

CONNECT

ARTIST BRIEF

Commission	Art and Wayfinding: Lift Lobby and Corridor Artworks (12 artist roles)
Location	3Ts Redevelopment of the Royal Sussex County Hospital
Client	Brighton and Sussex University Hospitals NHS Trust
Date	December 2017 draft version
Budget	Fees ranging from £1,750 - £5,500

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1. INTRODUCTION

CONNECT is the arts programme for the 3Ts Redevelopment of the Royal Sussex County Hospital. The CONNECT Art and Wayfinding project will commission illustrators / artists to create high quality and locally relevant themed artworks. These will be produced as large-scale feature wall prints. These feature wall prints will act as visual way-markers or landmarks. Placed at key junctions – lift lobbies and departmental entrances – they will support intuitive navigation as well as provide visual distraction that is uplifting and welcoming.

This visual approach will be beneficial to all but particularly to non-English speakers, patients with dementia or cognitive impairment, and children.

The art and wayfinding project will be a three-year project, commencing with the appointment of artists / illustrators in Spring 2018, with final designs being approved by the CONNECT Joint Arts Group at the end of 2019 and the final artwork installed in Winter 2020.

There will be 12 commissions for illustrators / artists as part of this project, with artist design fees ranging from £1,750 to £5,500 depending on the number and sizes of illustrations required.

The inclusion of public art in this development is a planning condition stipulated by Brighton and Hove City Council.

For more information about the 3Ts art programme CONNECT please visit the programme's [website](#).

2. PROJECT SUMMARY

Aims

The aims of this project are:

- To help make it easy for people to find their way around the building
- To use art to help break down the scale of the building
- To create a healing environment that is welcoming, therapeutic and restful
- To provide distraction, pleasure and stimulus to patients, staff and visitors
- To help create a strong and welcoming identity for the Hospital, and reflect the culture and identity of the local community

Artwork Locations

There are three lift/stair cores in the new hospital. Each lift core has been allocated a distinct theme and colour as part of the Interior Design strategy for the redevelopment. The artworks commissioned will respond to the theme and work within the colour palette of each lift core.

A combination of artworks and large-scale floor numbers on walls facing the lift doors will help guide and reassure patients and visitors through the new hospital.

Lift lobbies

Visitors exiting lifts will be greeted with a memorable artwork and a large-scale floor number on the wall opposite the lift doors, which will help orientate them within the building.

The walls around the lifts will be the feature colour¹ selected for that core colour palette which will also be referenced in the artwork.

Further prominent walls for artworks have been identified on every floor around the lift core to create a visual 'funnel' to guide visitors to and from each lift core, highlighting its location.

Department Entrances

¹ See supporting documents on wayfinding colour palettes

Department entrances will also be highlighted by an artwork which will help guide people to the department and create a sense of arrival at the correct destination.

The content of these artworks will directly relate to whichever lift core the department is nearest to, but will need to be distinct in how it is described to assist wayfinding.

Plans and elevations

Floor plans and elevations for the lift lobbies and department entrances will be made available to the appointed artists / illustrators showing the walls identified for artwork.

Artwork Themes

The visual content for the wayfinding artwork will be created in direct response to the CONNECT wayfinding themes that respond to 'Connect with Place'.

These are:

- Town (Brighton & Hove)
- Sussex
- Coastal

There are three lift/stair cores in the new 3Ts Stage 1 building. Each lift core has been allocated one of these three sub themes:



Lift core 1 - Town

Each floor within Lift Core 1 will be brought to life through imagery of recognisable and easily describable landmarks, locations or buildings representing the diversity of Brighton and Hove.

Lift core 2 - Sussex

Each floor within Lift Core 2 will be brought to life through imagery of recognisable and easily describable landmarks, places or buildings from around Sussex.

Lift core 3 - Coastal

Each floor within Lift Core 3 will be brought to life through imagery of recognisable and easily describable landmarks, places or locations representative of the Sussex coastline.

One artist / illustrator will be appointed for each floor.

As you move from left to right across the building on one level (where this is possible in the building design), you will experience the work of one artist, making each floor identifiably different.

As you move up and down each lift core you will experience a range of artworks responding to the same them by different artists.

A list of potential places suggested by visitors, patients and staff at both sites of the Trust- Princess Royal Hospital (Hayward's Heath) and Royal Sussex County Hospital (Brighton)- has been collated and subdivided into the three themes.

Once the 12 illustrators / artists have been appointed these subjects will be finalised and will be paired to one of the specific wayfinding locations.

Town	Sussex	Coast
<i>(11 subjects needed)</i>	<i>(12 subjects needed)</i>	<i>(6 subjects needed)</i>
The Lanes	Wooden Bridge over the Adur, Shoreham	West Wittering, sand dunes
The bandstand	Winnie the Pooh Bridge, Hartfield / Ashdown Forest	Windmill at Rottingdean
Carousel on the beach	Lancing College	Shoreham power station
The Pavilion	Shoreham Airport	Burling Gap and Belle Tout Lighthouse (Seven Sisters)

Brighton Marina/boats	Cuckmere River	Hasting Fishing Fleet
West Pier	Sheffield Park Gardens	De La Warr Pavilion
Brighton Pier	Amex Stadium	Saltdean Lido
i360 Brighton	Nymans Gardens	Rampion Wind farm
Dukes of York cinema	Arundel Castle	
Old Steine	Charleston Farmhouse	
Brunswick Square	University of Sussex	
Kemp Town (e.g. Aids Memorial sculpture)	Bluebell railway	
Jubilee Library		
Clock Tower		
Theatre Royal		
Peace Statue		

Each lift core has its own interior colour palette. Please view the colour palettes here:



Supporting
Document 1.pdf

The illustrators must use these colours when creating the artwork for each the below commissions. For an overview of the colour strategy please open here:



BDP-FO-SW-RP-002
4 Colour Strategy Nk

ARTWORK STYLE

The artwork must work effectively with the architecture and interior design in terms of scale and style, and have the familiar and welcoming qualities of something observed by an individual and made by hand; an authentic response to the local area.

It must compliment and incorporate the wayfinding colours and – where relevant - graphic numbers and be appropriate in scale for the specific location. For example, large blank walls will be particularly appropriate for artwork that covers the expanse of the wall, while other walls may have other unavoidable elements (such as hand gel dispensers or riser access doors) requiring artists to propose a subtler approach that works sensitively around these constraints.

Most importantly, the artwork for every core on each floor needs to relate to the subject matter identified for that location.

With a strong emphasis on the drawn line, preferences will be made for artist / illustrators whose work has a hand drawn aesthetic, rather than overtly digitalised images.

A sophisticated use of limited colour palettes will also work best with the existing colour strategy proposed for the building.

Appropriateness of artwork

The artists / illustrators will be asked to consider the following suitable criteria when producing the artwork. The artworks created should:

Be positive. Warmth (however defined) or humour might reduce anxiety and possibly provide an element of social contact, a knowing glance with other visitors. The artwork should not be upsetting or confusing in any way.

Be expansive. Have the ability to take the viewer somewhere else, to provide distraction or connection to life outside the hospital whilst helping them to be in the present: to acknowledge what they are going through and where they are going.

Show craft and attention to detail. Craft communicates care, that the person is important, and builds confidence in the care provided by the hospital.

Be human in scale or feeling.

Be timeless. The artwork needs to be meaningful over a number of years.

Be Memorable. It is important for the artwork to be memorable and easily described to others. Also, familiarity provides a feeling of welcome or belonging. The artwork should not be confusing or ambiguous in terms of scale or abstraction for people with dementia or cognitive impairment.

Be distinct: Each artwork must be distinct from other artworks- they all need to be described in different ways if they are to support wayfinding.

Embody multiple reference points. Artworks that have different angles or appeals will be able to appeal to a wider range of people.

3. THE ARTIST'S ROLE

There will be 12 commissions for illustrators / artists as part of this project, with artist design fees ranging from £1,750 to £5,500 depending on the number and sizes of illustrations required on each floor.

The appointed artists will be allocated a floor and subsequent design fee following a briefing day on the 17th April 2018.

Research and consultation

More detailed information will be provided at the briefing day about each artwork, including specific subject matter to be incorporated into the artworks and the types of patients and visitors using each space that will be viewing the work.

Each illustrator / artist is expected to research the themes and specific subjects relating to the themes that have been selected for each commission as well as the context in which the artworks will be placed.

Submission of artwork

The appointed illustrators / artists must submit digital files that are minimum of 50% of the wall size at 250 dpi (lower dpi and smaller sizes may be possible depending on the illustration).

Alternatively, any hand drawn artworks must be submitted on minimum A2 paper and it is very important that the illustrations are created in the same proportions as the wall.

The artworks will then be enlarged and adapted where needed by Willis Newson to fit the wall spaces identified and to suit the printed materials specified. The illustrators / artists will be shown all final versions of the artwork for comments and amendments before the work is printed and installed in the hospital.

Evaluation

The impact of taking an integrated approach to Art and Wayfinding in the new hospital is being evaluated by CONNECT with the help of an external evaluator. This evaluation will help CONNECT reflect and learn during its delivery so that improvements can be made as the project progresses, as well as better understand the impact so it can inform future practice while also advocating for the value of the programme. The appointed artist / illustrators will be expected to engage in this process where appropriate to help with this evaluation.

Description of artist's role

In the execution of each commission, the illustrators / artists will be expected to undertake the following tasks:

- Attend a briefing day with all appointed illustrators / artists to gain a clearer understanding of the art and way finding project, the design integration and production methods and the overall hospital redevelopment and CONNECT arts programme
- Review plans and discuss design integration and production methods with Willis Newson
- Research the identified themes and locations / imagery suggested for their commission
- Research the hospital context (including particular departments, if relevant) to inform their proposals
- Develop and present initial and draft designs for these proposals to Joint Arts Group for feedback using the colour palettes for each lift core
- Submit final proofs of artwork
- Provide feedback and comments to Willis Newson on all installation mock ups and help ensure that the designs are integrated in the best manner within the hospital environment
- Provide written summaries of artwork for publicity
- Attend a meeting with external evaluator of the project

4. ARTIST SELECTION PROCESS

The art and wayfinding project has been divided into 12 different commissions.

The commissions are open to all, but we wish to support locally-based artists and therefore preference will be given to artists based in Sussex.

Interested illustrators / artists should submit the following documents through [submittable](#) by 5pm on the 19th Feb 2018:

- A written expression of interest (no more than 1 page of A4) that explains why you are interested in the project, previous relevant experience and why your work is suited to the project.
- Please also confirm your availability to attend the briefing day on the 17th April 2018
- You must include the details of two referees who we may contact prior to selection. These should be clients with whom you have worked or other professionals who can vouch for the quality of your work.
- An up-to-date CV and short biography
- 8-10 images of previous work

Based on the submissions received, Connect will take up references and select a group of illustrators / artists whose work will create a complimentary portfolio for the art and wayfinding project.

If you are shortlisted for the project, you will be invited by Connect to attend the briefing day on the 17th April 2018.

Following this briefing day, you will be offered 1 of the 12 commissions.

5. TIMETABLE

Illustrator / artist application deadline	19 th Feb 2018
Shortlisted illustrators / artists contacted	March 2017
Briefing day	17 th April 2017
Appointment of 12 illustrators / artists and allocation of commissions	End April 2018
Research, consultation and design phase	May – Sept 2017
Progress update to JAG including initial ideas	Sept 2018
Draft Designs presented to JAG	Jan 2019
Final Designs presented to JAG	Late 2019
Illustrators / artists to work with production partners to create final installation mock ups	Late 2019
The final artwork will be produced in 2020 and installed in late 2020/early 2021.	

6. THE COMMISSION PROCESS

Project management and reporting

The project will be managed by arts consultants [Willis Newson](#).

A Joint Arts Group (JAG) has been set up to provide leadership and direction as well as effective decision-making for the CONNECT arts programme. The JAG was set up in 2011 and has already overseen the development of the Public Art Strategy and the delivery of the commissions developed to date. The JAG will continue to oversee the delivery of the CONNECT arts programme at all the stages of the development process until completion.

The JAG provides guidance and support to Willis Newson and takes overall strategic responsibility for the delivery of the programme, ensuring that it is delivered on time, in budget and adheres to high standards of quality and appropriateness.

The illustrators / artists are required to work with the art consultants Willis Newson and the Joint Arts Group.

Copyright and reproduction rights

Copyright of any work created solely by the illustrators / artists (including in any preliminary designs) shall remain at all times with the illustrators / artists.

Brighton and Sussex University Hospitals NHS Trust (BSUH) and Willis Newson shall be entitled without payment to the illustrators / artists to make (or authorise others to make) any photograph film or video of the work and to include this in any advertising, brochures, or other publicity materials or film, video or television broadcast provided that any such reproduction is intended to promote or record the making of the work (or the project of which it forms part) and is used for non-commercial purposes.

Credits and moral rights

Best endeavours will be undertaken to identify the illustrators / artists as the originator of the work on all occasions when the work (including any preliminary designs sketches or maquettes) or any photograph or other permitted reproduction is exhibited, published or issued to the public.

7. BACKGROUND

The 3Ts Redevelopment

The 3Ts Redevelopment of the Royal Sussex County Hospital began on Monday 4 January 2016.

Improving the hospital to improve care - the publicly funded 3Ts Redevelopment is about improving services for patients.

The main buildings at the front of the Royal Sussex County Hospital were built nearly 200 years ago. The wards are cramped, the other clinical and public areas are inadequate and there is an overwhelming need to replace them with modern facilities which are welcoming, accessible and purpose-built for the provision of 21st century healthcare.

The redevelopment will replace all the buildings on the front half of the hospital site with two new hospital facilities. It will take nine years to complete and will be done in three stages. Stage One will be complete by the end of 2020.

All the hospital's clinical services will continue to run on site during the redevelopment.

Stage 1 - Outpatient, inpatient and specialist services

The Stage 1 redevelopment will offer:

- Improved trauma facilities
- A landing pad for the Kent Surrey and Sussex Air Ambulance
- New inpatient accommodation with more than four times as much space per bed
- A purpose-built facility for The Regional Centre for Neurosciences with twice as many beds and an additional neurosurgical theatre to allow more patients with neurological conditions and injuries to be treated closer to home.

Stage 2 – Cancer Centre & Medical School

The Stage 2 Building will house:

- The new and expanded Sussex Cancer Centre, including a new Chemotherapy Day Unit, increasing the radiotherapy service and doubling the number of beds on the Oncology Ward
- State-of-the-art teaching, training and research facilities for Brighton and Sussex Medical School and local Universities.

CONNECT Public Art Programme

CONNECT is the public art programme of the 3Ts Redevelopment.

CONNECT will make the hospital environment better for patients, staff and visitors:

- easier to find your way around
- more welcoming, less intimidating
- beneficial for health and wellbeing

CONNECT will link the hospital to the city, county and community, celebrating the unique character and culture of Brighton and Sussex.

CONNECT will create a distinctive identity for the hospital and a lasting legacy of high quality public art for local residents.

CONNECT includes a range of art commissions, projects and programmes to enhance the quality of environment and patient experience within the new hospital.

Artworks created by leading national and international artists, as well as local artists and communities, will enhance entrances and reception areas, treatment & waiting rooms, gardens and corridors.

CONNECT covers 5 strands of work:

BUILD: Artworks integrated into the build process in reception areas, the sanctuary and roof gardens.

INTERIORS: The work of local and national artists will be woven into the interiors in treatment rooms, quiet rooms, oncology and more.

PARTNERSHIPS: Partnerships with community groups and photographers will result in photographic artworks for waiting rooms.

HERITAGE: The heritage of the site will be celebrated in the new building through this Heritage Commission

ONGOING: The Public Art Strategy will act as a catalyst for further development of Onward Arts.

Project Partners

Brighton and Sussex University Hospitals NHS Trust

Brighton and Sussex University Hospitals is the regional teaching hospital for Sussex working across two sites: the Royal Sussex County Hospital in Brighton and the Princess Royal Hospital in Haywards Heath.

The Brighton campus includes the Royal Alexandra Children's Hospital and the Sussex Eye Hospital, and the Haywards Heath campus includes the Hurstwood Park Regional Centre for Neurosciences.

It provides District General Hospital services to its local populations in and around the City of Brighton and Hove, Mid Sussex and the western part of East Sussex and more specialised and tertiary services for patients across Sussex and the south east of England.

Onward Arts

Onward Arts is the ongoing arts programme for BBSUH. Through the use of the arts, they seek to improve the experience of patients, visitors and staff and create a healing hospital environment for all.

Passionate about arts in health, they advocate the value of integrating the arts into the culture of the Trust and deliver high quality, patient-centred, arts projects.

CONNECT will act as a catalyst and resource to support the development of Onward Arts, the Trust's ongoing arts programme. The inclusive approach to commissioning, partnership projects, and the programming of festivals celebrating creativity and wellbeing on the opening of Stage 1 and Stage 2 buildings will develop relationships with the local community and with local arts organisations from which the future arts programme can continue to build and benefit.

Commissioned artworks integrated into the hospital building will create a welcoming and reassuring physical environment, while dedicated spaces for exhibition, artist residencies, workshops and events will encourage the engagement of the community in arts activities which support wellbeing and healthy lifestyles.

Willis Newson

Willis Newson is working with BSUH to support the integration of art into the 3Ts Redevelopment of the Royal Sussex County Hospital. They are responsible for managing the CONNECT programme.

Willis Newson is the UK's leading arts consultancy working in health and social care contexts. It delivers inspiring, individual and inclusive arts programmes that improve wellbeing and quality of life. It has particular expertise in the field of public art commissioning and the design of health and social care environments.

Established in 2001, the company is based in Bristol and works across the UK.

Willis Newson has considerable experience of working within multi-stakeholder teams to deliver projects of various scales and levels of complexity.