



## Artist Brief

# Un/Common People: redefining the folk arts and traditions of Wessex.

<b>Role:</b>	<b>Artist for Community Project</b>
<b>Location:</b>	Swindon Museum sites, community spaces, own studio
<b>Fee:</b>	<b>£2500 ex VAT</b>
<b>Status:</b>	Freelance contract with Wessex Museums Trust
<b>Reporting to:</b>	Wessex Museums Trust/Museum and Art Swindon
<b>Commencement Date:</b>	August 2024
<b>Termination Date:</b>	November 2024

### 1. Introduction

1.1. Museum and Art Swindon is part of Wessex Museums, a thriving partnership of the five principal museums across Dorset and Wiltshire that tell the stories of Wessex from prehistory to now, namely: Poole Museum, Dorset Museum, The Salisbury Museum, Swindon Museums and Wiltshire Museum. Wessex Museums exists to build the relevance and resilience of these museums.

Their mission is: *to support museums to connect, inspire and add value to people's lives.*

1.2. Wessex Museums is delivering a touring exhibition on Folk Art and Traditions of Wessex between November 2024 and May 2026. The exhibition will showcase the joint collections of the five museums, as well as contemporary collecting, community co-creation, song, oral history, photography and film which celebrates the folk art and traditions of the region.

### 2. Background

2.1. The Wessex region has a rich folk heritage, expressed through the objects held by the partner museums, and by the vibrant contemporary folk scene, which is centred on the seasonal calendar. However, notions of British 'folk' being rural, insular, static, about the past and largely for white, middle class, old people, are prevalent. Through the Un/Common exhibition, we want to challenge these pre-conceptions of 'Folk' and demonstrate that folk traditions, whilst attached to seasons or place, are continually changing and evolving in response to changes in our environment and society. At Museum and Art Swindon, we will do this via contemporary collecting and through exploring the relevance of Folk with a group of young people, aged 16 to 24.

### 3. Summary of the Project

3.1. Museum and Art Swindon are looking for a **Community Artist experienced in inclusive engagement and community-led practice**, to work with a group of young people aged 16-24. The work created should be inspired by participants' own backgrounds, experiences, ideas and cultural traditions, and the lens of shared human experience to connect participants and exhibition visitors to the folk heritage of the Wessex region.

3.2. We have worked with the young people, over 2 planning sessions, to explore what 'Folk' means to them, and what we could add to the exhibition to make it relevant and resonate with diverse audiences today. Within the 'Folk' tradition, **the young people have identified several threads that they would like to explore** when creating the art work:

- Storytelling from traditional tales to modern, formal and informal narratives, via contemporary films and gaming, to whispers of modern myths and ghost stories.
- Art and culture embodying a creative, festive side where people gather to explore or celebrate, different forms of culture.
- The evolution of folk culture and music: where it originated, how it has changed, spread, influenced popular culture, how it has been experienced throughout history to the present day.

#### 3.3. Personal Qualities

The young people would like to work with an artist who is:

- Inclusive, friendly and approachable.
- Confident, lively.
- Good at listening and understanding other people's ideas, facilitating discussions and translating that into artwork.
- Flexible, open to different approaches to art.
- A creative problem solver who is organised (planning, preparation and delivery).
- Aware of political influences in art and culture.

#### 3.4. The Artwork

The artwork could take any form, and include a variety of media, including 2D and 3D visual arts, performance, poetry, dance, artistic responses, song. It could be, or could include digital work.

The young people would like it to:

- Have a big impact and reflect the festive, colourful, meaningful aspects of 'Folk'.
- Include a story or symbolism and references to popular culture and music.
- Have soul, personality and purpose, e.g. to provoke emotion.
- Be representative of a diverse society and enable people to relate.

- Incorporate: Modern folk/Future Folk or Folk to be/Folklore in the digital age

The artwork created will be exhibited in Museum and Art Swindon, as part of the Un/Common exhibition, Nov 2024 – Feb 2025

#### **4. Aims of The Project**

4.1 To produce an artwork for the Un/Common exhibition

4.2 In the process of creating the artwork, to support young people to:

- Develop and learn new creative skills.
- Become more confident, develop group conversation skills.
- Improve their problem-solving skills.
- Have a better understanding of modern art/artists and to be exposed to different ideas and mediums of art.
- Learn about art history, diverse cultures/identities/history and explore interpretations of folk art across different cultures and identities.

#### **5. Role and Outputs**

5.1. The appointed Artist will be expected to deliver and manage the following elements:

- Deliver a series of workshops to develop, facilitate and produce the artwork, led by the young people.
- Manage a materials budget to source and purchase materials needed to create the artwork.
- Deliver a completed artwork with accompanying interpretation for the exhibition.
- Ensure that the artwork meets the design requirements for the exhibition layout at Museum and Art Swindon.
- Work with the young people and exhibitions staff to instal the artwork created into the exhibition at MAS.
- Contribute to a community celebration event at MAS.
- Advise on any conservation requirements for the artwork, should it be accessioned into the museums' collection.

#### **6. Rights and Permissions**

6.1. Wessex Museums would like exclusivity of the artwork until 31 May 2026, but the copyright would remain with the Artist/s and the young people.

6.2. Wessex Museums will have license for usage from 30 November 2024 to:

- Reproduce the artwork as graphic (online, print, exhibition, and any other reasonable use)

- Where it lends itself to do so, to reproduce the artwork on merchandise sold in the four partner museums.
- Any remaining stock ordered before this date, depicting the artwork, could be sold after the end date.
- Before the agreement expires, the Artist will offer Wessex Museums the opportunity to extend the agreement or renegotiate terms for future use.

6.3. The Artist will have:

- rights over all preliminary drawings and incidental sketches in relation to the artwork.
- copyright of the final artwork.
- the right to promote the artwork through their own media channels.
- their name credited in the exhibition © name date and artist's website.

## 7. Environmental responsibility

7.1. The Artist/s will be attentive to the environmental impact of any artwork created. They will be expected to select materials, where possible, that are low carbon in terms of their manufacture. Materials used should be recyclable and sourced from sustainable sources and local suppliers where possible.

## 8. Project Team

8.1. Wessex Museums Trust will manage the contract for the Artist/s for this project, through the CEO. They will be the main contact for all contractual matters related to the delivery of the brief.

8.2. The Community Engagement Officer will liaise with the young people and the Artist. They will support the community workshops and work closely with the Collections and Exhibitions Officer, to enable participants to engage with regional folk heritage through the museums' collections. The Community Engagement Officer will be the main contact for the Artist at MAS.

8.3. The Collections and Exhibitions staff based at MAS will be key contacts for the specification and install of the artwork on site, along with the external curatorial and design team from Museum of British Folklore.

## 9. Timescale

**Brief Sent Out:** 24 June 2024

**Deadline for Applications:** 5pm, 15 July 2024

**Interviews:** 6 or 7 August 2024

**Contract Commencement:** August 2024

**Workshops:** August/September 2024

## 10. Insurance

- 10.1 The Consultant will be required to have professional indemnity insurance (min. £250k) and public liability insurance (min. £2m).

## 11. Health & Safety & Safeguarding

- 11.1. The Artist will be responsible for managing their own health and safety and those they work with, complying with all relevant legislation.
- 11.2. The Artist will hold a current DBS certificate and will subscribe to the Update Service.

## 12. Budget

- 12.1. The budget is: £2,500 +VAT. The budget is inclusive of expenses.
- 12.2. A separate budget for materials is available at £ 2,000 + VAT.
- 12.3. Artist/s are asked to provide a detailed quotation for the work required to deliver the brief, including a breakdown of days, community workshops, travel expenses, etc.
- 12.4. The Artist/s will be responsible for their own pay, tax, National Insurance and pension contributions.
- 12.5. Payment will be made in instalments, the dates of which are to be agreed following appointment.
- 12.6. Wessex Museums operates 30-day payment terms. All invoices will be paid by 30 days from the date of issue of the invoice. Payments will be made by BACS.

## 13. Responding to the Brief

13.1.

**To make an application**, please submit:

- An up-to-date CV, including any relevant training, experience, examples of artwork, website/social media links, and contact details for 2 referees.
- A Supporting Statement (up to 3 sides of A4), outlining:
  - Why you are interested in this project, what excites you about it.
  - What 'Folk' means to you.
  - Relevant recent examples of at least two similar community arts projects you have undertaken.
  - Your planned approach to the commission.
  - How you would work to ensure inclusive, participant-led practice.

- How this project would benefit your practice as an artist.
- Your availability to deliver in person workshops and installation in Swindon to fit with the project timeline July to November 2024.
- A suggested budget breakdown for the work required to deliver the brief, including:
  - **Allocation of Time and personal expenses:** £2,500 + VAT.
  - **Materials:** £2,000 + VAT.

13.2. Submissions should be returned to:  
[MASLearning@swindon.gov.uk](mailto:MASLearning@swindon.gov.uk)

13.3. by: **5pm, Monday, 15<sup>th</sup> July 2024**

13.4. To arrange an informal discussion about the commission brief in advance of the deadline, please contact:

Stephanie Howell: [MASLearning@swindon.gov.uk](mailto:MASLearning@swindon.gov.uk)