



Artist Opportunity

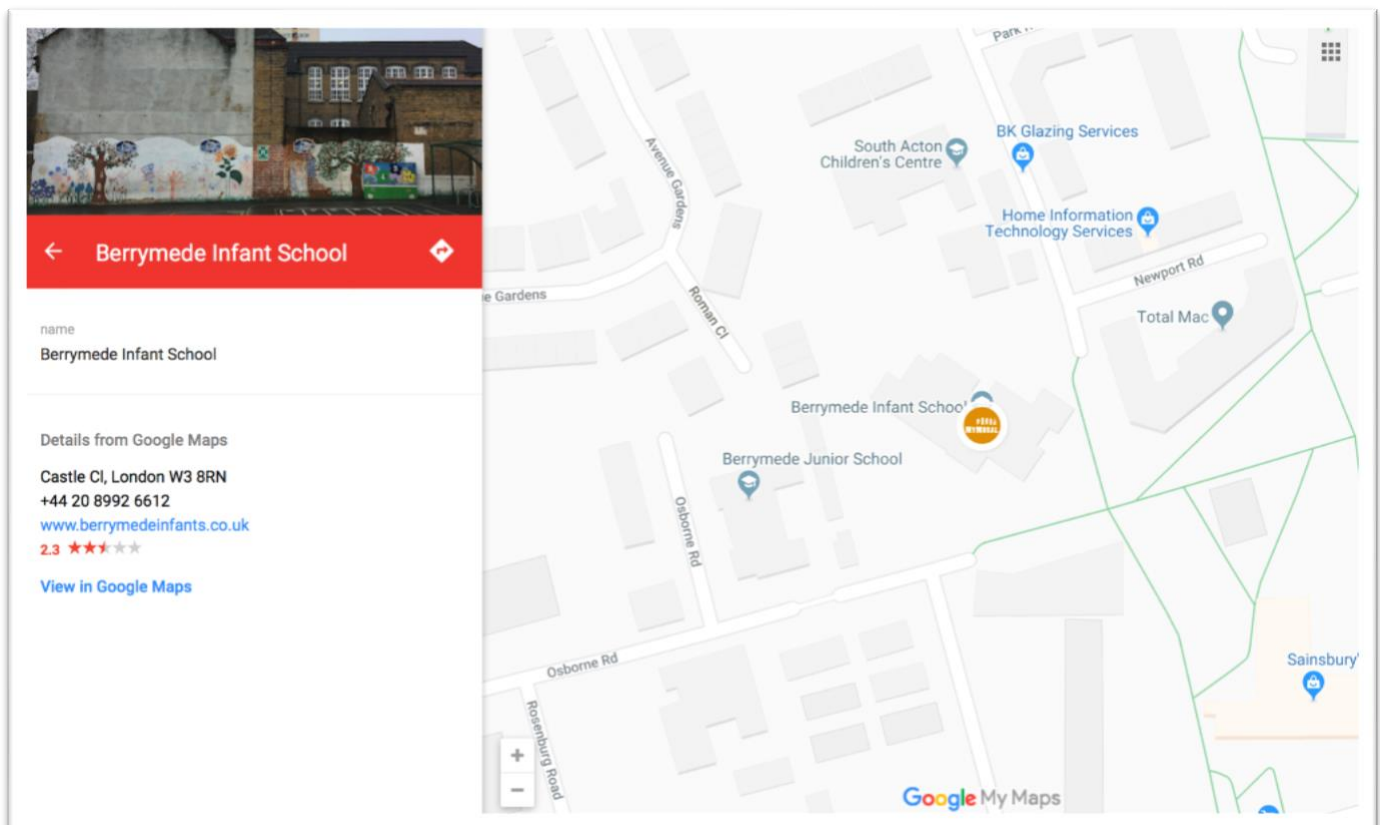
MyMural South Acton

Resident Curated

Opportunity launch March 2019

Site: Berrymede Infant School, W3

Where is this specific opportunity located?



Link to map:

https://www.google.com/maps/d/u/0/viewer?mid=1awMOeUH_WYN1P81G6Kht3c1zMVDKb27H&ll=51.502729389344424%2C-0.2727742188181992&z=19

Project Context

South Acton Estate is pioneering the MyMural scheme, which is supported by the GLA, Stik, London Community Foundation and hosted between Artification, University of the Arts London and friends. This is a new form of matchmaking scheme between urban artists and residents, to enable great new artworks to happen in the everyday locations, which surround us.

This call is not a public art commission. Rather, it means to help enable new collaborations between artists as makers and residents as co-curators and 'canvas hosts'. The scheme eases the process for new artworks to be made on resident or community-run buildings which would not normally be accessible for art. Thanks to support from the Mayor of London (GLA), Stik and London Community Foundation, the initiative has some resources and some in-kind support, to ensure successful implementation, the initiative has some resources and in-kind support, to support implementation, including a fixed-fee available for the selected artists who collaborate. More information on the wider initiative is available via www.mymural.org.

Site details



Surface finish:
Render and brick

Indicative sizing:
Height range (approx.): 6-10m
Width range (approx.): 15-20m
(including right-hand lower brick
section).

Links (Google):

[Map Location](#)

[Google 3D link](#)

[Google Streetview link](#)

Keywords

Identified by participating South Acton locals, regarding this opportunity.

Rooted; Family; Friendly; Inspiration; Multicultural; Diversity; Change; Superheroes; Dinosaurs; Fields of Characters; Nature; Green; Happiness; Back to Nature.

Local context & community

Comments from *Berrymede Infant School* parents and community about the site, the immediate area and communities near to where new the artworks will be created.

Local voices - on the local context

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“Acton means 'Oak town'”

“The Oaktree reflects events”

“[This area is] Diverse”

“Family orientated. Friendly neighbourhood. Lots of people know each other. Acceptable to change full stop shops are mixed. Mosque and church are

near to each other”

“The community is losing its identity I there are fewer parks and no community centres anymore, corner shops have closed and replaced with expensive supermarkets.”

“There used to be a great boat in the area- a sculpture”

“There used to be a park here”

Themes

Reflections, stories, insights, topics or hopes which *South Acton Estate* locals suggest artists could bear in mind.

Local voices - on stories, insights, topics and hopes ...

“Murals should reflect the mixed cultural backgrounds of South Acton”

“Artists should bring their own culture too”

“Characters- child-friendly, child-related”

“Something kids can aspire to”

“Keep it rooted in the area”

“There could be a thought cloud of imagination/ memories [from around South Acton]”

“Take the viewer on a journey through the mural”

“The area is really missing [in art]. I think the artist should make sure the area is *in* the art. There is way too much Pop culture in this area already. It should be avoided”

“Here in South Acton “lives active refugee, who had to leave a war-torn country and rebuild their life, learn English, go to school and make new friends now they are an adult contributing to the community”

“Human heritage”

“Oak trees” Acton = Oak town

“The loss of green around South Acton”

Green, forest, nature, birds, animals...

Inspirations

Approaches, references and styles, suggested by locals as inspirations for artwork at the site, at Berrymede Infant School.

Local voices - on inspirations for the artwork

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"Local nature, biodiversity"

"Children's story characters such as 'the gruffalo', 'Room on the broom' (Julia Donaldson)"

"Child-friendly, literature characters"

"No controversial topics"

"Colourful"

"Local heroes; Superheroes"

"Keep South Acton bright and lively"

"You could add a small artwork of one or some of the current artwork that exists in the area and add some of the old ones that were destroyed"

"Images or symbols - local ideas for child Stories"

"Link community and environment and woodland"

"Rock climbing and stones on the wall?"

"More green"



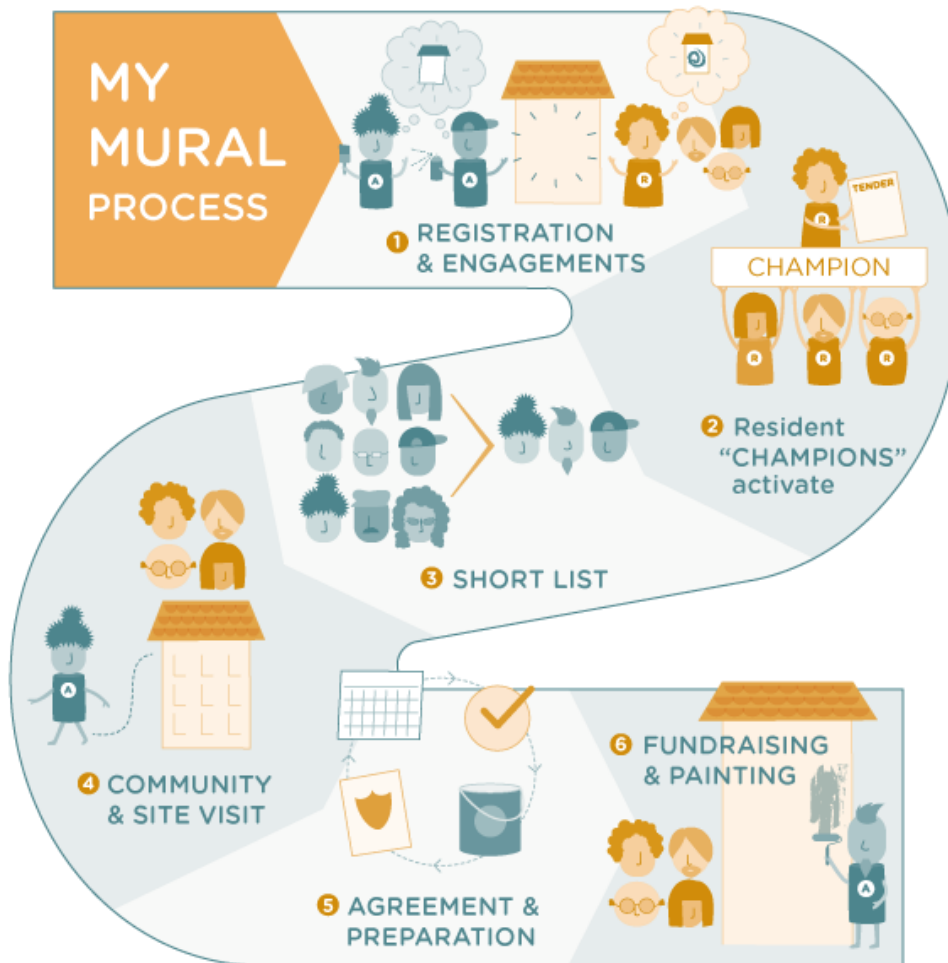
Key dates for artists – Berrymede Infant School (2019)

25 March – 19 April	Expressions of Interest and related submissions - One or more sketch ideas from any interested artist, plus examples of your capacity to work on this project.
20 April – 03 May	Shortlisting – Up to three artists invited to work up ideas
04 May – 25 May	Site and community visit/s
26 May – 14 July	Agree, refine and prepare – final artist agreed by community and notified, and logistics prepared for making artwork.
14 July – 31 Aug	Period for making artwork on site.



The MyMural process

The diagram here sets out the key steps in the MyMural process. Appendix 1 of this document contains a descriptive outline of each of the steps numbered in this overview.



Logistics

Public liability. Unsurprisingly, it is essential that MyMural artists have suitable public liability cover, and DBS clearance where relevant. Please speak to us if you do not have either of these in place.

Materials and access. MyMural will provide or help towards costs of paint, access equipment and other logistics/permissions related costs, as far as possible.

Artists Assistants. MyMural is looking to fund some time towards costs for artist assistants, where relevant, who are local to the site being painted. We will particularly support those locals actively interested to gain experience on these kinds of projects and who would benefit from the opportunity and some days' paid work. To be agreed on a case by case basis. Please indicate via the Expression of Interest form linked below if you would benefit from artist assistant help.

Lifespan & maintenance. The artwork produced will remain on the wall for as long as it can be reasonably maintained. The selected artist is welcome to help in this process, to ensure extended longevity. After this, the community based at the site retains the right to explore new artworks or finishes.

Fees

A fixed fee budget structure is in place to support artists whilst proposing work and whilst making work. This not reflective of either artist status or commercial commission rates. It is a collaborative contribution towards production of the artist's artwork.

Proposing work: Submitting sketches for artist shortlisting – No fee

Working-up: Up to 3 directions developed in more depth, to discuss with community – Fee £350 to each artist selected, for a maximum of 3 shortlisted artists.

Making work on site: Fixed fee towards painting, upon completion of artwork on site - £1500 to one artist (or single artist group).

I'm up for it! ... So what now?

- Please submit evidence of your experience painting at heights – ideally 3 storeys (approx 10 m), or above, to m.willcocks@csm.arts.ac.uk. You can include previous projects you have worked on, and any other relevant documents, policies, training, etc. you consider relevant.
- Sketch ideas – Once you have expressed interest for a site, you can submit your outline approach or sketch ideas, to the same email (above). These will be shared with the relevant site community members together with the MyMural team. We do not expect you to burn yourself out at this stage. Obviously, you can spend as much or as little time as you like on your first ideas. It is just to give a flavour of your ideas or suggested approach to the locals, who will shortlist, and later, select the artist/s who can paint at the site.
- Artists submitting proposals are understood to have read and agreed to the [MyMural principles, outlined here](#). These can also be found in Appendix 3, at the end of this document.
- Now, click here to express your interest and define the site you are interested in: **Expression of Interest form (Eoi)** <https://mymural.typeform.com/to/gSTj3g>.
- Make it amazing!



MYMURAL

Appendix 1 - MyMural process description

This page gives an outline description of activities and roles for each step. Details for specific sites are subject to change, as suits respective contexts.

1. REGISTRATION & ENGAGEMENTS

RESIDENTS. Established resident group (such as a tenants and residents association, or other form) confirms interest with the scheme, to bring quality art to their building wall/s. Confirm agreement from wall owner/manager to take part in MyMural scheme.

ARTIST. Artist checks eligibility and registers with the scheme.

Submits examples of artworks and evidence of working at height, 3 storeys (at least 10m) or higher.

SCHEME SUPPORT. MyMural Panel approves artists applying to be registered with the scheme. MyMural team works with relevant resident / community groups to support development of the artist's opportunity (call).

2. CHAMPION

RESIDENTS. At least one Resident Champion nominated by resident group (per intervention). Resident Champion sets up the opportunity 'tender' using the MyMural template. Sets out details such as the wall/s, surface/s, the context and timing.

SCHEME SUPPORT. MyMural Panel support residents in preparing and activating their 'tender' for artists. Templates for preparing and submitting a new tender will be provided.

For relevant sites, a call for Artists' assistant(s) will be shared among local residents those looking for more experience in artistic practices. The idea is that successful applicants will be able to gain valuable experience and receive a fixed fee (according to scale of work), for assisting with the preparation and production of the artwork.

3. SHORTLIST - SUBMIT & REVIEW

ARTIST. Artist selects an opportunity from the calls/tenders on MyMural scheme.

Submits one or more quick proposals via the open submission for a particular site (no fee at this stage).

RESIDENTS. Between 3 and 5 artists are selected for the shortlist. Open invite to community for suggestions / comments.

SCHEME SUPPORT. The MyMural Panel supports residents in selecting shortlist.

4. 4. COMMUNITY & SITE VISIT

RESIDENTS. Shortlisted artists are invited to visit

the site area and meet some of the residents on dates set by the Resident MyMural Champion. Residents can use this chance to tell their story to the artist.

ARTISTS. Shortlisted artists invite to attend community and site visits, to see the wall, learn about the location and hear from residents. Shortlisted artists receive 50% of fixed fee to develop proposals.

5. AGREE & PREPARE

RESIDENTS. Residents select and confirm final artist. Champion works with artist to agree intervention date and uses MyMural resources to ensure relevant protocols are in place. Artist's assistant roles offered first to local communities wherever possible.

ARTISTS. Selected artist works with Champion to agree artwork (with a small margin for changes on site).

Supported by MyMural scheme and Resident Champion, to prepare logistics, H&S, permits, method statement, organise lifts. paint, etc. for painting.

SCHEME SUPPORT. Scheme provides agreement template; artist's liability insurance; lifts, permits guidance, pays next portion of artist's fee and paint.

6. PAINTING AND PROMOTING

RESIDENTS. Resident Champion ensures agreements and permits for action are cleared before the start date.

ARTIST. Makes artwork and receives final portion of fixed fee. Artist submits at least one original sketch, print or maquette back to MyMural scheme, e.g. for 50/50 sale, to support longevity of the project and site maintenance.

SCHEME SUPPORT. Upon completion scheme pays artist remaining portion of fee. Retainer for repairs/maintenance.

(Subject to updates).

Appendix 2 - MyMural Principles

1. ARTISTS & RESIDENTS - the MyMural scheme is not-for-profit, aimed at benefiting artists, residents and the environments that surround us every day. The project panel and resident-champions will help select the best submissions to ensure high-quality outcomes. The scheme works to reduce administrative burden and bring exciting new opportunities for great artists, whilst empowering residents through works they curate on their buildings.

2. ART NOT ADVERTS - the scheme does not support or promote murals as advertisements or related promotional devices.

3. LARGE MURALS – the scheme will start by delivering large scale artworks for communities to help curate and enjoy, and will in exchange, offer talented artists large spaces to paint new creative local landmarks. The first painted sites will be on multi-story buildings (provisionally three levels or higher) and will start above the “high tide line” (i.e. beyond reach from ground-level). Future developments of the MyMural scheme will work to include smaller-scale walls and buildings. Please let us know what you are most interested in.

4. COMMUNITY INVOLVEMENT, CURATION & OPPORTUNITIES - the community and residents are key to engaging in the process, helping to curate, select, meet and feedback to the nominated artist/s. The scheme is also keen to provide work opportunities to local residents, e.g. as artists' assistants, to help make the new actions happen within their neighbourhood.

5. LOCAL CHAMPIONS - each location or area will have a nominated MyMural arts champion/s to represent the residents and ensure excellent artwork for their neighbourhood.

6. ARTIST CHOICE & EXPRESSION - the artist will have creative license for the artwork they produce, but will also meet some members of the community and get to know the site, with the choice to amend their proposals based on contact with the community.

7. FEES FOR ARTISTS - all participant artists will be offered a fee (determined by the scheme) unless they choose to waive this for the benefit of the project. Shortlisted artists will also have a fee made available to work-up proposals. Intellectual property will remain the property of the artist. Where artist assistants are involved, from the community local to each artwork, the assistants will be paid a fee for their contribution to the project, too.

8. MAKE THE SURROUNDING ENVIRONMENT BEAUTIFUL - the scheme is committed to enabling more leading creativity on more walls for London, and to supporting residents to be pro-active in bringing colour and creativity to their immediate environment. We commit to providing high quality artwork for the local residents that improves the immediate area. Each resident community will have the opportunity to veto works made and re-engage in the scheme to enable new works after 12 months, if desired.

This scheme means to avoid mediocrity and we need your help to achieve this.

9. WE DO THE LEGWORK - the MyMural initiative will support each participating resident community, and artist, with information and resources to support logistics, paint specification, risk assessments, method statements, permits, decommissioning plans and traffic management. We will also offer materials for artists to ensure their intellectual property rights are best protected.

10. SUPPORTING THE SCHEME - organisations who identify with our values are welcome to support our effort through collaboration as MyMural supporters.

Please get in touch to discuss opportunities. Contact: Marcus Willcocks: m.willcocks@csm.arts.ac.uk