

## Portobello Wall Public Art Installation: Brief

### About the commission

The Royal Borough of Kensington and Chelsea is announcing the next commission for the Portobello Road North Wall public art project. The title for the installation is **“One Five Zero”**, in recognition of the fact that 2015 marks the 150<sup>th</sup> anniversary of market trading in north Kensington. We are keen to encourage submissions across a wide range of appropriate visual arts media, which engage with the theme of markets and One Five Zero. You may interpret “One Five Zero” – 150 – in whatever ways you think are appropriate, and should not feel constrained into representing it solely as an anniversary date. The work will be installed for a minimum of six months, with a provisional launch date of 1 June 2015.



'Aspects of Carnival' by Fiona Hawthorne.  
David Tett Photography

The 150-year period 1865-2015 has, of course, embraced considerable social, economic, artistic, cultural and technological change, and been witness to major historical events, which have impacted on the local community and the north Kensington markets in particular. You may also wish to consider what the markets may look like in the future – say, 150 years from now – and imagine the different steps and changes there might be along the way. The choice is yours! “Love Your Local Market” fortnight is 13-27 May 2015. While the “One Five Zero” artwork will not be installed on the Portobello Road North Wall by then, we will endeavour to utilise appropriate panels in association with the “Love Your Local Market” fortnight.

North Kensington is always abuzz with activity. As with previous commissions, our aspiration is to install a striking, and beautiful artwork with content that celebrates the creative achievements of north Kensington, and the people who have given – and continue to give – the area its very distinctive character.

The work should also be site specific, reflecting the singularity of this stretch of wall, which links the Portobello and Golborne markets.

The work must address six key elements listed below. It must be:

1. New work, as a unified composition or with a linked theme
2. Visually striking, and able to make an impact from a distance
3. Site specific
4. Relevant to the local area
5. Suitable for an outdoor site
6. Temporary

**Your proposal should include:**

1. Your CV (equivalent length to a single sheet of A4)
2. A written proposal outlining your project and how it meets the objectives of the commission (max. 250 words)
3. Six hi-res images of your work
4. Confirmation that you are able to deliver the project between the commissioning date of February 2015 and the delivery deadline of 31 May 2015
5. A detailed budget showing breakdown of fees, materials, labour etc.

Please note:

- We will only consider submissions that meet the objectives of the brief and proposal requirement as outlined above.
- So as to fit in with other activities planned to mark the 150<sup>th</sup> anniversary of market trading in north Kensington, the artwork must be ready for installation by the end of May 2015. Ideally, it will be ready in time to be presented as part of the “Love Your Local Market” fortnight, 13-27 May 2015.

**Deadline:**

Proposals must be submitted by email by **12 noon** on **Friday, 30 January 2015** to:

John Hampson  
Senior Strategy Officer, Arts and Culture  
RB Kensington and Chelsea  
Arts Service  
37 Pembroke Road  
London W8 6PW  
020 7361 3204

[john.hampson@rbkc.gov.uk](mailto:john.hampson@rbkc.gov.uk)

We will announce the award of the commission by February 2015. If you have not heard from us by the end of February, you should assume that your submission was not successful. We will not enter into written correspondence with unsuccessful applicants.

### **Technical Details**

The wall is approximately 100 metres in length, with a bend towards the northern end (see photograph above). Artwork can be up to approx 2m tall. We encourage proposals that utilise the full height and length of the wall, including the section after the bend. It is essential for artists to make a site visit to ensure that their proposal is realisable in practice on the available Wall space.

### **The Budget**

The budget for the final commission is £7,000 inclusive of all artists' fees, materials and labour. The artist must ensure that the work is weather proof and suitable for its setting. Anti-graffiti and anti-vandalism measures must also be factored into the proposal. The artist has responsibility for both the installation and de-installation of the artwork. The final payment of £1,000 will be made once de-installation has been satisfactorily completed.

### **BACKGROUND**

The wall has been chosen as the site for the work as it falls in between two of the most vibrant and well known market areas in London; Portobello Road Market and Golborne Road Market. However, the wall is an effective "dead space", marking for many visitors the end of their journey along Portobello Road. The successful proposal for this site will be seen to address this and provide an invitation or journey for visitors to carry on along the road.

This will be the ninth commission for the Portobello Wall Arts Project. Previous commissions are:

#### **Hew Locke 'Share'**

A series of enlarged share certificates relating to the mix of cultures, businesses and produce available in the local area. The certificates were investigated and transformed by Locke to provide a commentary on the fascinating history and movement of money, power and ownership across the globe, linking our home and consumption with lands far away.

#### **Liane Lang 'La Muralla'**

A 60 meter long vinyl print displaying fifty consecutive images akin to film stills. The images show the Dominican Convent, now the Spanish School, and the wall that surrounds it which is opposite the site of the work. The images display fleeting scenes of the street taken from sunrise to sunset on Valentine's Day 2009. The only steady feature in the images is a figure, reclining on top of the wall, which remains unmoving throughout and the images depict varying responses from passers-by.

**Claire Morgan '*Mandala (Dead Space)*'**

Morgan's work is made up of around fifteen images, taken of a sculptural work made by the artist and consisting of fresh fruit from the Portobello market suspended in symmetrical patterns and photographed over a period of two weeks as it decays. The images paint a simple metaphor, of life leading to decay and ultimately leading to new life in turn, a theme reflected in the title Mandala – translated from the Sanskrit word for circle.

**Natasha Mason & Teresa Crawley '*Portobello ReCollection*'**

The artwork transforms the 100-metre long wall at the northern end of Portobello Road into W11's own private record collection - a giant shelf of records representing the defining songs of Notting Hill, as identified through collaboration with DJs, musicians, record labels, stall holders and local historians. Creating an explosion of colour and type design, this celebration of the rich musical heritage of Notting Hill emphasises the connection between the place, its people and its music.

**The Atom Rooms Gallery on Portobello**

The Atom Rooms Gallery, located at 328 Portobello Road, is passionate in its support of new and emerging cultural movements, and of validating the voice of young people in Britain. The installation works across a broad spectrum of the visual arts, including painting, digital art, photography, film, and urban art. The Atom Rooms Gallery installation features work by some of the UK's finest younger contemporary artists, including Sophie Macdonald and Thomas Lumley.

**Nadia Hammoud '*Tea and Coffee*'**

This work is a mix of documentary photography and scenes of fiction. Covering different periods in history, it offers an insight into the journey of teas and coffees from the countries of their source to the current cafés of Ladbroke Grove, paralleling journeys made to the UK by past and present North African and Middle Eastern residents. 'Tea and Coffee' celebrates the drinks of first meetings and old reunions, rivals and lovers, enemies and friends, the poor and the affluent. The smell and taste can remind of you of home, holidays and endless moments. A co-commission with the Nour Festival.

**Fiona Hawthorne '*Aspects of Carnival*'**

'Aspects of Carnival' celebrates what is undoubtedly the area's most significant contribution to contemporary culture: The Notting Hill Carnival. Fiona Hawthorne's paintings tell the full story of Carnival – from early preparations, through to the heady excitement of the Carnival procession itself, to the big clean-up in the early hours.

### **Peter Dunn 'Heart of the Community'**

The current installation 'Heart of the Community' celebrates the key personalities of Golborne and Portobello over the past hundred years. In fourteen remarkable panels, Peter Dunn interweaves historical and archive material alongside contemporary work to present a vivid and compelling portrait of north Kensington and the people who have shaped its distinctive character.

More information can be found here:

[http://www.rbkc.gov.uk/leisureandlibraries/cultureservice/portobelloroadartspr  
oject.aspx](http://www.rbkc.gov.uk/leisureandlibraries/cultureservice/portobelloroadartspr<br/>oject.aspx)



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