

NEW COVENT GARDEN MARKET VITRINE ART COMMISSION 2020 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

- 5 March - 27 May 2020: call for entries open **Please note: call for entries will be closed on Wednesday 27 May at 6pm*
- Market tours for applicants will be held upon request. Please get in touch with [Garin Auld](#) at Covent Garden Market Authority for more information
- June 2020: Advisory board meets to shortlist final three artists
- Beginning of July 2020: three shortlisted artists are invited to visit the market
- End of July 2020: three shortlisted artists present their proposals to the Advisory board
- August 2020: one successful artist is selected for the commission
- 1 October 2020: commission unveiling and announcement to press

Advisory Board

- Aida Esposito, Founder and Director of creativethinking, Lead Creative Strategist for VSM (VINCI St Modwen)
- Anna Skladmann, Visual Artist
- Charlotte Brooks, Art Curator, RHS Lindley Library
- Lynn Parker, Collection Curator, Kew Gardens
- Zarina Rossheart, Director, Art Night

Guidance Notes for Applicants

New Covent Garden Market Vitrine Art Commission will be unveiled on 1 October 2020* 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, and accommodation. All other costs including: artwork printing, installation, marketing and PR amongst others 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 Rossheart](#).

Art Night

Art Night is London's largest free contemporary art festival. Held annually, it transforms the capital 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. Find out more at artnight.london.

New Covent Garden Market

New Covent Garden Market is the largest fresh produce market in the UK, supplying London's chefs and florists. On any given day it stocks more than 650 varieties of fresh fruit and vegetables and is unrivalled when it comes to sourcing the best seasonal produce from the UK and around the world. Located in Nine Elms, 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 many of the capital's restaurants. It's also London's original and finest fresh food and flower 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. Find out more at newcoventgardenmarket.com.

New Covent Garden Sites

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.

Find out more at newcoventgardensites.com.

Nine Elms on the South Bank

The Nine Elms Vauxhall Partnership is a joint venture between Wandsworth Council and Lambeth Council, along with the area's main developers and landowners. It 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. Find out more at ninelemlondon.com.