

ARTIST BRIEF: Street Signage Commission

Introduction

Coventry is already a compelling destination of distinction but since it has been awarded title to be the next UK City of Culture in 2021, a number of projects have been funded to prepare for the anticipated growth in visitor numbers. Its cathedral is world renowned and attracts visitors from around the world. However, only a proportion of its visitors (56% in a 2016 study) visit the other attractions in the city. By improving the communications about the city offering and potential it should be possible to increase the duration and quality of these visits and potentially even increase England's share of global visitor markets.

Outline

As part of an initiative to enhance street signage in Coventry city centre, Culture Coventry, in consultation with City of Culture Trust, Coventry City Council, Coventry Cathedral and key cultural venues, is seeking an artist to design and realise street signage that guides visitors between Coventry Cathedral and Coventry Transport Museum. The signage will draw attention to cultural and heritage sites on the route, including the Herbert Art Gallery & Museum and Priory Visitor Centre.

This commission is part of the city's Cultural Destinations project, which is funded through Arts Council England. The aim of Cultural Destinations is to enable arts and culture organisations, working in partnership with destination organisations, to increase their reach, engagement and resilience through working with the tourism sector.

Recent visitor research has shown that the majority of visitors to Coventry are drawn to Coventry Cathedral. We would like to encourage visitors to explore other venues while they are in the city.

There is a budget of £30,000 inclusive of VAT for this project and a deadline of July 2019 when the project should be completed.

The budget covers artist fees for research, design and production; artist expenses; and materials and manufacturing to realise the project.

The selected artist is required to consider the following objectives:

- The commission is to design and realise street signage which guides visitors between Coventry Cathedral and Coventry Transport Museum, passing an agreed number of other nearby cultural and heritage sites.
- The signage should be physical, although it could be enhanced with digital capability if desired and within the overall budget.
- The signage should be made of robust materials and require minimal maintenance, and should remain in excellent condition until at least December 2021.
- The signage should be complementary to the silver 'finger post' signs which are sited and maintained by Coventry City Council.
- The route indicated by the signage should be accessible to as wide a range of people as possible.

How to apply

To submit a proposal, please provide the following:

- A completed proposal detailing how you will go about fulfilling the project objectives making reference to your previous work. Maximum 600 words.
- An outline timeline/schedule (indicating any other commitments).
- A budget breakdown.
- A short statement about your practice. Maximum 400 words.
- Your CV (as a word document). Maximum two sides of A4.
- Up to 12 images of previous work, or links to examples of previous work (streaming only) eg your website, Vimeo, YouTube (with password if protected). Please do not send video files.
- Names and contact details for two referees who are familiar with you and your work.

Deadline for submissions: By 5pm on Thursday 12 July 2018 to gina.keohane@culturecoventry.com

If you have any questions, please contact Rosie Addenbrooke, Exhibitions and Events Manager, Culture Coventry at rosie.addenbrooke@culturecoventry.com

The selection of the artist will be made by representatives of Culture Coventry, City of Culture Trust, Coventry City Council and Coventry Cathedral.

Interviews will take place week beginning **30 July 2018**.

Selected artists will be notified not later than **23 July 2018**. If you have not been notified by this time, please consider your application to be unsuccessful.

We are sorry that we will be unable to give any feedback on unsuccessful applications.

About Culture Coventry

Culture Coventry Trust is one of Britain's most exciting arts and heritage organisations. Its mission is to promote innovative and creative arts activities in ways which help to establish them as a significant part of people's lives. The Trust supports a regular programme of exhibitions, educational workshops and performances and attracts over 800,000 visitors of all ages per year.

Within the Trust we have Coventry Transport Museum, the Herbert Art Gallery & Museum and the Old Grammar School, which are all situated in the heart of Coventry and the Lunt Roman Fort less than three miles away on the outskirts of the City. Therefore the Trust plays a unique role in Coventry's cultural development and is actively taking part in the Coventry City of Culture 2021.



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