that surround the green space.

Community Spirit & Young People :

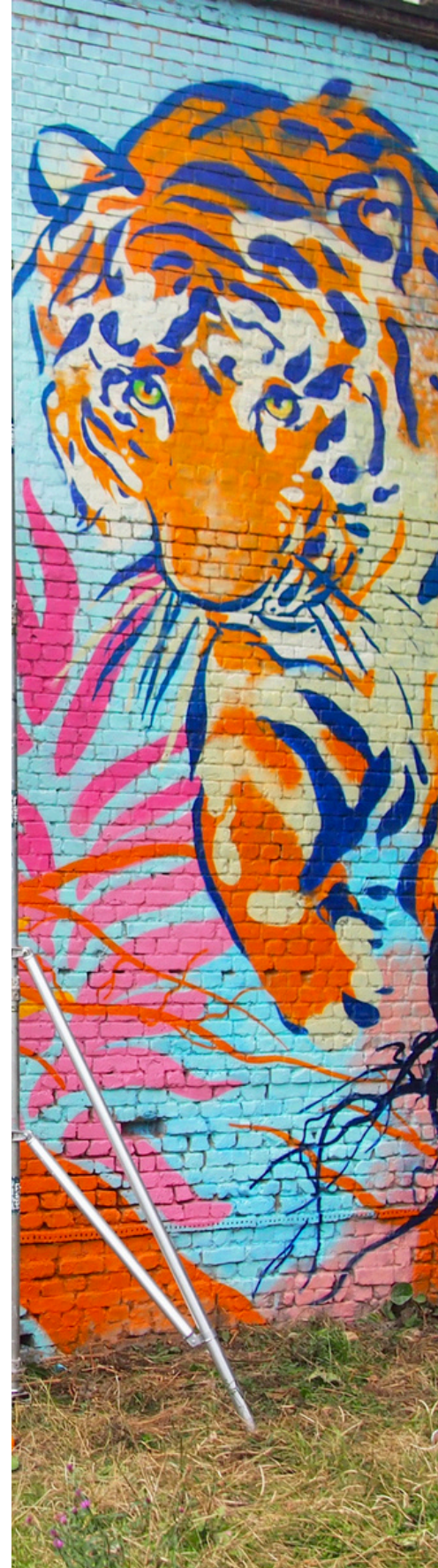
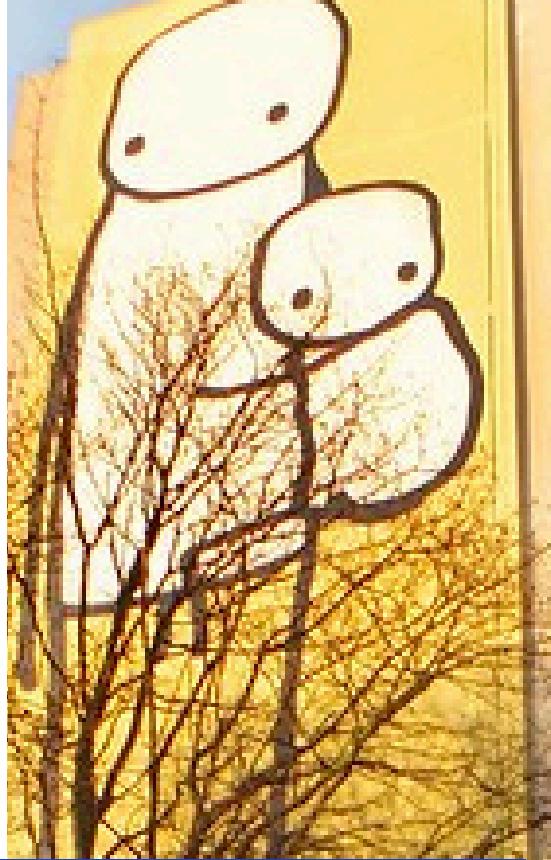
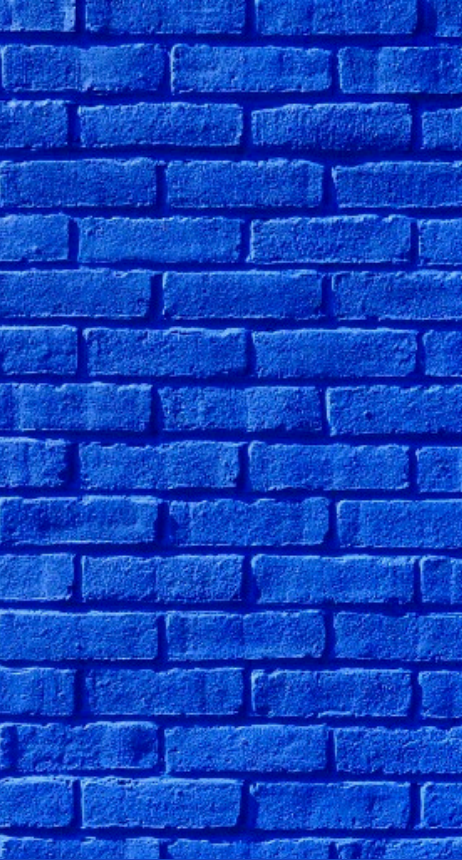
The Station Bridge art installation should reflect the broader community's spirit and local pride. It could also incorporate elements that resonate with young people, who contributed to the creation of the Station Bridge signage soon to be installed here.

Wayfinding and Pavement Crossings:

The bridge serves as a pedestrian thoroughfare, connecting different parts of Northolt. Artworks installed on the bridge should consider practical elements such as wayfinding and pavement markings to guide pedestrians safely across the bridge. Artists may explore creative solutions such as murals, 2D imagery, or bespoke wayfinding elements integrated into the artwork to fulfill this functional aspect while adding aesthetic value to the space.

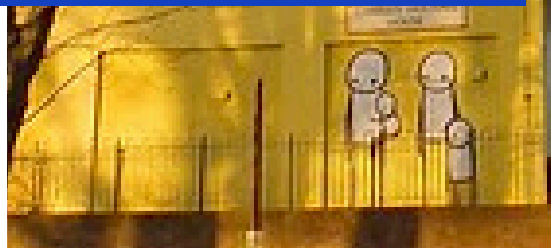


By weaving together these elements, the artwork on Northolt Station Bridge will create a welcoming atmosphere while celebrating the community's history, culture, and identity.



Email your
Expression of
Interest by
06/05/24 to:

RACHEL@ARTIFICATION.ORG.UK



For further details on submission requirements see :

- Essential Skills
- Submission Requirements
- Project Outline