

## OPPORTUNITY FOR ARTISTS – PUBLIC ART COMMISSION

### MATCHMAKERS WHARF, LONDON E9



Block B, Matchmakers Wharf, Homerton, E9 which, including the glass trapezoid, will provide 49 purpose-built artists' studios.

## SUMMARY – THE COMMISSION

**Telford Homes Plc** and **Acme Studios** are offering the opportunity for an artist (or more than one artist if working collaboratively) to undertake a **permanent commission** at Matchmakers Wharf, Telford Homes' new mixed-use development due to be ready for occupation from June 2012.

**Matchmakers Wharf**, currently under construction on the site of the Lesney Matchbox Toys Factory, is situated on the River Lee Navigation close to the Olympic Park and will consist of over 200 homes, offices, shops, commercial space and 49 purpose-designed artists' studios to be owned and managed by Acme.

The partners wish to commission a 'public artwork' which will be an imaginative response to the history of the site, and to the architecture and function of **two (visually and / or conceptually) linked external 'locations'** within the new development. The work at the **first location** can be either side of the entrance (at the right of the above visualisation) and be freestanding or placed on an elevation. It must be clearly visible from Homerton Road.

The work at the entrance should make reference to the former Lesney Matchbox Toys Factory, once a major employer in the area, whose die-cast manufacturing included the world-famous Matchbox toys. This work should act as an introduction and signpost to a **second location**: a busy public pedestrian intersection just beyond the entrance.

This location is at ground level, approximately triangular in shape and close to the artists' studios. The longest dimension of the triangle is 15 metres. It is bordered by pedestrian pathways on two sides and an access road through the site on the other, and is overlooked by a six-storey building which includes the artists' studios and a twelve-storey building which includes private apartments. There is a sightline through the development making this location visible both from Homerton Road on one side and the River Lee Navigation on the other.

The triangular location will naturally function as a meeting point for residents and visitors, and it is envisaged that the work may include seating and planting, and could be interactive and involve the use of lighting.

An understanding of the history of the original toys factory, its relationship with the people who worked there and the wider community, will be necessary to inform an appropriate response to the commission. It is envisaged that local people will be involved in some way in the research process and creative development of the work.

The 'work' (at both locations) will be expected to embrace the use of sustainable materials and construction techniques, be durable, and future running and maintenance costs should be low.

The value of the commission is a maximum of **£30,000** (to include fee, material, fabrication and installation costs). A separate budget will cover the costs of associated site preparation and the integration / landscaping of the commissioned work into the site.

Selection of the proposal will be via a **two-stage process**, with artists submitting indicative proposals by **17 June 2011** from which three proposals will be funded for further development. Artists selected for the second stage will receive a fee of **£500** and be required to submit their detailed proposals by **5 August 2011**.

The selection panel will include representatives from Telford Homes Plc, Acme Studios, Stock Woolstencroft (architects) and Standerwick Land Design (landscape architects).

## BACKGROUND

Matchmakers Wharf is a new landmark mixed-use development by Telford Homes Plc currently being built on the site of the former Lesney Matchbox Toys Factory in Homerton, E9. The development, in partnership with Acme Studios, is located to the north of the London 2012 Olympic Park, less than 200 metres from the International Broadcast Centre which will become a focus for creative industries after the Games. The development comprises 209 residential units which will become available for sale or as social housing, 49 artists' studios and commercial space for community, office and retail use. There will also be improved access to the River Lee Navigation with moorings for residential and commercial boats.

The scheme will create a permanent and high-quality resource for artists, contributing to London Borough of Hackney's commitment to encouraging creative industries and, through public engagement, bring real benefits to new residents and existing communities. Telford Homes recognises that including artists' studios within a new development creates a natural conduit to local communities and that studios hold a natural attraction; by having them integrated into the heart of the development other creative and commercial businesses will be attracted to the area.

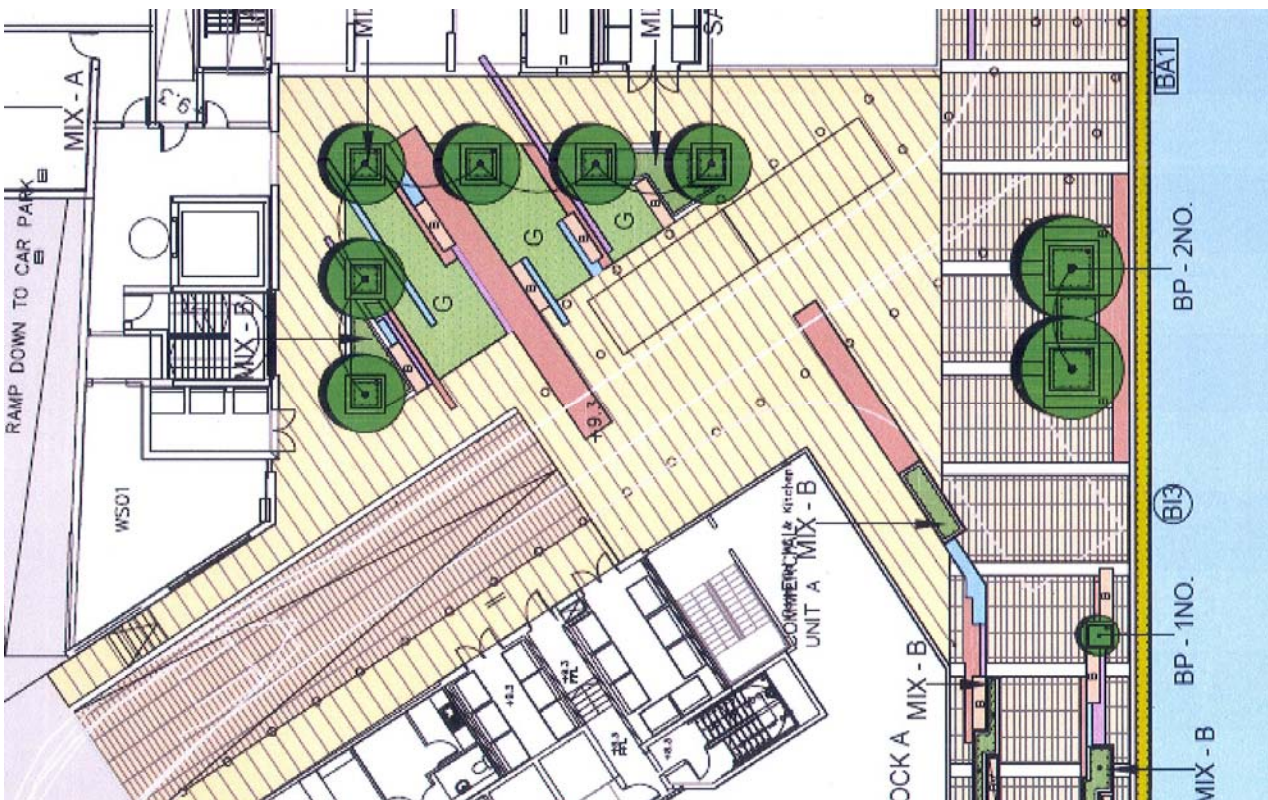
Acme worked closely with Telford Homes and the architects Stock Woolstencroft, throughout the planning process, who quickly understood the needs of artists and the benefits they would bring to the project.

Acme has a long history of working in the borough, having supported several hundred artists with combined housing and studio space throughout the 70s and 80s and has a permanent studio building in Orsman Road, N1. The studios at Matchmakers Wharf will be the last project in the current phase of Acme's current capital development programme, part-funded by a major grant from Arts Council England.

## THE SECOND LOCATION



A visualisation of the **second location** showing its scale and relationship with the site – the landscaping treatment is for illustrational purposes only



Plan showing the **second location** surrounded by paving with the main pedestrian and vehicular access to the site at bottom left and the towpath to the River Lee Navigation to the right

## STAGE ONE

Artists wishing to apply for the commission will need to provide the following:

- Outline proposal (750 words maximum), including an indication of how members of the local community might be involved in the development and / or realisation of the work, together with an indicative budget
- A curriculum vitae (including artist's statement)
- A maximum of 10 images (CD, DVD, or photographs) including visualisations of the proposed work and / or of recent work relevant to the project (all should be labelled with: artist's name, date of work, materials used and project name / title)
- Catalogues or published articles, including reviews (which should be listed)

To arrive at a short-list the partners will consider the quality and appropriateness of the proposals, the history of the artists' practice and their capacity to deliver the commission. A maximum of three proposals will be short-listed and artists invited to submit to Stage 2.

**PLEASE NOTE: Matchmakers Wharf is currently a construction site and no access is possible. However the development (and entrance) is visible from Homerton Road.**

**Closing date: 17 June 2011, 12 noon**

## STAGE TWO

Three short-listed proposals will be awarded a fee of **£500** for detailed development. A site visit will be arranged to view the designated locations and further site and technical details (including access and health and safety) will be provided as required.

Written and visual material required for the Stage 2 submission (deadline **5 August 2011, 12 noon**) will be detailed at the time of invitation but in summary will include:

- A description of the concept and materials / technologies to be used, together with a visual representation of the proposed work
- An indication of how local people will be consulted / involved in the development and / or realisation of the work
- Outline of all key technical issues relating to construction and installation
- Method statement and timetable for production, delivery and installation
- Ongoing maintenance requirements and indicative maintenance / running costs
- A detailed budget showing how the budget of £30,000 will be spent to include: fee, material, fabrication, delivery and installation costs, any sub-contracted costs, associated travel and other expenses
- Appropriate references relating to previous projects may be requested

Artists involved in the three short-listed proposals will be invited to interview, to be held in London in the week beginning **15 August 2011** and the selected artist/s will be informed by **26 August 2011**

## REALISATION

The selected artist/s will work with the partners to finalise all details of the realisation of the commission and enter into a contract for its delivery by **16 September 2011**. The work will need to meet health and safety and access guidelines and a risk assessment will be undertaken prior to the finalisation of the design. The installation of the work will need to be undertaken by suitably qualified individuals.

The work will be completed and launched in **May 2012**.

## TIMETABLE

Stage one closing date	12 noon, Friday 17 June 2011
Three proposals short-listed	Beginning of July 2011
Stage two closing date	12 noon, Friday 5 August 2011
Artists' interviews / presentations	Week of 15 August 2011
Selected artist/s informed	26 August 2011
Contract signed	16 September 2011
Commission completed and launched	May 2012

## HOW TO APPLY

Please send your submission (as set out in Stage One above) to include: outline proposal and budget, curriculum vitae, images and published material **in hard copy format only** (submissions sent electronically will not be accepted) to:

Julia Lancaster  
Residency and Projects Manager  
Acme Studios  
44 Copperfield Road  
Bow  
London E3 4RR

To arrive no later than: **12 noon, Friday 17 June 2011**

## ***About Telford Homes Plc***

Telford Homes is an AIM listed new homes developer that delivers high quality mixed-tenure developments around East London. The Company has formed long-term partnerships with key London Boroughs to realise their commitment to regeneration and the formation of sustainable new communities. Telford Homes' brand values focus upon value-for-money and excellent delivery of both product and service.

Telford Homes' high standards and exceptional customer service have resulted in a number of awards, including three NHBC Seals of Excellence, London Evening Standard Special Commendation for Best New Small Development (2009), Innovation Award for Building Technology (2009), the prestigious Homebuilder of the Year award at the Mail on Sunday British Homes Awards 2009 and most recently two NHBC quality awards (June 2010) and a Commendation for Best Development Project (Matchmakers Wharf) at the British Homes Awards 2010. For more information please visit the Telford Homes' website at [www.telfordhomes.plc.uk](http://www.telfordhomes.plc.uk).

## ***About Acme Studios***

Founded by Jonathan Harvey and David Panton in 1972, Acme Studios is a London-based charity that provides artists with affordable studios and living space, residencies and awards. Its expanding Residency, Awards & Community Programme will support over 30 artists this year through the provision of rent-free studios, bursaries, mentoring and professional support. Many of the artists on residency programmes provide public benefit through their engagement with local communities.

Acme manages over 425 studios in 12 buildings across London and continues to pioneer new ways of achieving affordable studios working in partnership with commercial house builders and social housing providers. For more information please visit the Acme Studios' website at [www.acme.org.uk](http://www.acme.org.uk)



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