

NEW COVENT GARDEN MARKET VITRINE ART COMMISSION – 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**;
- will foster the 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

16 July- 6th September: call for entries open

**Please note: call for entries will be closed on 6th September at 6pm*

End of July 2019: tours of the market for artists to support their applications (this activity is optional).

End of September 2019: three shortlisted artists present their projects to the Advisory board

Early October 2019: one successful artist is selected for the commission

Mid October 2019: announcement of the artist name and commission to press

Late October 2019: commission unveiling

Advisory Board

The selection will be made with the help of specially appointed Advisory Board chaired by Aida Esposito, Founder and Director of place based creative consultancy *creativethinking*, and Zarina Rossheart, Programme Director of Art Night Open.

Guidance Notes for Applicants

New Covent Garden Market Vitrine will be unveiled on 24th October 2019* and will be in-situ for a year.

*Date subject to change.

Upon selection through the Open Call three candidates will be invited to present their final proposals to the Advisory board at the end of September.

Upon final decision, two unsuccessful candidates will be reimbursed with the honorarium of £300 each.

The selected artist will receive the artist fee of £2000 for the creation and production of the final artwork. Costs of printing and installation will be covered by the commissioner.

The selected artist will be working with a dedicated Project Manager and Production Team on 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 responsible for contributing to the promotion of the commission as well as participate 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

FURTHER INFORMATION

ART NIGHT

Art Night is London's largest free 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. Alongside this, the Art Night Open programme offers local galleries, organisations, independent artists and curators the opportunity to take part in the festival - responding to the curatorial themes and cultural trail. 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 is organised by UNLTD London, and founded by Ksenia Zemtsova and Philippine Nguyen.

<http://artnight.london>

NEW COVENT GARDEN MARKET

New Covent Garden Market is the largest fresh produce market in the UK. It typically has over 650 varieties of fresh fruit and vegetables available on the market at any one time and is unrivalled when it comes to sourcing of 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. It 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

NEW COVENT GARDEN SITES

The joint venture of VINCI St. Modwen (VSM) in partnership with the Covent Garden Market Authority (CGMA) is delivering a landmark multi-phased project, the largest scheme in the 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 ON THE SOUTH BANK

Nine Elms on the South Bank The Nine Elms Vauxhall Partnership, made up of Wandsworth and Lambeth councils along with the main developers and landowners, was created in 2010 to drive forward the transformation of the area which stretches from Lambeth Bridge in the north, to Chelsea Bridge in the south, covering the Albert Embankment, Vauxhall and a large slice of north Battersea. Nine Elms has always been a critical part of London's landscape. Its past is one of commerce and industry, its future is of enterprise, art, culture and living. The development programme is extensive, including an extension of the Northern Line, new parks and schools, and new access to the Thames River Path. Development partners are building homes, the new US Embassy, a brand New Covent Garden Market, business premises, shops and spaces for cultural exchange.

www.nineelmslondon.com

