



Fig 1: Hat District and public art on the Hat Factory Arts Centre by Mark Titchner.

Public Art Commission

Luton Town Centre, Autumn 2023

1. Summary

What & Where - We are pleased to invite proposals from artists living, working or with a strong connection to Luton to for a public art commission on an elevation on the side of the Shopping Centre which is very prominent from Bute Street (shown above) in Luton Town Centre. This is a prominent position looked upon by over 15,000 people who walk down Bute Street each week. We invite proposals from suitably experienced public artists who can articulate their designs into fabrication and installation.

- **Budget:** A fully inclusive budget for this commission is £40K (including Fee, design, fabrication, installation and all other associated costs).
- **Commissioners:** The artworks shall be owned by the Shopping Centre, but is co-commissioned with Luton BID, Luton Point, Luton Council and the Culture Trust, Luton.
- **Timescale:** Design & Development (Jan –March 2024); Fabrication and installation by Summer 2024.



Fig 2: The illustration above shows the bottom of Bute Street in Luton and the Shopping centre with the area for public art on the right represented by brown brick blocks and concrete structures.

2. Specification

The artwork should be striking and inspiring and be designed to consider its context and the other public art and signage on the façade (Fig A). The artwork should consider the structure, form and materiality of the shopping Centre architecture. The commissioners and owners shall support the artist with permissions for road-closures and advise on planning permissions. We invite proposals that engage the business community and town Centre residents and visitors by ensuring ideas are shared openly and that the community are involved in shaping elements of the work. The artist(s) will be the creative lead and producer of the work. Design proposals shall need to address the following:

- Demonstrate the pride people feel towards Luton, our diversity, creativity and innovation.
- Be symbolic, iconic and original to Luton
- Include a process that engages with the business community, town Centre residents and visitors
- Consider context and the other public art and signage on the façade
- Meet the timescales, budget and technical requirements/restraints of the site and location

3. Experience required.

You will be an established artist/maker/designer with experience of developing and delivering successful public art commissions. You will have a track record in designing and installing work in the public realm and you will understand the issues relating to art in public areas, health and safety and public engagement/access.

4. How to apply

If you can develop a proposal that will address the specification in section 2 and have the experience outlined in section 3 then please apply. Your submission will be considered against the following criteria:

Assessment Criteria		
Quality of work (60%)	<ul style="list-style-type: none"> • Letter of application which outlines how you will meet the Specification (in section 2). 	20%
	<ul style="list-style-type: none"> • Current Curriculum Vitae including up to 4 examples of your work with information (max. 2 sides of A4) which demonstrates that as Public Artist/designer/maker experience address the Experience Required (section 3) 	20%
	<ul style="list-style-type: none"> • Proposal: Completed pro forma application (appendix B) this should include a summary of the proposed ideas with a visual/or number of visuals showing the type of ideas the artists is working with (we will not expect this to be fixed as the idea shall need to be informed by community engagement) 	20%
Cost (40%)	<ul style="list-style-type: none"> • Budget breakdown (please provide a breakdown of how you will allocate the budget including what you will allocate to fees, fabrication, installation and other costs. 	40%

Deadline for submissions	16 December 2023 (noon) Send application to bidmanager@lutonbid.org
Interviews/selection	18 th December
Start	As soon as available to do so.

5. Background Information

Luton

Luton's location on the river Lea and close by the Roman's Icknield Way was the key to its early success. By the time of the Domesday survey in 1086 Loitone was a well-established town of 700 people.

Our farms supported the early malting and brewing industry. Straw plaiting was established in the late 1600s and laid the basis for the hat industry, which expanded rapidly during the 19th century. In the 1900s engineering and car manufacturing came to Luton. By the great depression between the wars Luton was a boom town, attracting workers from all over the British Isles. After the Second World, the growth of the airport added to Luton's prosperity and by the time the M1 was constructed in 1960 Luton was without doubt a hugely successful town. Today, Luton is thriving town with a depth of history and cultural diversity.

The Commissioners

Luton BID is a Business Improvement District. It is managed by the Luton BID Ltd and project managers Partnerships for Better Business Ltd (pfbb UK). This project is in conjunction with Luton Council, The Mall and Luton Culture Trust who is also members of the board of directors for Luton BID. All commission applications will be considered by Luton BID and then by partners and directors if they make it to the final stage. The BID and its partners are committed to improving the culture of Luton Town Centre. We want residents, businesses, and visitors to visit more often and stay longer. More information about Luton BID is available at <https://www.lutonbid.org>.

Luton Council is the unitary council covering Luton and the surrounding area. More information is available at <https://m.luton.gov.uk/>.

Luton Point is the central shopping centre at the heart of Luton. As well as holding a number of engaging events throughout the year, it offers a popular and varied retail offer to the people of Luton. More information is available at <https://themallluton.co.uk/>.

The Culture Trust Luton is a vibrant and progressive independent charity with mission is ‘to connect communities through culture’ through accredited museums, theatres, galleries, creative workspaces and Arts Centre in Luton. Their cultural sites are: The Hat Factory Arts Centre, Hat House and Hat Works creative workspace in the Town Centre and Wardown House Museum & Gallery and Stockwood Discovery Centre Gardens & Museum. They present multi-cultural and year-round programme of events, exhibitions, workshops and performances and co-produce activity with our community, partners including public art. For more information about the Culture Trust, Luton visit www.culturetrust.com

Appendix A



Appendix B

Name:

Address:

Email:

Phone:

Website

Instagram

Applicants are advised to refer to the assessment criteria outlined in the information pack to complete

1. **Public Artist /designer experience** – describe your experience as outlined in section 2 of the brief (up to 500 words)

Insert here

2. **Approach to the brief** - A written statement about your proposal for this commission (up to 500 words)

Insert here

3. **Approach to engagement** – please outline how you would engage the community (up to 200 words)

Insert here

Insurance – please confirm you have or are willing to put in place public liability insurance to the value of £5 million.

Sign:

Date:

Print

Referees – please provide contact details (email and telephone) for 2 referees, stating what relationship exists between yourself and the referee

Insert here

Please send the completed application to bidmanager@lutonbid.org.