



**LOTTERY FUNDED**



## **Derwent Valley Mills World Heritage Site**

### **Main Commissions Programme: Artist Brief**

*(2 commission opportunities for 2 artists)*

#### **1. OVERVIEW**

##### **1.1 Introduction**

Derwent Valley Mills World Heritage Site (DVMWHS) is a place that changed the world. It is a place where the dramatic power of the landscape was harnessed through human ingenuity, leading to industrial developments that revolutionised the way people worked and lived. Derwent Valley Mills was inscribed a UNESCO World Heritage Site in 2001.

Arts organisation Beam has been appointed as Creative Producer to lead on an ambitious contemporary arts programme as part of the DVWMHS Great Place programme. The activities are funded as a Great Place Scheme, a partnership between the Heritage Lottery Fund (HLF), Arts Council England and supported by Historic England. The Great Place Scheme is designed to pilot new approaches that enable cultural and community groups to work more closely together and to place heritage at the heart of communities. Running between 2017 and 2020, the activities are the next step in engaging people with the uniqueness of the Derwent Valley. The industrial heritage of innovation and making will inspire arts activities for people to connect and communicate with the culture and heritage at the heart of the World Heritage Site.

Please refer to the DVMWHS map for details of the overall site:

<http://www.derwentvalleymills.org/map-of-attractions/>

##### **1.2 Approach**

An open call approach to appoint **two artists**, collectives or creative organisations for **2 separate commissions under this brief** is being employed. Following an interview process Beam and DVMWHS will appoint two individuals (or organisations) to deliver these commissions.

A third commission under this brief is also under development – working with artist Jo Fairfax <http://www.jofairfaxstudio.com/>

In parallel to this project there are a number of further significant art commissions and pop up events, which will be taking place across the World Heritage Site. The main arts commissions are distinct, however we envisage there being the potential for a positive and productive synergy between the projects and the artists involved, with Beam acting in a signposting and connecting role.

### **1.3 Strategic Context**

Beam's proposal is to implement a creative, artistic programme that engages residents and visitors with the DVMWHS exploring the landscape, the built environment, its past and its future. Commissioned work will aim to reveal and celebrate the hidden aspects of the place (physical & cultural heritage) and encourage an understanding of the value of the DVMWHS and of the site as a whole entity. We aim to raise the profile of the World Heritage Site through a creative programme that incorporates 'slow art' supporting self-guided tourism.

#### **Key Themes**

We recognise and value the existing work around the role of culture in placemaking that has taken place at DVMWHS including the existing Public Art Strategy and previous arts projects. We invite Artists to build on some of the key themes identified, including -

- Heritage and Innovation
- The Rural and the Built
- The Picturesque
- Threads and Stories – contemporary textiles
- Raw and Manufactured
- Exploring DVMWHS international links
- Reconnecting the Valley (exploring lost buildings and structures e.g. the Aqueduct, Cromford Mill; the Green Hall Bridge, Belper; the Link Bridge, Milford, amongst others)

## **2. ARTIST BRIEF**

### **2.1 Vision**

To deliver 2 separate ambitious arts commissions that will serve to shine a light on little known aspects of the world heritage site and attract profile for the DVMWHS from both visitors and local communities alike.

We are very open to a wide range of artforms or interdisciplinary work provided that the chosen medium has the potential for large-scale impact on the profile of the site. It is likely that the outcome of the commissions will be of a temporary nature, although we are open to alternative proposals.

## **2.2 Context**

In 2001, the Derwent Valley Mills were inscribed on the List of Unesco World Heritage Sites, and the DVM Partnership formally agreed: to conserve the unique and important cultural landscape of the Derwent Valley Mills World Heritage Site; to protect its Outstanding Universal Value (OUV), to interpret and promote its assets; and to enhance its character, appearance and economic well-being in a sustainable manner.

The Derwent Valley, upstream from Derby on the southern edge of the Pennines, contains a series of 18<sup>th</sup> and 19<sup>th</sup> Century cotton mills and an industrial landscape of high historical and technological significance. It began with the construction of the Silk Mill in Derby in 1721 for the brothers John and Thomas Lombe, which housed machinery for throwing silk, based on an Italian design. The scale and numbers of workers employed were without precedent. However, it was not until Richard Arkwright constructed a water powered spinning mill at Cromford in 1771 and a second larger mill in 1776-77 that the “Arkwright System” was truly established. The workers’ housing associated with this and the other mills are intact and span 24km of the Derwent Valley from the edge of Matlock Bath in the north nearly to the centre of Derby in the South.

The four principal industrial settlements of Cromford, Belper, Milford and Darley Abbey are articulated by the river Derwent, the waters of which provided the power to drive cotton mills. Much of the landscape setting of the mills and the industrial communities, which was much admired in the 18<sup>th</sup> and 19<sup>th</sup> centuries has survived.

## **2.3 Aims of the Project**

- To create a high-quality artwork which raises awareness and understanding of a specific location and of the DVMWHS site as a whole
- Engage local people and deepen pride in place. The final commission will be enjoyable and accessible for the local community as well as wider audiences
- Seek to integrate skills development for local artists / creative practitioners and young people into the process of the commission where possible
- Increase visitors’ understanding of the value of the DVWHS
- Encourage residents to (re)visit different parts of the valley
- Build audiences, raise awareness and increase capacity in the run up to the 20<sup>th</sup> anniversary of the UNESCO inscription in 2021
- The Artist will engage with key cultural and community partners in the development of the work which will depend on the location agreed

## 2.4 Deliverables

- We envisage that the final product for the commission is an event, temporary intervention or digital output (but are open to alternative proposals)
- Community engagement/ support for emerging creatives – e.g. artist talk(s), engagement workshops or other activities/ approaches to changing public perceptions and attitudes about the DVMWHS, as applicable and to be agreed.
- Documentation report (photographic and online e.g. Artist’s Blog), which can be used for publicity and promotional purposes.
- Attendance at project meetings with the Steering Group/ Beam during the commission process as applicable
- Attendance at evaluation meeting on completion of the commission

## 2.5 Potential Locations

- We would like to deliver commissions that cover locations along the extent of the DVMWHS – we envisage that this will include a commission in the north, mid and southern regions.
- Locations that we are particularly interested in exploring are Cromford Mills (North DVMWHS); Belper (mid DVMWHS); and Darley Abbey (South DVMWHS) – linking to the re-opening of the Museum of Making in Derby in 2020, although this is by no means fixed and we are open to further dialogue with the selected artists re locations and timings.
- DVMWHS ‘Discovery Days’ programme (annual event) takes place during this call out period (27 Oct – 7 Nov 2018) and may serve as a useful introduction to the DVMWHS for those able to attend.

# 3. OUTLINE PROCESS AND TIMEFRAME

## 3.1 Steering Group

- A project steering group will guide these commissions and will play a central role in artist selection and concept development. The steering group will be formed of a maximum of 6 members to include Beam, the Vital Valley Project Officer and members of the DVMWHS project board. Steering Group members will include -
  - *Rebekah Howey, Project Officer, DVMWHS*
  - *Ann Wright, Head of Arts, Derbyshire County Council*
  - *Simon Wallwork, Chief Executive, Cromford Mills,*
  - *Frances Smith/ Kate Watson, Principal Consultants, Beam*
  - *Further DVMWHS project board members as appropriate*

### 3.2 Timetable

Activity	By (fixed dates)	By (indicative dates)
Artist brief promoted	w/c 8 October 2018	
Deadline for applications	Mon 5 November 2018	
Shortlisted artist interviews	Monday 19 November 2018	
Artist appointed and contracted	By 23 November 2018	
Artists x 3 site visit	December 2018	
Artists concept development phase	December 2018 – end January 2019	
Artist project concepts (min 3) presented to Steering Group and one to take forward to development stage agreed	w/c 4 February 2019	
Artist community consultation and engagement		Mar – May 2019
Additional fundraising/ sponsorship with concepts		Oct 2018 – Dec 2019
Artist detailed design development		Feb – May 2019
Artists present detailed designs to steering group		Feb – May 2019
<i>Delivery commission 1 (Jo Fairfax)</i>		<i>April – Jun 2019</i>
Delivery commission 2		Winter 2019/ Spring 2020
Delivery commission 3		Summer/ Autumn 2020

## **4. ARTIST FEES**

### **4.1 Artist Fee**

**Artist fees will comprise a concept development fee and a commission fee. The commission fee will be awarded following approval of the concept.**

- **£2,000 has been allocated for the concept development stage** per artist – (min 3 concept options to be prepared and presented to the steering group)
- **In addition to the concept development fee the minimum budget for delivery of each commission will be circa £23,000,** although there is scope for this to be augmented by further fundraising by Beam, dependent on the commission concept and the availability of appropriate funders or sponsors, and in liaison with the selected artists and steering group. Projects should therefore take consideration of the potential for scalability.
- Figures are exclusive of VAT which is to be added if applicable
- Fees for both concept and delivery stages are inclusive of all costs associated with the work and expenses
- Payments to artists will be scheduled to align with specific milestones being achieved. All payments to artists at all stages are subject to the condition that payment of appropriate funding has been made to Beam by Derbyshire County Council

## **5 PERMISSIONS**

All relevant Beam and Derbyshire County Council policies and procedures will apply to this commission and any related work. All work will be subject to relevant permissions prior to implementation.

## **6 HEALTH & SAFETY / CHILD PROTECTION**

Beam and Derbyshire County Council's Health & Safety and Child Protection Policies will be applied to this project as appropriate.

## **7 INSURANCE**

The artist will be required to provide detail of Public Liability and other relevant insurances as requested by the Project Steering Group.

## **8 COPYRIGHT**

Copyright in the designs and work will be retained by the Artist in accordance with The Copyright Designs and Patents Act 1988.

## **9 EQUAL OPPORTUNITIES**

Beam is committed to building an organisation that makes full use of the talents, skills, experience, and different cultural perspectives available in a diverse society. The aim of our policy is to ensure that at all stages of the recruitment, selection and employment process (including the artist commission process) we consider all applicants in fair and considered manner so that the most appropriate person is selected, regardless of age, colour, disability, gender, marital or family status, nationality or ethnic origins, race, religious belief or sexual orientation.

Beam and Derbyshire County Council's Equal Opportunities Policies will be applied to this commission.

## **10 APPLICATIONS**

**Deadline for applications: Monday 5 November 2018**

Artists who wish to apply should submit an application via CuratorSpace [www.curatorspace.com](http://www.curatorspace.com)

## **11 CONTACT DETAILS**

For all enquiries please contact –

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