

## Norwich Art Path – Artist Brief

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The Norwich Art Path aims to create an active link between two major arts venues in Norwich, Norwich Castle Museum & Art Gallery and Sainsbury Centre for Visual Arts. It is in the early stages of development but when complete will cover three miles and take an hour to navigate. To launch this initiative, we are holding a one-day event that will imagine the path as a physical and virtual site for art. This may include, but is not limited to sculpture, writing, digital intervention, periodic performance, and proposals for future or imaginary projects.

The first event is designed to explore the potential of the Norwich Art Path and its route. Artists are invited to propose provocations, interventions and/or actions along the route of the proposed art path. Audiences will then experience the artistic contributions at locations along its route.

Proposals will be selected to be part of the Norwich Art Path event on Saturday 20 May as part of the Norfolk & Norwich Festival. The selected proposals will help inform the development of the Norwich Art Path exploring what a creative art path can be, as well as the unique social and physical make-up of Norwich.

The project partners expect to award up to six commissions of £750 each.

Deadline for proposals is 12 noon on Monday 27 February 2023.

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The Norwich Art Path is an initiative of Sainsbury Centre for Visual Arts (SCVA), Norwich Castle Museum & Art Gallery and Norfolk & Norwich Festival (NNF). The Path marks a creative route between Norwich Castle, UEA campus and the Sainsbury Centre. The route has been developed in partnership with Norwich City Council. A summary of the Norwich Art Path proposal and map is attached to this brief.

For the Norfolk & Norwich Festival 2023, the Sainsbury Centre, Norwich Castle and NNF will host an event which follows the route of the proposed Norwich Art Path. Along the route, audiences will encounter interventions, actions, talks, and presentations by artists, which explore what an 'art path' can be, as well as the unique social and physical make-up of Norwich.

The Art Path is a new initiative in the early stages of development to form a creative art route between Norwich Castle and the Sainsbury Centre for Visual Art. Next steps will likely include more in-depth study of the feasibility of the project and community consultation.

The event will take the form of a guided experience along the route of the Norwich Art Path. Audiences will encounter artistic contributions along the route. Each interaction with the artistic contribution will take no longer than 15 minutes. The commissioning partners invite proposals from artists for these contributions. The contributions can take any form but may include a maquette with artist's talk; performance; reading; sound work; digital work; participatory moment, etc. While the actions for the path will be modest the ideas and provocations for the future of the Norwich Art Path may be ambitious and expansive.

Proposals can be for a specific location along the Norwich Art Path, or the commissioners will work with the successful artists to identify sites for presentation. It is possible to suggest alternative sites and alternative routes, but these will need to be situated on the proposed route for this event.

Possible sites include:

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- Chapelfield Gardens
- Jenny Lind Park
- Unthank Road (Parade of shops)
- Eaton Park
- UEA campus gateway

The fee of £750 (plus VAT where relevant) is 'all inclusive', including creation of the presentation (15 minutes maximum) and all materials associated with the presentation. There are no additional funds available for travel, freight, installation, etc.

We welcome proposals which contribute to an engaging experience for audiences and which are provocations for the future of the Norwich Art Path. We acknowledge that the fee is modest and we are therefore seeking proposals appropriate to this level of commission. We do not expect (and cannot afford to deliver) major works but rather are looking for ways to highlight and share new ideas. We are not able to undertake significant production (event or artwork) for the proposals including street closures, construction of artworks, etc and we will therefore prioritise light-touch projects which can be delivered within the available budget and without significant project management.

The Norwich Art Path passes through public space. We acknowledge that not all public spaces are equally physically accessible to all people. We will work closely with artists with access needs to enable participation. We will also work to ensure the Norwich Art Path Event is physically accessible for audiences.

We assume proposals will largely come from artists (and we use the term 'artist' in this brief), however, we welcome proposals from anyone who can make a creative contribution to the project including curators, creative producers, academics, architects, representatives of community and/or interest groups, etc.

The Norwich Art Path event will take place on Saturday 20 May 2023. There will be three events of 25 people each, departing from Norwich Castle at 12.30, 13.30 and 14.30. Each event will be led/hosted by a member of staff from one of the three project partners. We expect each event to take up to three hours. Artists will present their project three times – once to each event. The presenting partners will charge audiences a ticket fee of £5. The event will be advertised in the NNF brochure, on the partner websites and through social media. The NNF brochure will be released – and tickets go on sale – in late February and details of participating artists will therefore be added to the digital marketing as soon as possible.

Artists will be selected by the Sainsbury Centre, Norwich Castle and NNF staff based on information provided in the application form including links to documentation of the artist's work. We aim to select a range of artistic practices and approaches which best meet the brief. Our selection will consider the audience experience on the path.

Intellectual Property remains with the artists; however, artists will grant a licence for the commissioning partners to utilise projects for marketing and to promote the future development of the Norwich Art Path.

To apply, complete the application form and monitoring form. If you require the form in large print or would like to submit in an alternative format, please contact us to discuss your access requirements. Send your application by email to [aisla.mckay@nnfestival.org.uk](mailto:aisla.mckay@nnfestival.org.uk) with the subject line 'NORWICH ART PATH WALK.' Your application must reach us by 12 noon on Monday 27 February 2023.

The commissioning partners embraces questions and actions about our changing world. We want the creative individuals we support to share this commitment with us. Our interests include a more diverse and inclusive society, placemaking, environmental sustainability and the changing role of technology in our lives. We particularly welcome proposals from people who identify as being part of a groups which are underrepresented in the arts in Norfolk, especially people from culturally or socially diverse backgrounds and/or people who identify as D/deaf or disabled.

### **Timeline**

27 February at 12noon	Deadline for artist proposals
By 20 March	Artists notified
By 3 April	Meeting/discussion between artists and commissioners
By 10 April	Artists contracted
3 April – 1 May	Artists commission
By 1 May	Full proposal details submitted ready for presentation
Saturday 20 May 2023	Norwich Art Path Event (departing 12 noon, 13.00 and 14.00)
By 12 June	Evaluation video conference between artists and commissioners

### **About Sainsbury Centre for Visual Arts**

The Sainsbury Centre is one of the most prominent university art museums in the UK and based on the campus of the University of East Anglia. Its art collection is of national and international importance and includes works dating from prehistory to the present day from across the world. There are a significant number of important works by Pablo Picasso, Edgar Degas, Francis Bacon, Alberto Giacometti, Isabel Rawsthorne, Henry Moore, Leanora Carrington, Amedeo Modigliani, Elisabeth Frink and Jean Arp. There are major holdings of art from Oceania, Africa, the Americas and Asia, as well as antiquities from the ancient Mediterranean, Egypt and Medieval Europe. There are major holdings of 20th Century art including Studio Ceramics, abstract and Constructivist Art and Art Nouveau. The Sainsbury Centre opened in 1978 and is housed in an iconic Norman Foster building. The Centre also curates the campus sculpture park across the 350 acres of university parkland The Centre's founding collection was donated by Robert and Lisa Sainsbury and continues to grow with further donations, acquisitions and bequests.

### **About Norwich Castle Museum & Art Gallery**

One of the city's most famous landmarks, Norwich Castle was built by the Normans as a Royal Palace over 900 years ago and spent at least 500 years as the county prison. It is now a museum and art gallery and home to some of the most outstanding collections of fine and decorative arts, archaeology and natural history, not only in the region, but the country. Norwich Castle Museum & Art Gallery is part of Norfolk Museums Service, a multi-award-winning service comprising ten museums and a study centre. NMS is now regarded as one of the leaders in the museum sector and since April 2018 has been a National Portfolio Organisation for Arts Council England. It is also a recipient of major support from the National Lottery Heritage Fund, in particular the current Norwich Castle: Royal Palace Reborn project to transform the Castle's Norman Keep. Norfolk Museums Service is a partnership between Norfolk County Council and Norfolk's district councils, funded through council tax, earned income and grants. [www.museums.norfolk.gov.uk](http://www.museums.norfolk.gov.uk)

### **About Norfolk & Norwich Festival**

Norfolk & Norwich Festival shares exceptional arts experiences across East England. We lead and support celebration, creativity and curiosity in our community to make our part of the world a great place to live, work and play.

Norfolk & Norwich Festival takes place in Norwich and around Norfolk for 17 days each May. The Festival programme is multi-artform, contemporary, international and audience-centred. The Festival is distinctive because we collaborate with artists – from down the road and around the world – to explore the unique physical and cultural identities of our place and to make art which is meaningful to the lives of our audiences. [www.nnfestival.org.uk](http://www.nnfestival.org.uk)