



## Bollo Brook Park, London W3

Artist Opportunity | Resident curated

### Artwork site and surfaces - sections shown within dimensions

Bollo Brook Park – Berrymede Junior School walls



**Surface finish:** Brick

**Height range** (approx): 7m, 4m, 2m – ‘stepped’ wall with three height variants.

**Width range** (approx): 14m (main section, as shown in image) plus 8-10m

**Context:**

- Berrymede Junior School
- Bollo Brook Park (recently refurbished)
- South Acton neighbourhood

**Location link:** [https://www.google.com/maps/d/edit?mid=1tZMD7yZuqQVUXV8V5Rdle\\_D5GIQNIQD8&usp=sharing](https://www.google.com/maps/d/edit?mid=1tZMD7yZuqQVUXV8V5Rdle_D5GIQNIQD8&usp=sharing)

**Artist Opportunity – Autumn/Winter 2020**

In collaboration with South Acton / W3 residents, supported by MyMural and Artification





## Key Words

Responses from locals in the area for key words or phrases to help stimulate the strongest, most relevant artwork for the Bollo Bridge Park site. (percentages show proportions of contributions for each)

“Nature, environment, harmony, ecology”

“Nature and harmony”

“Protecting the environment”  
*(especially reducing plastic use to protect sea life).*

“Promote and reflect diversity and inclusion”

“Nature, natural colours, spirituality”

“Real, raw and spark”

“Eye catching, inspiring”

“Dancers, music, black culture”

“Geometry based”

“Community, whole, family”

“Engages youth”

“Graffiti”

“Creative unique inspiration; Interesting, Extraordinary”

“Vibrant, positive”

## Style, Content and Colour

As suggested by locals for the artwork at Bollo Bridge Park

“Bright colours”

“Natural colours”

“Collage, beige tones”

“Spirit theme”

“Colourful”

“Exotic / tropical based colours  
(bright yellows, etc.)”

“Geometry based”

“Bright colours for a bright future”

“Vibrant colours”

“Colourful, very colourful”

“Bright, vibrant, neon - showing life and vitality. Images of street dancers, rappers, mics, speech bubbles or thought bubbles maybe with quotes from the youth?”



## Themes

Reflections, stories, insights, topics and hopes which locals suggest for the artist consider / reflect / portray.

“Cultural diversity”

“Connect with art and the real world (nature)”

“Friendship, hope, togetherness, development of south Acton”

“Togetherness, fun, happiness”

“History” [of the area]

“Love, unity and hope”

“People who started from nothing”

“Youth”

“Unity”

“Important to promote and reflect diversity and inclusion, so if images of people end up being drawn, then it is important to ensure there is a diverse group of people (gender, disability, age, ethnicity)

“I would like Black Panther portrayed”

“Something that involves or encapsulates the kids and youth of the area - rebuilding of youth centres, the opportunities the regeneration offers in terms of culture, music and dance locally. Would be great to get some of the Berrymede Junior pupils involved, this space was once used for their events such as summer fairs and sports days. The children have a real connection to the area pre-regeneration to now”

## Local inspiration & creative routes for this artwork

Suggestions from locals for inspiration, approaches and hopes for the artwork at Bollo Bridge Park.

“All images” [not text]

“Diversity and openness”

“History of South Acton”

“Music and Sports”

“Unity of races”

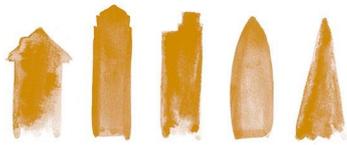
“Some sort of musical representation”

“Somalian mothers, footballs, world flags”

“South Acton colter”

“Hungry like a lion”

“The old South Acton”



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## About this opportunity

This artwork opportunity is supported between both **Artification** and **MyMural**.

The Artification vision is to connect people and places through art. We make this happen by responding to local needs and developing our arts and cultural venues, with initiatives that bring communities together to catalyse change.

MyMural is a new kind of matchmaking scheme between urban artists and resident groups, to enable great new artworks to happen in the everyday locations that surround us. This has been enabled for a pilot period thanks to support from the artist Stik, Mayor of London (GLA), the London Community Foundation, University of the Arts London, Artification, Wood Street Walls and friends.

As the scheme continues to experience interest from different artists and communities, it will need new investment to be able to keep supporting artists and communities for great artwork to happen in different places. If you know anyone who can support it further, do get in touch.

### **By taking part in this project you are collaborating in a live and new kind of pilot.**

This scheme is not a commission for public art; it enables a new level of collaboration between artists and residents as co-curators and 'hosts' of artworks in their own neighbourhood, through new opportunities for talented artists to make work in new locations. The host community are integral to defining the opportunity and to curating the artwork that happens at the specified site.

We welcome your all interest, passion and energy, without which this scheme could not happen. We are also grateful for your patience as we navigate the challenges of each new context and trial updates and adjustments, which we hope will improve the process for everyone in perspective.

The final artist to make the artwork is typically selected after two rounds of shortlisting

MyMural can make a fixed-fee available towards the final selected artists who collaborate, and the collaboration for producing the artwork is between the artists and the community or resident group – in this case Artification. The commitment and effort between them is what makes the final artwork happen.

More information on the wider scheme is available via [www.mymural.org](http://www.mymural.org).



## Timing – Bollo Bridge Park, W3

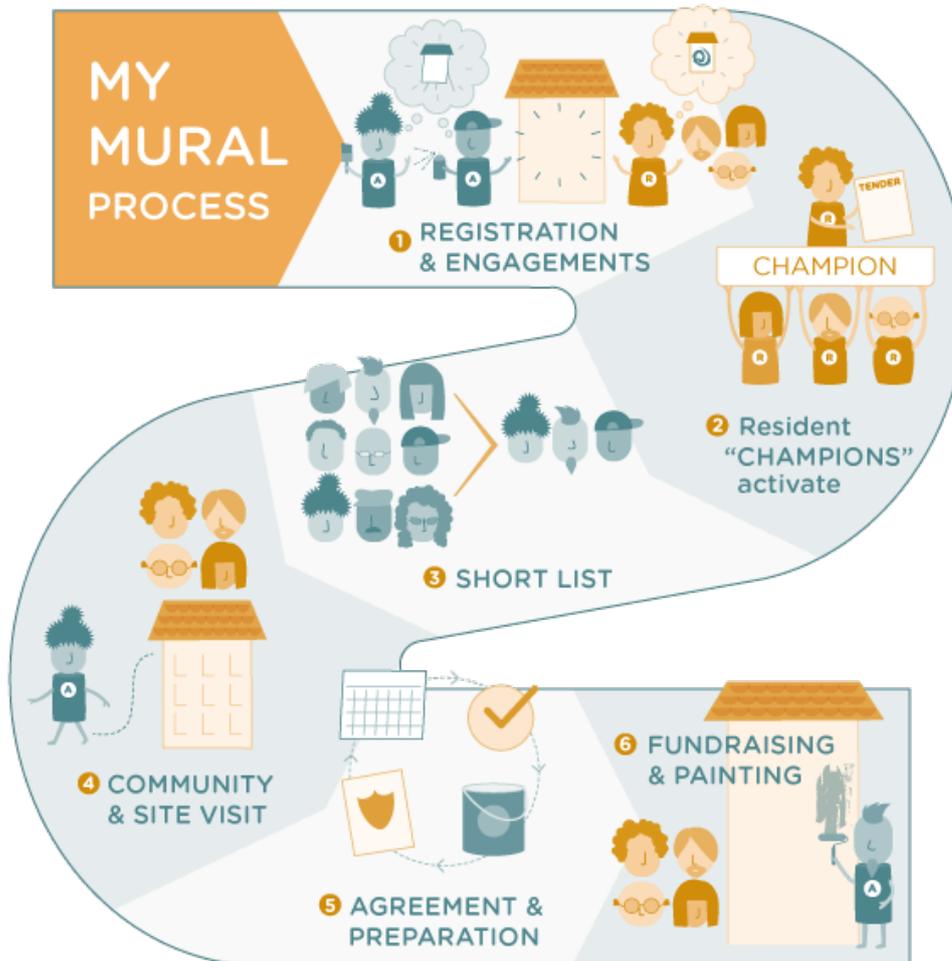
The following dates are indicative and timings are subject to updates.

September - November 2020	<b>Community definition of Artist Opportunity (now complete).</b>
November-December 2020	<b>Call for artists open.</b>
06 January 2021	<b>Deadline for expressions of interest with first ideas.</b>
January 2021	<b>Artist shortlisting.</b>
February 2021	<b>Refined proposals submitted by up to three shortlisted artists.</b>
March 2021	<b>Final artist selected and preparations initiated</b>
April-May 2021	<b>Window for completing artworks on site.</b>



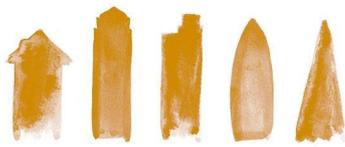
## The MyMural process

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.



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

- **Submit evidence of your previous experience** to [mymuralproject@gmail.com](mailto:mymuralproject@gmail.com). Please include previous projects you have worked on, and any other relevant documents, policies, training, etc. you consider relevant. In the email subject line write '**Artist Application for MyMural Bollo Brook Park**'.
- **Sketch ideas**. These will be shared with the relevant site community members together with the MyMural and Artification team. It is principally 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. Obviously, you can spend as much or as little time as you like on your first ideas. We do not expect you to burn yourself out at this stage. You can **submit your outline approach / sketch ideas, to the same email (above)**.
- Artists submitting proposals are understood to have read and agreed to the [MyMural principles, outlined here](#).
- Make it amazing!



Contacts:

- Artification | Rachel Pepper - [rachel@artification.org.uk](mailto:rachel@artification.org.uk)
- MyMural | Marcus Willcocks - [mymuralproject@gmail.com](mailto:mymuralproject@gmail.com)

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## Fees

A limited fixed fee budget structure is available to support shortlisted artists for developing and 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.

**Expressing interest in this site:** Submitting sketches for artist shortlisting – No fee

**Working-up:** Up to 3 directions developed in more depth, to discuss with community – Fixed fee **£200** to each shortlisted artist (or artist group), for a maximum of 3 shortlisted artists.

**Making work on site:** Fixed fee towards painting, upon completion of artwork on site – up to £1300 to one artist (or collaborating artist group), subject to area painted. A portion of this fee will be paid once the artwork concept is agreed by the community (e.g. 20%) and the remainder will be paid once the artwork is complete (e.g. 80%).

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## Logistics

**This Collaboration.** Through this opportunity the artists expressing interest, submitting and making work are principally responsible to the community served by their artwork. MyMural and Artification will support as far as we can but we also have very limited resources which may also be affected external circumstances, including COVID-19.

**Public liability.** Unsurprisingly, it is essential that 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.

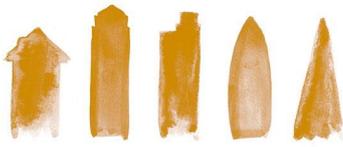
**Method statements and Risk Assessment.** MyMural has some templates for method statements and risk assessments. It is the responsibility of the final artist and resident group to ensure these are suitable, completed and check if they need updating.

**Materials and access.** Occasionally, MyMural can help provide, or contribute towards materials, access equipment and other logistics related costs, as far as possible. Artist/s requiring any access equipment (powered or manual) will be asked to (a) evidence suitable experience and up-to-date training, and (b) ensure they are confident that the specification is appropriate before it is agreed or booked to arrive on site.

**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.

**Artists Assistants.** MyMural is exploring possibilities to include local community members as artist assistants, where relevant. 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. You are welcome to let us know if this is something you might be interested in. We can not guarantee any support.

**Pay it forward.** This scheme can offer some funding thanks in large part to other artists, supporters and creatives giving what they can to make it happen with and for others.



If you think this kind of opportunity should happen more, as you prepare your work, consider how you could both promote your own work and help fundraise and support future collaborations through this project going forward.

This might be a contribution of revenue from prints related to work you are developing, it might be a whole artwork or maquette made available for sale, in parallel to the artwork production at this site, or it might be something completely different. Let us know what you can contribute to help MyMural enable more art to happen in more places.

## Process overview

To follow is an outline description of activities for each step. It gives example scenarios. Details for are subject to change, as suits respective contexts and sites for artworks.

### 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 the 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.** Up to 3 artists are selected for the shortlist. Community make curatorial suggestions / comments.

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

### 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 in principle (with a limited margin for changes on site).

**SCHEME SUPPORT.** MyMural scheme and Resident Champion, to prepare logistics, templates help where possible with logistics, permits, method statement, access, or materials. Artists and community members collaborate to finalise.

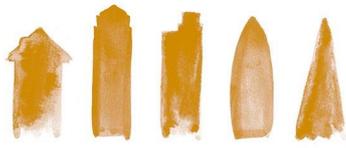
### 6. PAINTING AND PROMOTING

**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 are invited submit original sketches, prints or maquettes to help promote the work made, e.g. for 50/50 sale, to further support the artist and longevity of the project and artwork maintenance.

**SCHEME SUPPORT.** Upon completion scheme pays artist remaining portion of fee.

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(Subject to updates).



## 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 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** - 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. Images of the final work may be shared by the community and by MyMural for non-profit purposes, to promote this project and the work made. Unless separately agreed, intellectual property of the artwork will remain the property of the artist.

**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** – artists, community members and wider organisations who identify with our values are welcome to support the initiative for more artworks to happen, through collaboration as MyMural supporters.

To discuss opportunities, contact us via:

- MyMural - [mymuralproject@gmail.com](mailto:mymuralproject@gmail.com)
- Artification - [rachel@artification.org.uk](mailto:rachel@artification.org.uk)