

Arts & Heritage

PROCESS

The Artist's brief

- Usually a brief will have been written by the museum or heritage organisation
- Varies - sometimes lengthy and detailed sometimes short and focused
- Often describes what they want to achieve by commissioning an artist so be aware of this

Questions to ask yourself when responding

- Why apply? Does your practice resonate with the site or collection? Can you find something of interest there?
- Are you genuinely interested in the context? Remember this is not a gallery situation and the venue is not to be considered as a 'backdrop' to your work. It has to make sense within its historic context
- Are you able to identify what it is that resonates with your area of interest/practice? Are you able to visit?
- Are you genuinely interested in how your work might be received by audiences, specifically a non gallery audience?

EXPRESSION OF INTEREST OR PROPOSAL

Expression of Interest

What is it?

- An Expression of Interest is an initial response to the brief, usually no more than 1 page
- It is not a fully worked up and detailed proposal

Expression of Interest

- An initial idea that indicates how your work might resonate with the museum, you could send a visual if appropriate
- A short paragraph about your practice and why you are interested in the brief
- A summary CV and images of past work

Practical recommendations

- The selection panel is likely to include non-arts people who will need to understand why you are interested and what you are proposing. They will not appreciate ‘art speak’
- Provide a short description of what you want to do - but stress that these are initial ideas, you would like to research more
- Read the brief carefully for what they require- i.e. if they ask for a side of A4 don't send 3 pages etc.
- Send good images of your work and follow the requirements requested- i.e. don't send 10 images if it asks for 5.

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- If sending film, provide a short clip. Don't say 'look at my website'
- Edit your CV and number the pages. Creating a summary CV is useful
- Start with a short paragraph about your practice and why you are interested in this commission
- Mention if you have made a site visit

Proposal

The Work

- A clear, written detail of the work you are proposing in accessible language
- Where possible, a visual of the work you are proposing and where you wish it to be located within the museum
- How the work will engage the audience
- A list of the materials used in the making of the work

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The Installation/de-installation

- An installation plan, that explains how the work will be installed and de-installed, how long it will take, and who will do it
- Whether you will be using any specialist equipment during the installation. Expect to be providing a risk assessment and maintenance schedule. You may be required to write a method statement for when installing the work

The Budget

- The total budget for the commission is £ XX
- Supply a budget, breaking down costs including your fee
- Be aware that budgets usually include artist's fee, making of the work, transportation, installation and de-installation
- N.B. Assume the budget is inclusive of VAT unless specified otherwise
- Always include a contingency – e.g. 10%

Timetable

- Refer to the timetable in the brief and give indication of when work will be finished and ready to install. Also consider de-installation
- Confirm that you are in agreement with installation schedule as set out in brief, and ask questions about support that the organisation might offer to help you
- You may be asked to provide information for interpretation