

NEW COVENT GARDEN MARKET VITRINE ART COMMISSION 2021 APPLICATION GUIDE

Selection Criteria

We are looking for artwork proposals that:

- * celebrate one or more of the three key product groups that makes the market so special- **fruit, vegetables, flowers and/or plants**;
- * will serve to build a closer relationship between the market and Londoners;
- * will provide a unique and attractive facade to the neighbours, local community, customers and visitors to Nine Elms.

The commission can feature photography, painting, text work or other two-dimensional medium. The artwork will be replicated onto perforated vinyl sheeting to be affixed to the frontage of the market on Nine Elms Lane.

(Please note: proposals for performance, video, sculpture, installation will not be accepted).

The Vitrine dimensions: 20,610mm x 4800mm

Please note: the artwork will be reproduced for marketing purposes.

Timeline

- 11 March - 27 May 2021: call for entries open
**Please note: call for entries will be closed on Thursday 27 May at 6pm*
- Current Government Covid Restrictions prevent public tours of the Market. Market tours for applicants will be held if/when lockdown easing allows. Please express your intention to book onto a tour by contacting [Garin Auld](#) at Covent Garden Market Authority
- June 2021: Advisory board meets to shortlist final three artists
- Beginning of July 2021: three shortlisted artists are invited to visit the market
- End of July 2021: three shortlisted artists present their proposals to the Advisory board
- August 2021: one successful artist is selected for the commission
- 1 October 2021: commission unveiling and announcement to press

Advisory Board

Aida Esposito, Founder and Director of creativethinking, Lead Creative Strategist for VSM (VINCI St Modwen)

Alex Rinsler, Head of Culture for Nine Elms

Anna Skladmann, Visual Artist

Charlotte Brooks, Curator

Josef Vere-Bujnowski, Construction Manager, St Modwen

Lynn Parker, Curator

Zarina Rossheart, Director, Art Night

Guidance Notes for Applicants

New Covent Garden Market Vitrine Art Commission will be unveiled on 1 October 2021* and will be in-situ for a year. *Date may be subject to change.

Upon selection through the Open Call, three candidates will be invited to visit the Market in early July, followed by presentations of their final proposals to the Advisory Board at the end of July.

The selected artist will be working with a dedicated Project Curator and Production Team on the realisation of the commission.

The selected artist will be responsible for the creation of the final artwork according to production schedule and technical requirements.

The selected artist will be awarded 2,000 GBP to include artist fee, production expenses, travel, accomodation. All other costs including: artwork printing, installation, marketing and PR will be covered by the commissioner separately.

The selected artist will be responsible for contributing to the promotion of the commission, as well as participating in press activities and public programming.

Notification about your application

Once you submit your application, you will receive a confirmation email to acknowledge receipt. Due to the expected high number of applications, please be advised that only successful applicants will be contacted once the final selection is made.

Enquiries

For all enquiries about the application process, please contact: zarina@artnight.london

ART NIGHT

Art Night is London's all-night contemporary art festival, transforming the city annually for one unforgettable night. Each year, Art Night invites a leading cultural institution or curator to explore the history, culture and architecture of a different part of London, inspiring a series of new commissions, one off events and premieres by international and local artists from all stages of their careers. Art Night contributes to the UK's art sector through its Legacy programme, which delivers co-commissions, acquisitions for public collections and prolonged display periods — enabling broader audiences to enjoy the programme, year-round. The festival was conceived and founded by Ksenia Zemtsova and Philippine Nguyen.

<http://artnight.london>

NEW COVENT GARDEN MARKET

New Covent Garden Market is the largest fresh produce and flower market in the UK. It typically has more than 650 varieties of fresh fruit, vegetables and flowers available on the market at any one time and is unrivalled when it comes to sourcing the best seasonal produce from the UK and around the world. Located in Battersea in south west London, the market sees tonnes of exceptional-quality produce pass through the site each night, finally finding its way onto the plates of diners in some of the capital's top caterers. The iconic Flower Market continues to flower London's finest establishments and businesses, supplying wholesale flowers, foliage, plants and sundries from just one amazing place. New Covent Garden Market is also London's original and finest fresh food market, dating all the way back to Medieval times when it first began on its original site where Covent Garden now stands in central London.

www.newcoventgardenmarket.com

VINCI ST. MODWEN

The joint venture of VINCI St. Modwen (VSM) in partnership with Covent Garden Market Authority (CGMA) is delivering a landmark multi-phased project; the largest scheme in Nine Elms regeneration area on the South Bank of the River Thames. New Covent Garden Market, London's original – and the UK's largest – fresh produce market, lies at the heart of Nine Elms. The market operated on three sites totalling 57 acres, and these are being consolidated onto a single, state-of-the-art 37 acre site releasing 20 acres of land for development. These 20 acres will be transformed into new high quality residential-led mixed-use schemes, benefiting from riverside views and comprising approximately 3,000 new homes, including 600 affordable homes, 135,000 sq ft of commercial accommodation and 100,000 sq ft of retail, leisure and new community facilities, including shops, cafés and restaurants. It will provide around 2,000 new jobs for this area of London's Nine Elms, in addition to the 2,500 retained jobs in the market.

<http://www.newcoventgardensites.com>

NINE ELMS

The Vauxhall Nine Elms Battersea Opportunity Area is an innovative mixed-use district on the Thames in central London with a rich industrial and horticultural heritage. The area is undergoing rapid transformation with the creation of 20,000 homes and 25,000 post-construction jobs. Apple is moving its London campus into Battersea Power Station in 2021, further enhancing the area's reputation for creative and digital industries.

A vibrant cultural programme of events, exhibitions and installations is being delivered by Wandsworth Council and partners alongside new cultural spaces opening up in Nine Elms including Matt's Gallery, World Heart Beat and Chocolate Films. Events such as Light Up Nine Elms, Art Night and community festivals attracted thousands of residents and visitors from across London.

www.nineelmslondon.com