



**Darwin Green Development, Cambridge  
Public Art Delivery Plan**

**DG1 –THE SQUARE**

**Encompassing Mapping and Gateways – Artworks 1 & 2  
Local Centre  
&  
Artist in Residence**

**Public Art Commissions  
SEPTEMBER 2014**

# ART SCAPE

## **Commission Delivery Plan**

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## Darwin Green Cambridge Public Art Strategy and Commissioning Programme

### **PUBLIC ART DELIVERY PLAN for 'DG1 - THE SQUARE'**

Three public art commissions detailed in the approved Public Art Strategy for Darwin Green, fall within the footprint of this Application document, these are 'Gateways and Mapping', the Artist in Residence and the re-named commission 'Local Centre/The Square'. The first two commissions mentioned have a site wide remit however; the Histon Road gateway included in the Gateways and Mapping commission will be detailed in its relevant planning application.

Local Centre/The Square is a single commission, the artist appointed to work collaboratively with the landscape architects and with a remit to consider potential locations across the Local Centre with a particular focus on The Square.

The parallel commissioning and appointment timetable for the Local Centre/The Square commission and Gateways and Mapping commission ensures that the artists for these two opportunities will be able to commence work at the same time, and may engage in a dialogue although they are each separate and stand alone projects.

### **1. Public Art Strategy Summary and Vision**

Artscape following consultation with the client Barratt, Masterplanning teams, local arts and community institutions and Cambridge City Local Authorities, has produced the Darwin Green Cambridge Public Art Strategy. The Strategy contributes to and compliments the aspirations of the design of the Development, which has a focus on quality of design and urban planning, an extensive range of social uses and a core understanding of the need to create an organic and contemporary destination for those who will live and work at Darwin Green. This will contribute to the creation of a natural yet intrinsic extension of Cambridge.

#### **Public Art Strategy Vision**

The Public Art Strategy outlines a programme of works which will deliver an art programme drawn from comprehensive research into the immediate area and the wider city which evidences a thorough understanding of place, contributes to creating a unique identity and established the highest standard of public art commissioning for which Cambridge has developed a reputation. The strategy highlights the importance of working with a diversity of audiences to find appropriate mechanisms for the appointed artists to engage with existing and future communities, which will inspire and create a sense of ownership.

The art programme is based on best practice in working with artists, responding to contemporary directions in public art that emphasise research and exploration of place to produce context-specific approaches and generate genuine dialogue between artists and communities. Essentially this will also allow for extended and programmed periods of engagement with local communities. This approach complies with the Public Art SPD Cambridge City Council.

Darwin Green offers numerous intriguing opportunities for artists to respond to sustainability, landscape, ecology, history & archaeology, urban development and NIAB itself. Thematic threads have been identified which will create a cohesive foundation for the overarching public art strategy. These are:

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- a. Ecology**  
To draw from the extraordinary opportunities offered by the NIAB research facility and research into how their work has influenced the food cycle, the landscape and the ecology of the central park.
- b. Sustainability**  
To identify and research possibilities of creating a greater opportunity for sustainable community living.
- c. History of the site**  
The archaeological evidence uncovered and the rich history offered by the lives of the Chivers family and the Cambridge University colleges of Christ's, Sydney Sussex and St. Catherine's.
- d. The changing face of the 21<sup>st</sup> century urban community**  
How to develop new communities and engagement across large new urban extensions and consider how to integrate the new with the old effectively.

## **2. Darwin Green Cambridge Public Art Strategy**

### **2.1 Darwin Green Cambridge Art Programme**

Public art for a development as significant as Darwin Green, which will attract both an involved and interested audience drawn from all walks of life and of all ages, can only be successfully integrated if the artwork commissioned has been conceived with a thorough understanding of place – the physical site, its past, present and future context, and the communities that will be a part of its life. Artists and their creative process are fundamental and complementary to the evolution of Darwin Green; drawing out inventive ways to understand this changing urban environment, supporting the creation of dynamic communities and providing resonant art encounters that give voice to the unique character of the area. Essentially, the art programme responds to the rich cultural offer of Cambridge, looking to the museums and libraries, festivals and local organisations potentially through partnership working.

### **2.2 Public Art Programme**

Diverse and exceptional public art commissions will evolve over the course of development drawing upon the distinctive character of Darwin Green. Here will be an opportunity to experience and encounter public art in daily life, reaching a large number of people who may never visit a gallery or museum. The ambition is to enrich public space with artworks that capture the imagination and add another dimension of interest and appeal which in turn will have the potential of encouraging more visitors to Darwin Green. The considered selection of remarkable artists, responsive curatorial support and the fostering of a genuine excitement and curiosity about artists' ideas from the outset of the development will ensure the delivery of an inspired and articulate public art programme.

## 2.3 Artist in Residence

The early appointment in 2013 of artist Jane Watt as Artist in Residence marks the beginning of the public art programme and more specifically the crucial interaction with local residents and communities on the edges of the development site. Jane will, during the course of her yearlong residency, carry out extensive research and investigate the development site, liaising with archaeologists and design team professionals alongside community members in order to create an artistic response to what Darwin Green will bring to this area of Cambridge. The extended programme of work over a 12-month period allows a sustained dialogue to develop and supports a growing community network - being 'in residence' implies an inherent relationship with people and place.

Through close work and consultation with Cambridge City and South Cambridgeshire arts and community officers Jane Watt will develop a collaborative framework engaging with local communities, associations and groups where artwork produced through this engagement process will be presented publically. A changing programme of exhibitions and events, talks, performance and publications will provide many opportunities for community engagement with Darwin Green Cambridge.

## 3. Public Art Commissions

Darwin Green will create a contemporary platform from which an exceptional collection of public art commissions can evolve. Increasingly the development of towns and cities demonstrate through their public art programmes what a difference considered and integrated art can bring to an urban environment so much so that people now expect that level of detail for their living and working environment.

The curatorial support from concept to installation of each public art commission identified in the overarching strategy will ensure that there is a variety of artwork using a variety of media, scale, and levels of integration and interaction. The ambition for Darwin Green is that this new extension to an influential and famous city will incorporate public art, which acknowledges the high profile and high quality of the development now and in the future. The considered selection of remarkable artists, responsive curatorial support and the fostering of a genuine excitement and curiosity about artists' ideas from the earliest opportunity will ensure a sense of ownership and pride for those who engage with the work.

The Public Art Commissions aim to:

- Develop a distinctive cultural identity that contributes to sustainable future communities
- Provide an ongoing platform for community engagement and interaction as commissions are developed
- Contribute to legibility and wayfinding to encourage usage of the development site
- Provide access to great art and cultural activity for a diversity of communities

In the first phase of Darwin Green, the Local Centre, Mapping & Gateways, Allotment, and Central Park commissions run alongside the work of Jane Watt, Artist in Residence where Jane's research can potentially offer insight into the early stages of the development.

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## **Permanent Commissions**

Two artistic approaches generate the Public Art Commissions, these are:

### **a. Residency Proposals**

The appointment of Artists in Residence over the first three years of the development will see artists' briefed primarily to create temporary artistic activities. However, Jane Watt appointed as the first artist for the Residency Programme has within her remit a project to design a permanent public artwork, the location of which will be identified and discussed with the client and Arts Steering Group. The Steering Group and Art Advisors will provide curatorial guidance as concept proposals are developed to ensure that any artwork is programmed most efficiently and located most appropriately. Darwin Green presents a wide range of options for the integration of permanent works – activating public squares and the local centre, marking main entrances and framing views, highlighting pedestrian and cycle routes and as part of parks and natural landscapes.

### **b. Collaborations**

Artists will be invited to identify opportunities to generate creative approaches to the development infrastructure. These commissions will be generated in collaboration with design teams and integrated into the built environment and landscape design from early stages. The artworks will contribute to the legibility of Darwin Green creating destinations and way finding across the Site. Areas where these commissions may contribute include:

**Wayfinding** – creative infrastructure elements to highlight cycle ways and the varying modes of pedestrian experience, creating sequenced journeys in the landscape and exploring new ways of mapping space

**Architecture** – enabling cross-disciplinary collaboration between artists and architects to add creative dimensions to buildings. Commercial tenants and external developers will be encouraged to work with artists participating in the Public Art Programme

**Lighting** – providing ambience through intimate rather than spectacular approaches, highlighting places across the site consistent with the parameters tested within the Environmental Impact Assessment

**Public Amenity** – adding value, interest and creative input to paving, street furniture, signage, bike storage, water features, allotments, parks and natural landscapes

**Earthworks** – artistic interventions to landscaping that might explore the arrival experience, influence views, and vistas of Darwin Green and enhance community use of open spaces

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Detailed opportunities for artist-led community engagement events during concept development may include exhibitions of work in progress and presentations for stakeholders and wider public audiences.

## **Temporary Event Programme**

Aimed at bringing life to Darwin Green at an early stage and encouraging public use of the site, a programme of temporary events and site activities are being commissioned to engage diverse audiences across a wide range of art forms. From artist led actions and participation events to outdoor screenings, temporary light and sculpture commissions, festivals, urban food projects and artist-led walks, the possibilities are wide-ranging.

### **3.1 Gateways and Mapping - Huntington Road & Supermarket**

This major public art commission sees the appointment of an artist tasked to create artworks for the Huntingdon Road and Histon Road Gateways into the Darwin Green One site and for a third feature artwork to be located towards the rear of the supermarket, where there is a significant cycle and pedestrian route leading into the Local Centre. The vision for this commission is for the artworks to generate a sense of arrival/point of departure into Darwin Green, creating a holistic vision for the wayfinding or 'mapping' points throughout the development.

The Gateways/Mapping project will commence in phase one and be extended and implemented across each phase of the development. Falling within the footprint of the Local Centre application are the Gateway commissions for the Huntingdon Road entrance to Darwin Green One and the supermarket Gateway artwork. The third gateway, located at the Histon Road end of the development site lies within a later phase although the Artist Brief emphasises the requirement for the Mapping and Gateways commission to have a cohesive vision linking all three Gateways, with the Mapping element of the commission forming the thematic 'thread'.

The collaborative nature of this commission is vital to its success, and concept development work would be carried out in partnership with the client and design teams with a core remit for the artist to draw upon and contribute to the street identification and the key corridors through the site.

Here there is potential to design echoing 'visual' entrances to Darwin Green, the concept and inspiration for which can be expanded to create a mapping and wayfinding series of works, which link and draw people into and through the development. A combination of bold and striking or subtly integrated interventions and treatments for the road and entrance will act as a marker for Darwin Green and provide a talking point and another 'destination'. It is a recommendation that this artist may have experience of working with light.

Obvious considerations will be made to Highways requirements, the artist appointed would develop their concept ideas with Artscape support, and detailed discussions with the client team, planners and highways. This art commission will consider both a day and night time presence in order to encourage dwell time in specific locations across the site.

Appendix 1 – Gateways and Mapping Artist Brief

## 3.2 Local Centre Commission

Though no preconceived outcomes have been defined, consultation with the landscape architects and architects is the first step for the appointed artist. The flow of footfall and vehicular access has been of primary concern in the detail design of the Local Centre and it is this background information that the artist needs to respond to through regular dialogue with the team.

The Local Centre will become the heart of Darwin Green One providing pivotal access points to retail and residential areas as well as the main retail offer, which overlooks the Centre, and the primary school, which is adjacent.

This will be an early commission opportunity in order to deliver a high profile arts commission for the square, to create a dynamic visual marker. As such, the artist is expected to conduct their initial research through an exploration of the history of the site, Barratt's aspirations for the development, of the communities that are impacted upon by the development and the unique natural environment. The artist appointed will be required to explore the design and development of the site by liaising with team members responsible for many varied aspects of the scheme; this will include the client group, key design professionals, and specialists working on site.

The art programme is based on best practice in working with artists, responding to contemporary directions in public art that emphasise research and exploration of place to produce context-specific approaches and generate genuine dialogue between artists and communities. A consideration for public art at the early stages of the development process means that artists' contributions will be meaningfully and sustainably integrated within the physical infrastructure and equally importantly across the communities that will be a part of the development's future. The commission represents a way that artists can help to sustain interest in the development.

The artist will liaise with the key client and design team members to ensure an integrated approach to the work, which will address all Highway controls, Health, and Safety and DDA requirements etc

Appendix 2 – Local Centre/The Square Artist Brief

## 3.3 Artist in Residence

Local Centre, Mapping and Gateways and Artist in Residence commissions - **A cohesive art programme**

The concurrent appointment of the artists for the Local Centre and Mapping and Gateways commissions provides the opportunity for dialogue and an understanding of initial concepts developed, not only between each of the artists but with the wider design teams, strengthening the site wide vision. This iterative approach will extend throughout the course of detailed design stages and supported by the Public Art Steering Panel.

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These commissions will be integrated into the programming works for Darwin Green One, ensuring that available budgets are maximised. This also allows for an iterative process for the artwork locations to be identified and agreed, across these art commissions, which will have a significant impact for the overall visual impact of Darwin Green.

Working in parallel with the above detailed commissions is Jane Watt, Darwin Green Artist in Residence. Jane's research and community engagement has been extensive and with her upcoming temporary arts events her work will provide valuable links and background information for the artists appointed.

Appendix 2 – Artist in Residence Artist Brief

**NOTE: These commissions overlap and relate to each other and there should be collaboration between the artists.**

#### 4. Delivery and Approval Process

A Public Art Steering Panel (PASP) has been established which oversees the development and delivery of the Darwin Green Public Art Programme. This includes:

- Support and advise on the implementation of the Public Art Strategy over the phasing of the development
- Oversee the programme and implementation against the Public Art Delivery Plan and guide the project programme in line with main project delivery programme
- Appointment of artists (see below)
- Presentation and approval of artists concept development work, review progress to detailed design and continued assessment of on-going work.
- Enable prompt response to changes in the evolving development policy to be reflected in the detailed delivery of the Public Art Strategy
- Act as advocate for the Public Art strategy and commissioning programme

The selection process will follow the approved methodologies outlined in the Darwin Green Public Art Strategy. Working with the Public Art Local Centre Commission Group (list of members Appendix 1)) a long list of artists will be presented to the group from which a shortlist of 3 or 4 will be selected. The shortlisted artists will be asked to prepare a written expression of interest, which formed part of an interview process.

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The Interviews will be chaired by Artscape with a sub group of the Steering Group including Nadine Black CCC and a representative of South Cambridgeshire Council to act as an observer, key design team members will be invited to join the Panel for appropriate commissions.

## 4.1 Artist Selection and commissioning:

### The Public Art Steering Panel

- Acts as an overseeing body to the commission programme
- Approve selection processes for appointment of the artists
- Establish artist interview subgroups
- Approve commission briefs, selection process and participate in the appointment of artists for commission

## 4.2 Approval of Public Art Details

- Prior to installation of any artwork, details should be submitted to and approved by the LPA

## 5. Concept Development Methodology

The method of concept development will be based on creative workshops with genuine collaboration, which will contribute to the overarching vision for the design of the Local Centre and subsequent phases.

Each stage of the concept development process will be developed through dialogue and creative workshops in Cambridge between the artists and the landscape design team, and starting with the principle that the art and the landscape are integral to one another. The genuine collaboration between the artists and the wider design team will result in the public art element of the design being truly integrated into the process of creating the new heart of the development. Therefore, the locations of the public artwork will identified through an iterative process post- appointment.

## 6. Community Engagement

The preparation of the strategy and delivery plan has taken into account the client and design team aspirations with key consideration of those who will become the residents of Darwin Green whilst always reflecting the Cambridge City Councils' vision for public art as stated in their Public Art Supplementary Planning Document:

*To deliver outstanding communities and places by joining the best contemporary public art practice to community engagement, architecture, landscape and urban design in order to shape and improve the experience of the City as a place of creativity and innovation that offers a high quality of life.*

And that of South Cambridgeshire's Public Art Planning Document

*To promote the benefits of Public Art in new developments where appropriate, in order to enhance the built or natural environment and the quality of life of residents and visitors.*

## 7. Programme

The Mapping & Gateways and Local Centre/The Square commissions will be delivered in accordance with the wider programme detailed within the Infrastructure Application.

Adjacent public art commissions, detailed within the overarching Darwin Green Public Art Strategy, can potentially form a link either visually or physically in utilising ground works and construction opportunities. Artscape will liaise with the client and delivery teams as well as the Public Art Steering Group, to ensure that the public art programme is delivered cohesively and with the most efficient management of the available art budget.

This policy will also be applied to public art commissioning opportunities not contained within the Darwin Green Public Art Strategy but that are located on the site including the supermarket and local school public art commissions.

## 7. Budget

The budget for all of the public art commissions for DG1 is £557,550, as set out in the approved Darwin Green Cambridge Public Art Strategy. The commissions, which relate to DG1 – The Square are:

Artist in Residence – Year One	£ 66,300
Artist in Residence – Year Two	£ 21,500
Artist in Residence – Year Three	£ 21,500
Local Centre	£124,000
Gateway and Mapping	£196,650

## 8. Maintenance

The artworks will require little or no maintenance. A maintenance plan developed during the detailed design and fabrication stage will form part of the overall Landscape Maintenance Plan. The design development of all the public art commissions will be carried out with full understanding that the work will be located in the public realm. Health and safety implications will be at the forefront of design development discussions, as will the sustainability of materials and all ongoing maintenance requirements.

Structural engineers will sign off all artworks as fit for purpose, robust and requiring limited maintenance.

## 9. Decommissioning

The approved Public Art Strategy outlines the commitment to maintenance and decommissioning and the process by which this will be reviewed and implemented.

At the commencement of each commission, the anticipated life of the work will be agreed with the client based on the life expectancy of materials and context for the work. The decommissioning plan for each work will be based on this agreed life expectancy. A sub group of the Arts Advisory Group, who will decide if the artwork remains fit for purpose, if it may be retained beyond the agreed lifespan, or if it should be decommissioned, will review permanent artworks every 5 years and after 10 years on an annual basis.

Retention of the artwork requires review of the potential additional lifespan and approval by the Steering Group. Where possible, avenues for gifting decommissioned work into public collections will be explored. During the period beyond the agreed lifespan that the artwork is retained on site, it is necessary that inspections be continued on a regular basis to ascertain the quality of the work and that the visual appearance / quality of the artwork are sustained.

## 10. Cambridge City Council Public Art Supplementary Planning Documents

The Public Art Delivery Plan for the Darwin Green Local Centre commissions has been to comply with the Cambridge City Council Public Art Supplementary Planning Document.

### OBJECTIVES

#### General

##### (viii) *Artistic*

- To maintain standards of excellence in the visual arts.
- To encourage work by artists that is both original and appropriate.
- To make the District known as a place where art and culture are prominent and integral to the quality of life and the quality of the environment.

##### (ix) *Economic*

- To increase the employment opportunities for artists, small craft businesses and their fabricators.
- To improve the environment for the benefit of those who live and work in South Cambridgeshire.
- To enhance the unique characteristics of the villages and localities within the District.

##### (x) *Environmental and Social*

- To strengthen the identity and diversity of South Cambridgeshire's localities
- To promote the use of sustainable materials in commissioning
- To assist in the orientation and interpretation of places

## Appendix 1

### Darwin Green Public Art Programme

#### DRAFT BRIEF – Gateways and Mapping

#### INTRODUCTION.

- 1.1 The developer Barratt's, wish to appoint through their art consultant Artscape, an artist for the major permanent Gateways and Mapping Commission for the Darwin Green Development.
- 1.2 Darwin Green is located to the North Western fringe of the City Centre, with the A14 running to the north of the site and incorporates part of the land used by the National Institute of Agricultural Botany (NIAB) hence the site often being referred to as NIAB. The development extends over almost 51 hectares, crossing the Cambridge City administrative boarder into 2.8 hectares of South Cambridgeshire and will include a local centre, primary school, mixed use development with 1593 residential units, a new library, health centre all designed around a large new Central Park.
- 1.3 Arts and Cultural activities are extensive within the city, with institutions such as Kettles Yard and Wysing Arts representing some of the best in contemporary practice in the UK. Furthermore the city is experiencing remarkable change with major developments being undertaken which include the adjacent development site of NorthWest Cambridge developed by Cambridge University as well as Clay and Glebe Farms and Trumpington Meadows. All these developments have integrated public art strategies, all being delivered over the next 15 years. This significant public arts appointment has been identified within this exceptionally creative period for the city and is seen as a valuable part of the city and Barratt's commitment to innovation and excellence in public art practice.
- 1.4 The art programme is being developed closely with the support of Cambridge City Council, and will involve close liaison with the very active community representatives from local parishes and residents associations. Artscape are carrying out early stage consultation with the local community representatives, which will allow us to form initial introductions for the appointed artist.
- 1.5 The Gateways and Mapping commission will play a fundamental role to contribute to the effective wayfinding through Darwin Green 1 and contribute to the character of the development. The commission represents a way that artists can help to sustain interest in the development.

1.6 One artist has already been appointed to the Darwin Green Development, Jane Watt and she is working on the Local Centre commission will provide the opportunity for a cohesive vision to run through each commission programme and the site. Artscape will update the appointed artist on this project and ensure the artists are working together to establish a strong vision for the development.

## 2. AIMS OF THE ART PROGRAMME

2.1 The public art strategy for Darwin Green will:

- integrate creative practice within the natural and built environment
- respond to and reflect the Darwin Green design code and aspirations
- add an additional level of engagement with established and new communities
- bring an understanding of public art and its potential to Darwin Green
- raise a standard and level of expectation for a well integrated art programme
- contribute to the creation of 'a high quality and locally distinctive place'
- reflect and stay true to Cambridge City and South Cambridge Councils' principles of sustainability
- Look to address contemporary development issues such as consideration of the environment, recycling, and use of natural resources.

The art programme is based on best practice in working with artists, responding to contemporary directions in public art that emphasise research and exploration of place to produce context-specific approaches and generate genuine dialogue between artists and communities. Consideration of public art at the early stages of the development process ensures artists' contributions are meaningfully and sustainably integrated within the physical infrastructure.

### **3. DARWIN GREEN GATEWAYS AND MAPPING - The commission**

- 3.1 The outcome of this significant and important commission for Darwin Green is for an artist to develop a vision, to create a sense of arrival/point of departure at both Histon and Huntingdon Gateways into Darwin Green 1 and creating a holistic vision for the wayfinding throughout the development
- 3.2 As one of the earliest commission opportunities on the development it is that aim that this commission will be of a high profile for the development and represent one of the first indicators of the public art on site. Additionally it will create a significant visual marker for the overall development at the entrances as well as key artistic responses leading through Darwin Green
- 3.3 The Gateways/Mapping project will commence in Phase 1 but will be extended and implemented across each phase of the development. The early appointment to this commission ensures that the artist selected will become part of the wider design team and be seen as core visual link to the wider arts programme, which is being created and delivered for Darwin Green, the appointed artist, will be briefed fully on the overall art strategy and future arts commissions, on appointment.
- 3.4 The collaborative nature of this commission is vital to its success and concept development work would be carried out in partnership with the design team and client and address and contribute to the street identification and the key corridors through the site.
- 3.5 The commission has been developed on the belief that the best public art is borne out of research and the exploration of place to produce context-specific approaches and generate genuine dialogue between artists and communities. This commission is be offered at an early stages of the development process allowing the artists' contributions to be meaningfully integrated in a sustainable way within the physical infrastructure and crucially, across the communities that will be a part of the development's future.

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- 3.6 There is potential to design two echoing 'visual' entrances to Darwin Green, the concept and inspiration for which can be expanded to create a mapping and wayfinding series of works, which link and draw people into and through the development. A combination of bold and striking or subtly integrated interventions and treatments for the road and entrance will act as a marker for Darwin Green and provide a talking point and another 'destination'. To support a site wide overview this commission will afford and allow the opportunity for Artscape to consult the artist appointed as the briefs and programming of all other commissions come on line.
- 3.7 The aim of the project is for the appointed artist to research into and engage with existing, bordering communities and the new communities which will come into Darwin Green. The facilities to be provided in Darwin Green will be of great appeal to existing communities, as the large park, library, and shops are far closer than any currently being used. This art commission has the potential to form both a visual and emotional link for people and needs to consider both a day and night time presence in order to encourage dwell time in specific locations across the site.
- 3.8 A primary objective of the arts programme is a commitment to diversity of artistic practice to be delivered within the public realm. It is expected that all the commissioned work will be innovative and challenging and that it will build upon and respond to the existing public art activities in the city.
- 3.9 The artist must be at all times remain acutely aware of the impact Darwin Green, in construction and in completion, will have upon the established surrounding communities new residents moving in throughout the phased development as well as on the physical environment.

## 4. SCOPE OF WORK

- 4.1 The artist will manage his or her own time commitment to the project. On appointment and after an initial period of research the artist will work with Artscape to develop and outline programme for their work.
- 4.2 The artist is expected to conduct their initial research through an exploration of the history of the site, Barratt's aspirations for the development, of the communities that are impacted upon by the development and the unique natural environment.
- 4.3 The artist appointed will be required to explore the design and development of the site by liaising with team members responsible for many varied aspects of the scheme; this will include the client group, key design professionals, and specialists working on site.
- 4.4 Liaise with Barratt's, the architects and landscape architects to develop concept ideas for their first phase of work
- 4.5 The artist will be invited to
  - Liaise with and observe the work of the development team to gain an understanding of the aspiration and masterplan of the development.
  - Meet with the client project team and attend progress meeting about the development – if and when appropriate
  - Liaise with wider stakeholders including the National Institute of Agricultural Botany , the Chivers family and St. Catherine's, Christ's & Lady Frances Sidney Suffolk Colleges

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- Liaise with the City Council and South Cambridgeshire arts and culture team to gain an insight into other arts activities currently programmed for the area
- Meet and find ways of observing the work of the main contractor and the construction programme
- Consider the daytime and nighttime use of the development through their concept work.
- Obvious considerations will be made to Highways requirements, the artist appointed would develop their concept ideas with Artscape support, and detailed discussions with client team, planners and highways.
- The artist will be briefed to hold workshops with local schools and communities and potentially establish other temporary engagement opportunities encouraging children and youth groups to explore what they would like to see as a feature of Darwin Green.

4.6 The artist will liaise with the key client and design team members to ensure an integrated approach to the work, which will address all Highway controls, Health, and Safety and DDA requirements etc

4.7 A programme of review and update meetings will be identified and diarised where the appointed artist will be expected to deliver reports of progress and concept ideas, in order that the support and approval of the team is sought and secured at the earliest possible stage.

All of the above will be supported by Artscape

## 5. Project ambitions in summary

- to invite an artist to collaborate with the project architects on key elements of the entrances to the development and the ideas behind wayfinding and landscape design proposals
- to develop a work of art or sequential works of art to animate the route through Darwin Green and to create visual markers drawing people through and around the site
- to invite an artist to bring something extraordinary to Darwin Green
- provide a memorable and positive experience to the sense of arrival and departure as well as contribute to dwell time whilst at Darwin Green
- contribute to the long term objectives of the public art strategy, its key themes and aspirations

5.1 There are no clearly prescribed outcomes for this commission the artist should be in regular dialogue with Artscape and other key collaborators to review opportunities and ideas.

5.2 The artist will be expected to:

- create a record of their work, observations in any art form
- find ways of communicating their ideas and findings
- create contributions to a web site for the development and the art programme
- consider ideas for and to deliver events, happenings, meetings, workshops etc to explore the development

5.3 The client, Barratt's, will receive an update report from Artscape on progress of the commission. Artist proposals for temporary or permanent work will be presented to the clients for approval.

5.4 Opportunities to collaborate with the project team, Cambridge research, and local communities will be encouraged and facilitated by the art advisors during the concept development period. The artist will work closely with the wider project design team during concept development to inform a final concept and to work together on engineering or costing requirements.

## **7. PROCUREMENT**

### **7.1 Artist Selection Processes**

The Public Art Strategy for Darwin Green<sup>1</sup> recommends the use of a range of recognised artists selection processes which will be selected to represent the best practice methods specific to the role that the artist is being invited to perform.

For each commission Artscape will not only draw from their extensive artist database but also conduct fresh research into young emerging artists, established artists, local and international, appropriate for that project. The range of approach will ensure a challenging and inspirational art programme will be delivered, aiming to raise a new standard of arts commissioning for new 21<sup>st</sup> century urban development.

### **7.2 Artist Research**

For this commission clear and specific criteria will be agreed and underpin the research into the artists longlist. This criterion will be further used within the ongoing selection process for the commission.

Research criteria for the long-listed artist:

- Demonstration from past work of a strong and high quality artistic practice
- Examples of research lead and unique artworks
- A willingness to spend time with the design team in order to develop a thorough understanding of the unique context of the development
- A willingness to spend time in Cambridge and the immediate site area in order to develop considered and detailed research material
- A desire to respect the vision and design approach for Darwin Green 1
- An understanding and willingness to take specialist advice from professional advisors
- Acknowledgement that, when required, fabrication services may have to be put to tender
- Understanding of need to work to timescales and programme

The Selection Process for the commission will be

## **Long-list to Short-list Interview**

A longlist exercise with the Public Art Steering Group will result in the creation of a shortlist of four artists who will be invited to interview. At this stage, the artists will be invited to:

- To prepare a statement of interest.
- The artist will be asked to present past work highlighting their approach to specific projects, the research, and outcomes.
- The artists will not be asked to present any concept designs; appointment will be based entirely on past work.
- to support the selection process the interview panel have reviewed the written expression of interest and agreed the criteria for assessment in advance of the interview day

## **8. Concept Design Outcomes**

8.1 The outcomes of the concept development stage will include visual representations of proposals and a written narrative outlining the concept proposal and how it will be integrated into the site.

8.2 The artist's concept proposal will be presented by the artist and Artscape to the clients. This presentation will include:

1. Detailed visualisations of the work including location plans
2. Detailed visualisation of the work, which can be used for on-going consultation on behalf of the artist.
3. A Maquette or model (if appropriate)
4. A written statement outlining their ideas, research and key ideas associated with the work
5. An indicative methodology for production and fabrications
6. Indicative costs
7. Indicative programme
8. Demonstration of consideration of maintenance and long term sustainability of the proposed work – indicative

## **9. Detailed Design and Planning**

On approval of the concept proposal the artist will work with the wider design team and their own technical advisors, if appropriate, to detail the proposal with technical specifications suitable for tendering for fabrication.

The artist will be required to submit a detailed maintenance plan as part of the detailed design process

### **Planning**

Early concept and detailed development work will form a part of on-going planning processes and the artist will be made aware of the planning obligations for the development. The Art Advisors and planning advisors will support the artist through concept development work to ensure the artwork will conform to the overall planning guidelines. The Art Advisors will lead on planning liaison on behalf of the artist as necessary.

## **10. Fabrication and installation**

During detailed design, costings and fabrication process will be agreed. The selection and appointment of the fabricator for the work will be supported by the Artscape and tendered through the approved procurement processes. The artist will be expected to oversee the fabrication process and attend during installation.

## 11. Indicative Timescale

### Programme

Artist Brief	November 2013
Artist interviews to appointment	July 2014
Concept Design	September 201
Detailed design	December 2014

## 12. Budget

### Gateway and mapping

Artist Concept and collaboration fee	£18,000
Detailed design Fee	£10,000
Capital budget permanent work	£136,000
Contingency	£10,650
Management Fee	£22,000
Total	<b>£196,650</b>

As a collaborative commission with the wider design team, there is the potential for the budget for this artwork to be supplement or be supplemented by the materials budget already allocated for the road works.

### **13. WORKING RELATIONSHIPS**

- 13.1 The project will be managed on a day-to-day basis by the art consultants Artscape.
- 13.2 A team of key consultees will be identified and a project team list issued to the appointed artist.

### **14. Contract**

Concept stage contracts will be prepared and issued for each artist.

Detailed design contracts/Final contracts – will only be issued on approval of the concept design and agreement of fabrication and delivery timescales.

The artist will be contracted to work for Barratt's.

**For further information, please contact Sarah Collicott at Artscape**

**[Sarah@artscapemanagement.com](mailto:Sarah@artscapemanagement.com)**

## APPENDICES – 2

### ARTISTS' BRIEF - Local Centre

#### 1. INTRODUCTION.

- 1.1 Barratt Homes Developments, following approval of the overarching Public Art Strategy for Darwin Green One are now progressing to identify, interview and appoint an artist for the key public art commission within the Darwin Green One Development's Local Centre.

*Addendum 1 – Darwin Green one Public Art Strategy*

- 1.2 Artscape Management have been appointed to support the public art programme and the artists selected, ensuring an efficient and effective liaison between clients, stakeholders, artists, design and delivery teams and local communities
- 1.3 Information on Darwin Green One and the Art programme is contained within this document; provided to inform long-listed artists of the process and programme for the art commissions.
- 1.4 Appointed artists, as members of the Darwin Green One design team will be informed of any relevant changes to the programme and the development

#### 2. DARWIN GREEN ONE - BACKGROUND

- 2.1 Darwin Green One is located to the North Western fringe of the City Centre, with the A14 running to the north of the site. Part of the development site incorporates land sold by the National Institute of Agricultural Botany (NIAB) whose remaining site and buildings overlook Darwin Green. The land is an undeveloped open green space, which extends over almost 51 hectares of which 2.8 hectares crosses the Cambridge City administrative boarder into South Cambridgeshire.
- Darwin Green One will include a local centre, primary school, 1593 residential units, a new library and a health centre all designed around a large new public open space called Central Park
- 2.2 Existing communities sit alongside the new Darwin Green One site with consultation events having been held for a significant period of time to respond to or reassure those who will be affected, and who will benefit from the new scheme and all that it

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has to offer. Much of the feedback from these events is available on line but can also be provided by Artscape.

- 2.3 Cambridge, city wide, is experiencing a considerable scale of growth and development and as such it is essential for artists appointed to recognised the need to research not only the history of the site but it's potential impact.
- 2.4 Adjacent to Darwin Green One another major development is being undertaken by Cambridge University, temporarily named the NorthWest Cambridge and other developments including Clay and Glebe Farms. All these schemes have integrated public art strategies, which will be delivered over the next 15 years.
- 2.5 Cambridge has an exceptionally vibrant and established Arts and Cultural offer, with institutions such as Kettles Yard and Wysing Arts representing some of the best in contemporary practice in the UK.
- 2.6 This significant public arts appointment is being offered within this particularly creative period for the city and is seen as a valuable part of the city and Barratt's commitment to innovation and excellence in public art practice.

### 3. DARWIN GREEN ONE & PUBLIC ART

- 3.1 The art programme is being delivered with the support of Cambridge City Council, and will involve close liaison with the very active community representatives from local parishes and residents associations.
- 3.2 Artscape is carrying out early stage consultation with the local community representatives, which will allow us to form initial introductions for the appointed artist.
- 3.2 The Local Centre commission is seen as critical role in contributing to the character of the centre and to wayfinding as well as to contributing to the creation of a meeting place at the heart of the new development.

### 4. THE LOCAL CENTRE ART COMMISSION

- 4.1 The commission offers the artist an opportunity to liaise closely with the design team who have been involved in the masterplanning of Darwin Green. It is felt that through an iterative process the artist will be draw upon the close working relationship with the design team to contribute to the thinking and experience of the Local Centre.
- 4.2 The landscape architects have produced illustrative boards to assist in the visual understanding behind their work for the Local Centre. There is a desire that, at the

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commencement of the commission, discussion be had to share the ideas for a sequential artistic response across the site

## *Addendum 2 – Landscape Architects’ Civic Square Concept Design Proposals, May 2014*

- 4.3 The commission requires that the artist consider potential pathways and locations through and across the Local Centre which challenges their own practise, becomes an integral part of Darwin Green one and forms a visual thread.
- 4.4 This appointment is being made prior to commencement of work on site to ensure the artist selected will become part of the design team. The appointed artist will be briefed fully on the overall art strategy and future arts commissions.
- 4.5 The most successfully integrated public art emphasises research and exploration of place to produce context-specific approaches and generate genuine dialogue between artists and communities. A consideration for art at the early stages of the development process means that artists’ contributions will be meaningfully and sustainably integrated within the physical infrastructure and crucially, across the communities that will be a part of the development’s future.
- 4.6 The Local Centre commission is the first of the major permanent public art projects to be activated. Jane Watt has been appointed the Artist in Residence for Darwin Green One, where her work and research is an essential part in establishing a creative framework for the development and to generate research resources and to establish relationships with local people which will be invaluable to those artists appointed later in the art programme.
- 4.7 A primary objective of the arts programme is a commitment to diversity of artistic practice to be delivered within the public realm. It is expected that all the commissioned work will be innovative and challenging and that the artist will include as part of their work, research into existing and on-going public art commissioning across Cambridge.
- 4.8 The artist must be aware of the impact Darwin Green One, in construction and in completion, will have upon the established surrounding communities and new

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residents moving in throughout the phased development as well as on the physical environment.

## 5. AIMS OF THE ART PROGRAMME

5.1 The public art strategy for Darwin Green One will:

- integrate creative practice within the natural and built environment
- respond to and reflect the Darwin Green One Design Code and aspirations
- add an additional level of engagement with established and new communities
- bring an understanding of public art and its potential to Darwin Green One
- raise a standard and level of expectation for a well integrated art programme
- contribute to the creation of 'a high quality and locally distinctive place'
- reflect and stay true to Cambridge City and South Cambridge Councils' principles of sustainability
- Look to address contemporary development issues such as consideration of the environment, recycling, and use of natural resources.

## 6. THE LOCAL CENTRE COMMISSION

6.1 Though no preconceived outcomes have been defined, consultation with the landscape architects and architects is the first step for the appointed artist. The flow of footfall and vehicular access has been of primary concern in the detail design of the Local Centre and it is this background information that the artist needs to respond to through regular dialogue with the team.

6.2 The Local Centre will become the heart of Darwin Green One providing pivotal access points to retail and residential areas as well as the main retail offer, which overlooks the Centre, and the primary school, which is adjacent.

6.3 This will be an early commission opportunity in order to deliver a high profile arts commission for the square, to create a dynamic visual marker.

6.4 The artist is expected to conduct their initial research through an exploration of the history of the site, Barratt's aspirations for the development, of the communities that are impacted upon by the development and the unique natural environment.

6.5 The artist appointed will be required to explore the design and development of the site by liaising with team members responsible for many varied aspects of the scheme; this will include the client group, key design professionals, and specialists working on site

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- 6.6 The art programme is based on best practice in working with artists, responding to contemporary directions in public art that emphasise research and exploration of place to produce context-specific approaches and generate genuine dialogue between artists and communities. A consideration for public art at the early stages of the development process means that artists' contributions can be meaningfully and sustainably integrated within the physical infrastructure and as importantly across the communities that will be a part of the development's future.
- 6.7 The commission represents a way that artists can help to sustain interest in the development.
- 6.8 The artist will liaise with the key client and design team members to ensure an integrated approach to the work which will address all Highway controls, Health and Safety and DDA requirements etc

## 7. SCOPE OF WORK

- 7.1 The artist will manage his or her own time commitment to the project. On appointment and after an initial period of research (3 months) the artist will work with Artscape to develop and outline programme for their work.
- 7.2 Liaise with Barratt's and the design team to develop concept ideas for their first phase of work
- 7.3 The artist will be invited to
- Liaise with and observe the work of the development team to gain an understanding of the aspiration and masterplan of the development.
  - Meet with the client project team and attend progress meetings about the development – if and when appropriate
  - Liaise with wider stakeholders including the National Institute of Agricultural Botany , the Chivers family and St. Catherine's, Christ's & Lady Frances Sidney Suffolk Colleges
  - Liaise with the City Council and South Cambridgeshire arts and culture team to gain an insight into other arts activities currently programmed for the area
  - Meet and find ways of observing the work of the main contractor and the construction programme

7.4 A programme of review and update meetings will be identified and diarised where the appointed artist will be expected to deliver reports of progress and concept ideas, in order that the support and approval of the team is sought and secured at the earliest possible stage.

## 8. PROJECT VISION

- to invite an artist to collaborate with the landscape architects on key elements of the local centre
- to develop a work of art considers seasonal as well as day and night time presence for the centre
- to invite an artist to bring something extraordinary to the town centre
- provide a memorable and positive experience to the heart of Darwin Green, as an important destination within the local centre
- contribute to the long term objectives of the public art strategy, its key themes and aspirations

8.1 There are no clearly prescribed outcomes for the Local Centre the artist should be in regular dialogue with Artscape and other key collaborators to review opportunities and ideas.

8.2 The artist will be expected to:

- create a record of their work, observations in any art form
- find ways of communicating their ideas and findings
- create contributions to a website for the development and the art programme
- consider ideas for and to deliver events, happenings, meetings, workshops etc to explore the development
- 

8.3 The client, Barratt's, will receive an update report from Artscape on progress of the Artist in Residency commission. Artist proposals for temporary or permanent work will be presented to the clients for approval.

8.4 Opportunities to collaborate with the project team, Cambridge research, and local communities will be encouraged and facilitated by the art advisors during the concept development period. The artist will work closely with the wider project design team during concept development to inform a final concept and to work together on engineering or costing requirements.

## 9 ARTIST SELECTION PROCESS

The Public Art Strategy for Darwin Green One details a number of potential methods of artist selection and appointment processes. For the Local Centre commission it has been agreed with the Darwin Green one Public Art Steering Group that a long list to shortlist and interview is most appropriate process to follow; in that it is selection process which represent the best practice methods specific to the role that the artist will be appointed to perform.

Artscape has conducted research in to artists who have evidenced in their past artistic practise. either through completed works or concept proposals, initiatives that capture or suggest that they would respond to the Local Centre artists brief in a manner fitting to the overall design aspirations of the Development. This research has included artists already on their own artist database as well as emerging artists and those more established, local and national.

Identifying and utilising the most appropriate appointment process for individual commissions ensures a relevant diversity is created through the art programme. In turn, this allows the arts on site to achieve a consistent adaptation, aiming to raise a new standard of arts commissioning for new 21<sup>st</sup> century urban development.

Research criteria for the long-listed artist:

- Demonstration from past work of a strong and high quality artistic practice
- Examples of research lead and unique artworks
- A willingness to spend time with the design team in order to develop a thorough understanding of the unique context of the development
- A willingness to spend time in Cambridge and the immediate site area in order to develop considered and detailed research material
- A desire to respect the vision and design approach for Darwin Green One
- An understanding and willingness to take specialist advice from professional advisors
- Acknowledgement that, when required, fabrication services may have to be put to tender
- Understanding of need to work to timescales and programme

## Interview stage

All artists will be asked to prepare a statement of interest.

The interview panel will agree in advance, for each commission, the criteria for interview and assessment.

### **(Long list to) Short list interview**

Three or four artists will be short-listed from the long-list review and will be invited to interview. At interview, those artists will be asked to present past work highlighting their approach to specific projects, the research, and outcomes. These artists will not be asked to present any concept designs; appointment will be based entirely on past work.

## **10. CONTRACT AND INVOICING**

A two-stage contract process with Barratt's will be agreed. :

- Concept stage. – 3 months.

3 x monthly invoices of £2,000 with details of work carried out

- Detailed design contracts/Final contracts

To be issued following approval of the concept design and agreement of fabrication and delivery timescales and agreed payment stages

## CONCEPT STAGE - CONTRACT ONE

- 10.1 The outcomes of the concept development stage will include visual representations of proposals and a written narrative outlining the concept proposal and how it will be integrated into the site.

The artist's concept proposal will be presented by the artist and Artscape to the clients. This presentation will include:

- Detailed visualisations of the work including location plans
- Detailed visualisation of the work, which can be used for on-going consultation on behalf of the artist.
- A Maquette or model (if appropriate)
- A written statement outlining their ideas, research and key ideas associated with the work
- An indicative methodology for production and fabrications
- Indicative costs
- Indicative programme
- Demonstration of consideration of maintenance and long term sustainability of the proposed work – indicative

## 10.2 DETAILED DESIGN – CONTRACT TWO

On approval of the concept proposal the artist will work with the wider design team and their own technical advisors, if appropriate, to detail the proposal with technical specifications suitable for tendering for fabrication.

Early concept and detailed development work will form a part of on-going planning processes and the artist will be made aware of the planning obligations for the development. Artscape and planning advisors will support the artist through concept development work to ensure the artwork will conform to the overall planning guidelines. Artscape will lead on planning liaison on behalf of the artist as necessary.

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## FABRICATION AND INSTALLATION

During detailed design, costings and fabrication process confirmed.

The selection and appointment of the fabricator for the work will be supported by Artscape and tendered through the approved procurement processes. The artist will be expected to oversee the fabrication process and attend during installation.

## 11. INDICATIVE TIMESCALE

Artist Interview Date	mid- July 2014
Research and Development and develop	
Commission proposal	End July- end September 2014
Present commission proposal to	
Public Art Steering Panel	Early October 2014
Design Development	October - December 2014
Production / Fabrication / Installation	In line with construction programme

*NOTE: The programme for this commission will be adjusted to ensure timely appointment of the artists to be part of the design team, pre application stage.*

## 12. BUDGET

Local Centre - (indicative breakdown)

Artist Concept and collaboration fee	£6,000
Detailed design Fee	£12,000
Capital budget permanent work	£88,000
Recommended contingency	£8,000
Total	<b>£114,000</b>

## 13. TEAM LIAISON

13.1 The project will be managed on a day-to-day basis by the art consultants Artscape.

13.2 A team of key consultees will be identified and a project team list issued to the appointed artist.

For further information, please contact  
Sarah Collicott      [sarah@artscapemanagement.com](mailto:sarah@artscapemanagement.com)