



# Call For Artists

## Harwich Festival Background:

The Harwich Festival is a year-round Arts organisation that runs the Harwich Arts and Heritage Centre and delivers the Annual Combined Arts Festival. The festival is well known for its diverse programming, community participation and large scale public arts projects.

## The Project:

HF will be working with the Dovercourt High Street Accelerator Group on a street light banner project. For this project we'll be looking for an artist to come up with an innovative and vibrant design. Once manufactured the banners will be fitted to streetlights in the Town Centre making it a more attractive place to visit.

The Dovercourt High Street Accelerator group gives power to those who live and work in the Town Centre to bring about improvements. One example is the Grant Scheme for shop owners that aims to improve the feel and the look of the Town Centre complementing the existing work being carried out around King's Way and Milton Road.

## Artist:

HF is looking for an innovative artist who has experience in graphic and digital design and who loves the local area.

The appointed Artist will be working to the Accelerator Group 's brief to come up with a suitable design to fit the 60cm wide x 180cm high banners.

## **The Design:**

The appointed artist will create a design that presents a strong brand for the high street, linking to themes of revitalization and keeping in mind how the project is designed to make the Town Centre a more attractive place to visit. The artwork should enhance the streetscape and provide a vibrant and colourful display.

It should be possible to scale and modify the design for various placements. Bright and bold colours will work best as they fade less over time. Overly pale colours are discouraged as they blend into the background. Artwork will be subject to approval at various stages throughout its development. The design/colour palette may also be used for bunting in the future.

The banners will be digitally printed and the final artwork must be delivered in a suitable format to be advised by the manufacturer.

## **Time Frame:**

January – 17<sup>th</sup> February: set up Project

17<sup>th</sup> Feb – 17<sup>th</sup> March - Issue Call to Artists and run information session

17<sup>th</sup> March – 31<sup>st</sup> March: Selection of artist

1<sup>st</sup> April -30<sup>th</sup> April: Consultation between DHSAG/HF and artist

1<sup>st</sup> May -31<sup>st</sup> May: Design made by artist

1<sup>st</sup> June to 14<sup>th</sup> June: Production of Banners

14<sup>th</sup> June – 30<sup>th</sup> June: Installation of Banners

Applications need to be received by 17<sup>th</sup> March

Design will need to be finished by 31<sup>st</sup> May

**The fee offered for this project is £2000**

**Deadline: Expressions of Interest must be submitted by the 17<sup>th</sup> March**

*Please apply using the application form below.* Once completed, please email this document to michael@harwichfestival.com

First Name

Surname

Contact details

Address

Phone Number

Website

**Artistic Statement** - Please give a brief description of your artistic practice and how it will translate well to this medium.(up to 500 words). Please attach a minimum of 5 and a maximum 10 images of previous artwork.