

—A Million Minutes

WINDOWS 2 BRIEF

INTRODUCTION

A Million Minutes is an ambitious, two year programme of commissioned arts activities, projects and public art in Archway and Finsbury Park in Islington.

Through a series of high quality arts interventions, the project will engage the attentions and imaginations of the communities who identify with or experience Archway and Finsbury Park, from residents and workers who know the places well, to passing commuters, for whom both places are well-known sites of transition, but who have little time or reason to contemplate them at length.

The project will actively support community cohesion, stimulate the local economy and contribute towards the regeneration of Archway and Finsbury Park. It will utilise the arts as a means of connecting individuals within communities and connecting local communities, businesses, the public and private sector, voluntary sector and artists and arts organisations, in order to help transform the social and physical landscape of Archway and Finsbury Park. The project will act as a vehicle to develop new ways of working between the local authority and the arts sector, new collaborations and outcome driven, effective partnerships.

A Million Minutes has three overlapping commissioning strands;

- **Strand one – Hostings**
- **Strand two – Windows**
- **Strand three - Spaces**

These commission strands will support exceptional new work within wide social contexts that are sensitive and relevant to the dynamics, histories and cultures of Archway and Finsbury Park, encourage local distinctiveness and prioritise active community participation and engagement.

A Million Minutes is funded by Islington Council, Arts Council England, produced by AIR at Central Saint Martins College of Arts & Design and supported by Creative Islington. The advisory group includes members of Archway and Finsbury Park business and residential communities.

Islington Council now wishes to commission the services of artists and arts organisations to develop and deliver a second series of strand two – **WINDOWS**.

BRIEF

Windows 2 provides an opportunity for artists to bring their practice and processes to the streets of Archway.. Following the first six commissions from December 2012 to March 2013, a second series of commissions is sought that will again occupy and animate 36 Junction Road with collecting, making, testing, sharing and showing in public by a broad range of creative practitioners including writers, musicians, performers, fine artists, film-makers and craftspeople.

Windows 2 will take place during June and July 2013. It is anticipated that between 4-5 proposals will be commissioned.

The commissioners are seeking individuals, groups and organisations to express how they might use space for a minimum of one week and a maximum of two weeks. It is expected that in the main activity will be free and public.

The commissioning approach has been devised to allow for varied and unexpected artist-led response whilst providing a structure of support and delivery for the commissioned artists.

Commissioned artists will be expected to participate in *A Million Minutes* exchange events to share on-going activity and experiences.

Roles and Responsibilities:

The commissioned artists will be expected to:

- commit to establishing a co-operative working relationship with local residents and businesses, as well as other *Windows* artists and arts organisations,
- devise and develop a participatory programme of activity that informs the development of public outcomes,
- share wherever possible with participants and audiences the processes of their practice,
- assist in the gathering of information from participants to support the evaluation of the overall project,
- provide information, copy and images to support the marketing of the *Windows* programme,
- contribute documentary and evaluative material towards the *A Million Minutes* publication.

The creative producer AIR will;

- coordinate *Windows* including financial management, permissions, site insurances and evaluation,
- co-ordinate training/preparation events,
- co-ordinate marketing of activities and public outcomes.

BUDGET

There is generous funding to cover costs of rent, rates, insurance, lighting & heating, security, materials, marketing and artists fees. This funding will be allocated during the commissioning process as commissions are curated.

There is a central budget to cover event marketing and hosts expenses. Artists will need to have a current CRB check in place before work can commence. These checks will be paid for from the central budget.

TIMETABLE

Call for expressions of interest	February 2013
Deadline for applications	12 Noon Thursday 7 th March
Interviews/discussions with shortlisted applicants	Tuesday 19 th March
<i>Windows 2</i>	<i>June/July 2013</i>
Publication <i>A Million Minutes</i>	Spring 2014

TERMS OF EMPLOYMENT

The appointed artist or arts organisations will be engaged on a freelance basis to deliver the commission. All commissioned artists will require full public liability insurance.

COPYRIGHT AND OWNERSHIP OF THE WORK

The Artist will retain ownership of the intellectual property rights in the artworks and all moral rights produced as outcomes of Windows. The Artist grants the Commissioner an irrevocable, non-exclusive, perpetual, royalty free licence to reproduce, use, show, exhibit or display all or part of the artwork (whether or not it is approved) as part of the on-going work of Islington Council and AIR. The Commissioner will credit all work where practicable.

ARTIST APPLICATION

Artists and Arts Organisations that wish to be considered for a Windows 2 Commission should email the following information in one pdf document (max 5MB) to air.info@csm.arts.ac.uk:

- a statement of interest (maximum 500 words) about how you would approach *Windows* that includes:
 - how you would activate the space over a day and throughout the week, what might be seen and/or heard when you are there, and when you are not there,
 - how local residents and employees might interact with/participate in your activity,
 - how your activities will be shared/linked with local communities,
 - what outcomes you might anticipate, in and beyond the space,
 - an outline budget of all artistic production costs and fees,
- details of any additional support you might need from the Creative Producer to realise the work,
- a cv (if a collaborative or group application please include one for each individual),

- five captioned images of relevant recent work,
- names and contact information for two referees for whom you have recently worked.
- Please also tell us where you found out about the commission, e.g A Million Minutes Website, Creative Islington website, word of mouth, press etc.

If you have questions about *Windows* please call Anna Hart on 020 7514 2366.

SELECTION CRITERIA

Submissions will be assessed against the following criteria:

- Full submission of all requested information.
- Creative Excellence
Submissions should demonstrate a commitment to producing work of the highest artistic quality.
- Engagement
Projects must demonstrate a commitment to involving local communities in their production or delivery.
- Aspiration and Ambition
Submissions must demonstrate a commitment to producing work that is inspiring, stimulating and encourages curiosity. The work should not only engage but inspire local communities, creating a sense of ambition about what the area and its communities can be.
- Legacy
Project should clearly demonstrates public benefit and should leave a legacy in area whether it's physical or temporal. This may be the work itself, a partnership or continuing activities.
- Partnerships
All projects must demonstrate a commitment to partnership working with local communities in Archway enabling creative projects to connect with local people e.g. they could involve schools, libraries, health or community centres working with an arts organisation or artist.
- Financial Viability
Submissions must demonstrate value for money.

36 Junction Road

The site for Windows 2 will be 36 Junction Road, Archway, N19 5RD.

Close to Archway tube station, the building fronts onto a busy high street with significant footfall. The premises has three windows providing excellent visibility both onto the street, and from the street into the building.





BACKGROUND

Investing in the arts as a catalyst for change

The arts have the power to help transform lives and local communities. They help bring people together and give us a sense of identity and belonging. They make places exciting to live in, work in and visit. The arts can also provide jobs, help us develop new skills and they broaden our horizons.

Islington has an extraordinary arts infrastructure and Islington Council recognises that the arts have a central role in promoting individual and community capacity building, a positive image of place; civic pride and community cohesion and attracting inward investment.

Since the development of the Arts Service in 2009, Islington Council has striven to develop meaningful partnerships with the arts sector in order to continue to maximise the benefits that the sector can create for local residents. The arts have a major role in not only the quality of design of the urban environment but how those spaces are animated, used and shared by the local community. The arts bring people together and can help engender a sense of belonging.

As identified in the Local Development Framework and Regeneration Strategy, Islington Council has long standing ambitions to secure regeneration in Archway and Finsbury Park. In accordance with its fairness priority, the Council has allocated £2 million to deliver improvements in Archway – one of the more deprived parts of the borough – over the next two to three years.

In recognition of the pivotal role that the arts can play in regeneration and community cohesion, funding has been allocated to the arts led regeneration and community cohesion programme *A Million Minutes*. Within this context, Islington Council has identified two priority areas for commission interventions.

- **The utilisation of existing infrastructure**

Projects which re-purpose empty shops and properties to improve the physical appearance of the areas, maximise access and participation in arts activity and support economic activity and the sustainable growth of the creative sector

- **Art in the public realm**

Projects developed with local communities that enhance the physical environment through the development of permanent and temporary public art interventions and small scale events and performances that animate existing public spaces in Archway and Finsbury Park.

The programme will promote activity across all art forms enabling active participation in and the promotion of broader engagement in:

- Visual arts
- Dance
- Drama
- Music
- Film and video
- Digital media
- Literature and spoken word
- Crafts

Project Aims and Objectives

A Million Minutes will:

- promote community cohesion and a sense of community pride ,
- enhance the physical landscape,
- provide participating residents with the opportunity to develop a range of transferable skills, improve self- esteem and self-confidence,
- enhance partnership working between the arts and public, voluntary and private sectors,
- promote cultural tourism and stimulate economic activity,

- increase access to cultural opportunities by actively targeting residents who do not normally access the arts,
- establish and promote pathways into employment in the creative and cultural sectors,
- raise the profile of the arts in Islington,
- consolidate Islington's reputation as a centre of creative excellence, innovation and one of London's premiere creative destinations.

Timescales

A Million Minutes is a two year project in the Archway and Finsbury Park areas commencing end of May 2012 and running until May 2014.

The Archway context

Archway is the most northwesterly area of Islington and consists of three wards. It border both Camden and Haringey. The area defined as the town centre includes the majority of Junction ward and part of Hillrise ward to the east. Parts of Junction and Hillrise ward are in the top 10% of the most deprived areas of the UK, based on indicators such as crime, employment, health, and income. However less than half a mile up the hill, Highgate is home to some of the wealthiest residents in the UK.

More information on the three wards that form Archway can be found at

www.islington.gov.uk/community/ward_partnerships/hillrise.asp

www.islington.gov.uk/community/ward_partnerships/junction.asp

http://www.islington.gov.uk/community/ward_partnerships/holloway.asp

Commissioning body - LONDON BOROUGH OF ISLINGTON (ARTS SERVICE)

Established in 2009, the Arts Service provides the council's strategic arts development function. The service is responsible for providing and supporting the development of appropriate policies across the corporate organisation in order to promote the continued development of the arts and creative industries sector and in turn the sectors positive impact on the quality of life and life chances of local residents.

The service does not directly deliver arts projects but works with local and national statutory, third sector and private partners to deliver key outcomes. The service is the council's key point of contact with Arts Council England and is charged with managing the council's relationship with the agency and with the arts sector based in the borough.

The service provides advice, guidance and support to the arts sector, council departments and community and voluntary sector organisations on strategic arts development initiatives, policies, programmes and projects.

Currently, the main areas of work are the development of;

- a strategic framework for arts and culture in Islington,
- equality of access to arts provision,
- individual and community capacity building,
- the creative economy and arts led regeneration initiatives,
- arts and cultural infrastructure and Cultural Spatial Planning.

Creative Producer - AIR

AIR is a projects studio at Central Saint Martins College of Arts & Design that explores the relationship between artist and place. Commissioning, research and experiential learning explores and nurtures new partnerships and opportunities for creative action, effectuating extraordinary artist-led work that is timely and necessary. The central research question 'what happens when we stay?' underpins our work.

Over the last three years AIR has developed a strong working partnership with the London Borough of Islington through the Alight series, temporary works by Hilary Powell, Jane Watt, David Batchelor and Ruth Ewan in Archway Town Centre.

www.airstudio.org

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