

# Moniker Projects Thamesmead Canal Mural Programme

Local Artist Open Call

Mural for Woodpecker Close Underpass

Budget: £2,500

To be delivered in October/November 2020

Application deadline:

Monday 21st September 2020, 12:00noon (midday)

In partnership with:



## Background

Moniker Projects has been commissioned by Peabody to develop and deliver a programme of high quality murals on eight underpasses that connect Thamesmead's winding network of picturesque canals in north and central Thamesmead.

The murals will celebrate Thamesmead's rich and diverse landscapes, wildlife and cultural heritage, whilst providing signage and wayfinding for pedestrians and cyclists. The mural programme will feature five artists and take place across eight sites. Four artists have already been confirmed. These include Jo Peel, Louis Masai, Xenz and Hixxy. Artists were selected for their affinity with nature and proven track record in marrying urban art expression with themes of the natural world, alongside experience of creating large scale murals.

We are now seeking to appoint a fifth artist, who either lives or works in Thamesmead to deliver a 10m long mural on an underpass by Woodpecker Close in central Thamesmead.

## The Brief

We are seeking proposals from artists local to the Thamesmead area, whose work has a demonstrable affinity to nature and a proven track record in painting large-scale murals.

The Thamesmead Mural programme will create an interesting trail of beautiful and engaging artworks across the canal footpaths. Promoting Thamesmead's nature and wildlife of which local residents are very proud. Aiding wayfinding, whilst creating safer and more attractive underpasses. The concept behind the proposed artwork must take inspiration from Thamesmead's rich and diverse landscapes and wildlife and should form the basis for the artwork. Particular consideration will be given to artists who best reflect the diversity of local flora and fauna within the vicinity of the project area.

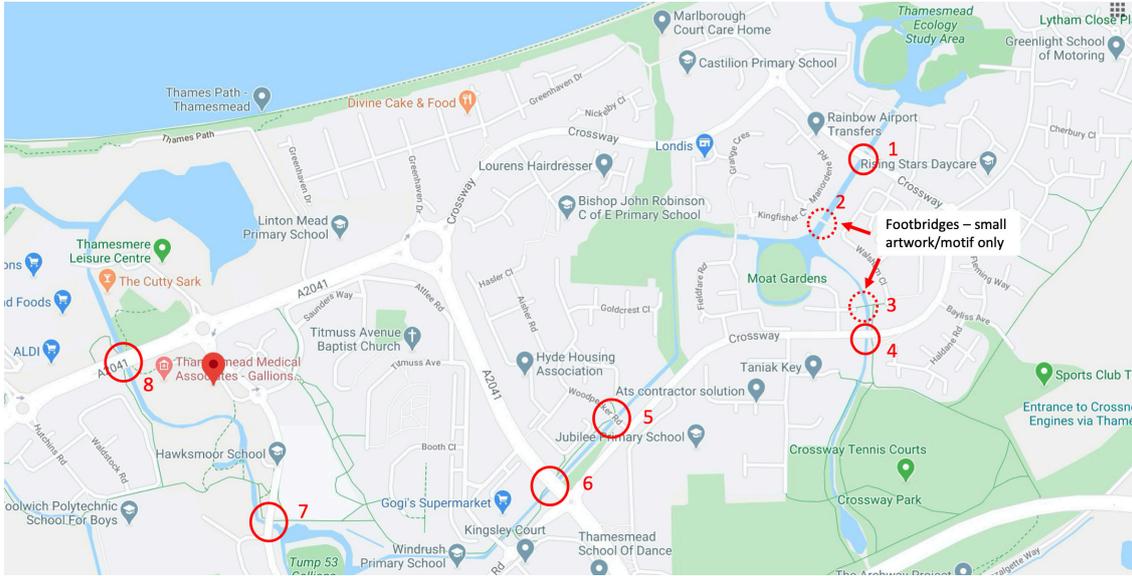
The artwork is a mural and must be two dimensional. Installation of the artwork is to take place on Woodpecker Close Underpass, on the Harrow Canal. The Thamesmead Canal Mural programme is part of Thamesmead's culture strategy delivered by Peabody which aims to bring culture into everyday life in Thamesmead. A

Applicants are required to submit a proposal which should include a preparatory sketch and completed application form by 12:00noon on Monday 21st September.



## Site Location

The location for the mural is Site 5, Woodpecker Close Underpass, Harrow Canal.



## Site Photo

We recommend visiting the site before submitting a proposal.

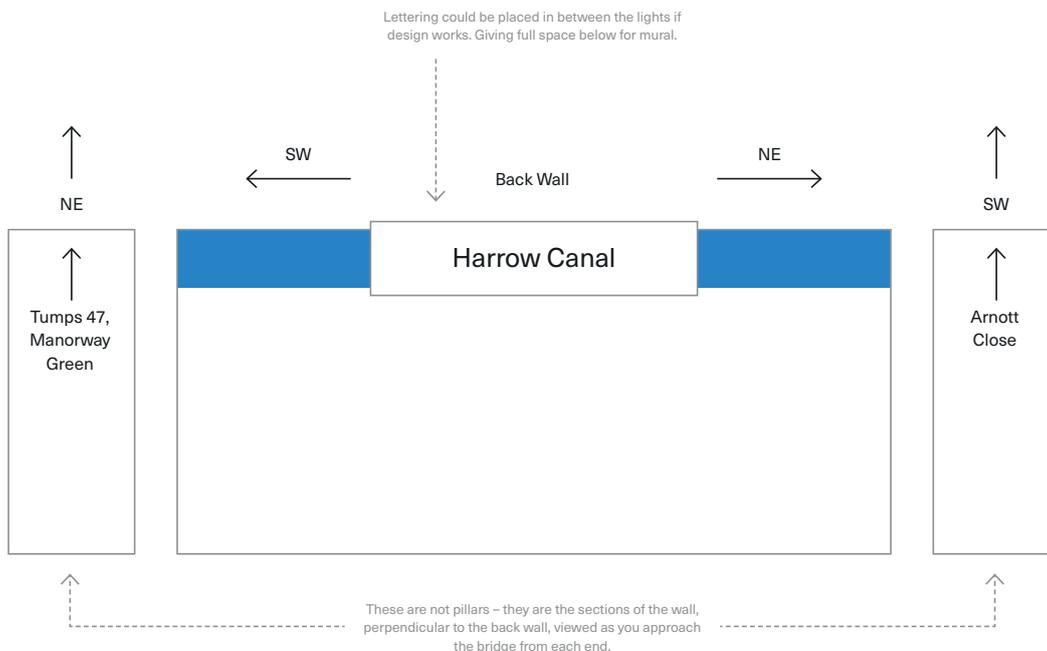


## Site Information

- Wall dimensions are approximately 9.65m length by 2.2m height
- Canal bridge with single rectangular wall featuring integrated down-lighting
- Artwork required only on the path side of the underpass
- Space should be left for future light update, painting the light bar a solid colour
- Wall consists of seven large slabs (rectangular) with narrow supporting pillars at either end
- Supporting pillars are relatively smooth, slabs are textured
- Prior to artwork installation the underpass wall will be jet washed and primed by Peabody
- There is the opportunity for the wall to be painted in a colour of the artist's choice following consultation with Moniker Projects and Peabody
- Permissions and licenses to be undertaken by Moniker Projects and Peabody

## Site Signage

The proposed artwork will need to take into consideration wayfinding signage for pedestrians and cyclists. The signage will be painted onto the underpass by a professional sign writer. The below illustration outlines signage and positioning on the wall, which will need to be accommodated within the artwork.



## Budget

£2,500 to include materials and expenses.

## Project Timings

- 21st September: Closing date artist open call
- 30th September: Winner notified
- w/c 5th October: On-site meeting to take place with winning artist to discuss proposal and provide feedback
- Mid October/November: Installation of artwork

## Submitting Your Proposal

Applicants are invited to submit their artwork proposal, along a completed application form by email to [info@monikerprojects.com](mailto:info@monikerprojects.com) before 12:00noon (midday) on Monday 21st September.

Please complete the application entry form, which includes the following sections:

- Description of your proposed artwork (maximum 250 words)
- A short summary of your practice (maximum 150 words)
- Relevant past projects/experience (maximum 250 words)
- Links to websites/online coverage
- Please provide a preparatory sketch of proposed artwork (maximum total 2MB)
- Images of previous work (2–3 images, maximum 2MB each)

## Entry Criteria

- Applicants must live or work in Thamesmead, or have a demonstrable strong connection with the area (evidence may be required)
- Experience of creating large-scale murals or up-scaling artworks is essential
- Submissions are open to individual artists, groups or collaborations
- Applicants must be over 18 years old and a UK resident



## Selection Process

Evaluation and selection of proposals will take place in September 2020 by a judging panel. The panel will comprise of representatives from Moniker Projects, Peabody, Thamesmead Nature Forum and the Youth Eco Development Council.

## Evaluation Criteria

Applicants will be judged on the following criteria:

- 40% Track record in creating large scale murals
- 30% Quality of proposal
- 30% Affiliation of artistic practice to nature

## Terms & Conditions

- The judging panel's decision is final. The winner will be notified by 30th September. Unfortunately, we will not be able to provide feedback where proposals have been unsuccessful
- The winning entrant will be expected to carry £1 million public liability insurance which must be in place prior to commencing installation of artwork. This can be paid from the available budget
- Applicants to be available to install the artwork in Autumn 2020. Precise installation dates to be discussed and agreed with artist pending confirmation from local council and Peabody
- Installation of artwork to be carried out in accordance with health and safety procedures
- Materials used to paint the mural must be suitable for exterior use and durable, with an expected lifespan of a minimum of five years subject to weather conditions
- The artwork must be accessible and relevant to all Thamesmead residents, ensuring that it is not offensive, political or religious
- The artist will need to support all marketing and PR efforts around the project, providing images and text for publicity purposes
- The artist reserves the copyright of the artwork created, however allows for the use of images of the artwork in all promotional materials in relation to the project
- In the event of damage or vandalism of the mural within its lifespan, the artist may be asked to return to the project space to maintain, or allow suitable artist chosen by Moniker Projects/Peabody to carry out maintenance for on their behalf



## Payment Schedule

Payment will be made in two phases following submission of invoices to Moniker Projects:

- £500 following contracting and sign-off of preparatory artwork sketch
- £2,000 upon completion of mural

## Additional Information

If you have any queries about the open call, please email [info@monikerprojects.com](mailto:info@monikerprojects.com)

