

HOME SLOUGH

HOME Slough: Street Art Commission

Commission to design and create an original public street art mural in Slough and deliver street arts workshops, in collaboration with the local community.

Slough is one of the fastest changing boroughs in the country. It has big plans for its town centre redevelopment, with Crossrail and a new airport runway opening in the future. However, Slough's young, diverse and vibrant population with its creativity is the town's true asset.

This Street Art Project should reflect this through moments of artistic brilliance and ability to transform the space.

The Project aims:

- To create an excellent artwork reflecting a positive image of Slough as the home of an eclectic, open and resourceful community.
- Open up opportunities for Slough's new street artists
- transform the town centre's unused spaces, such as hoardings and walls, bringing the image of change, openness and positivity

Background: **HOME Slough**

HOME Slough is one of 21 independent **Creative People and Places** projects created to bring more arts and culture engagement to the local area residents. It is funded by Arts Council England with an investment from the National Lottery. Creative People and Places organisations are led and influenced by their local communities.

Within its first three years HOME has delivered outdoor festivals and created new visions of Slough through events, performances, music, poetry and digital art. With its new venue HOME on the High Street the project has gained a hub for local creativity.

Background: **Slough**

In a nutshell – Slough is the home of many recognisable brands: from Mars bars to Thunderbirds, Slough has made some extraordinary contributions to the world. Famous Ford GT40 was first designed and built in here.

Slough was also home to astronomer Herschel and poet Betjeman.

The first Black female mayor in the UK was appointed in Slough in the 1984 and today we have the first turban wearing Sikh MP. Slough's demographic makes it one of the most diverse places in UK, with no overall majority.

It has a population of 140,000 people, over 40,000 people come and work here each day in Europe's largest trading estate. The town has more FTSE 100 companies than any other town.

Slough has been voted best place to live 2 years in a row now according to job and recruitment site Glassdoor, beating Manchester, London, Leeds, Liverpool and Glasgow to the title. Every year thousands of people arrive in the town from across the globe hoping to make a fresh start and a better life.

The Brief

In collaboration with local community organisations you will be sharing your street art skills before using your artwork to bring transformation to designated town centre spaces.

We are looking for an artist(s) who can:

1) Design, create and paint an inspirational mural/street art design within one of the Town's new spaces.

Using Slough as your inspiration you will create a new piece of street art in the Curve Plaza. Combining new and old, the wall space looks out from the back of William Hill onto the Curve: Slough's new library and cultural centre and the historic St Ethelbert's Church. The wall can be seen from one of Slough main roads – and leads people to the main High Street. It has the potential to be an iconic wall in Slough.

As HOME Slough is about involving more people in taking the lead in choosing, creating and participating in art experiences where they live - you will be engaging with local people in developing your design. This could be through using their stories as inspiration, their ideas, or involving them in creating the final design.

The design needs to be finished and painted onto the wall by end of June 2019

2) Deliver street art workshops to inspire the next generation of Street Artists.

The street art workshops will pave the way for a legal street art wall. Working with young people you will create a work that can cover the hoardings at the other end of the High Street and Alpha Street North to create an outdoor gallery of work.

You will be leading a series of Street Art workshops during w/c 10 June 2019, showing and sharing skills, to enable young people to realise their own ideas and designs to launch this outdoor gallery.

The spaces:

- 1) William Hill's Wall on The Curve Plaza

The wall is framed by the Observatory Shopping Centre and the new Curve – Slough's Cultural hub.





The Curve houses a library, gallery, Slough Museum, performance venue, community learning spaces, computer suites, exhibition space and the Register Office including a purpose built wedding room.

The wall is located on the back of William Hill's and can be seen from the main road as well as being a focal point in the Plaza. The Plaza provides the entrance to The Curve and a connection to the High Street. It is 3.6m (h) x 5.5m (w).

2) High Street & Alpha Street North

The hoardings look directly onto the High Street and onto Alphas Street North – a road which brings people into the town centre. It provides the main intersection between major high street retailers and local traders and restaurants which show a flavour of the many different cultures and communities that live and work in Slough.



The Selection Process:

The selection process will be made by a panel of Creative Connectors (HOME's local ambassadors) and young people recruited through Aik Saath and Slough Youth Parliament.

You will be required to submit 3 examples of your work, alongside your initial ideas of an artwork for Slough to help them make their choice.

Once selected you will be asked to meet people from the community as part of a community consultation that can be used to form the final artwork. Then you would create a design for approval by the local stakeholders.

Project Partners:

The project is supported by Arts Council England, Slough Borough Council and the Co-op Local Community Fund.

The project will work with partners from across the town including Aik Saath – young people from the town leading change for a safer, more cohesive future.

Budget:

The budget for the delivery of the mural and workshops is £7500 including VAT

To cover:

- - artist's fee
- - material costs (paint, brushes, rollers etc)
- - health and safety costs – ladder, drop sheets, traffic cones, face masks etc

Timeline:

Deadline for Expressions of Interest: Friday 12 April 2019

Selection: w/c 15 April 2019 (all applicants to be notified by 19 April)

Community Consultation: w/c 27 May 2019

Street Art Workshops: w/c 10 June 2019

Draft Design for submission to stakeholders for approval: Monday 17 June 2019

Final Design: Monday 24 June 2019

Painting of Mural: w/c 24 June 2019

Completion of the mural: 30 June 2019

To Apply:

If you are interested in this street art project please submit the following information by pdf by **Friday 12 April 2019 at 5pm.**

- current CV or artist's biography
- up to three images of previous work (ideally street art/ mural work, but not essential)
- a sketch and brief paragraph about what you intend to do and why you're interested in this project, bearing in mind the local community may inform your final design.
- your experience of delivering workshops, alongside a brief budget outline.

Applications should be sent to: Milan Govedarica, Producer at **milan@HOMEslough.org.uk**