

# Urban Art Project



**NORWICH**  
BUSINESS IMPROVEMENT DISTRICT

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## Call for Submissions

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Brief for Artists and  
Designers

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Norwich Business  
Improvement District (BID)

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## Call for Proposal

Norwich Business Improvement District (BID) is seeking designs for the Urban Art project, to design a new mural for Norwich city centre.

With seven already in place, we want the artwork to continue to be uplifting, vibrant, engaging and unique to Norwich. Building on Norwich's status as England's first UNESCO City of Literature, the campaign has topics telling some of Norwich's most amazing tales, uncovering the city in a series of stories to bring it to life for those who love the city, and for those that have never been – Norwich is the City of Stories. All high-quality proposals submitted as designs may be published on the BID web site.

## Project Goals

- ✓ **Improve the experience** of visitors/users of the city centre, whether for business or leisure, making a clear positive impact as the murals will reflect the vibrancy, creativity and vitality of the city.
- ✓ **Promote** the city of Norwich as a destination for viewing public art with the objective of attracting more visitors to the city.
- ✓ **Increase** the footfall to each site/business, also moving people around different areas of the city.

## Project Description

The project is based on design and production of a creative piece of mural artwork suitable for use on the side of buildings, unused walls and other vacant spaces within the Norwich BID area.

This invitation is to either a) submit a design only or b) design and install.

Artwork should reflect the ethos and spirit of Norwich and could be tied into a common theme, character or geographical reflection of the city. It should also be a longer term legacy for several years or longer, not just a temporary installation.

The artwork needs to be an excellent example of being faithful to the city's heritage and cultural foundations, reflecting its successes and ambitions whilst being able to sit comfortably in its contemporary environment. It should make a difference, not just adding a visual impression into the streetscape, but enhancing the city and its standing as a cultural destination.

## Theme: 'Norwich the City of Stories'

# Norwich

the city of stories

The BID, in partnership with VisitNorwich have developed an innovative marketing campaign, 'Norwich the City of Stories'. With a wealth of history, heritage and culture combined with a creative, vibrant and modern outlook, Norwich has many stories to tell.

<http://cityofstories.co.uk/>

Ann Mitchell, General Manager at Riverside Entertainment said, "We are delighted to be part of the Urban Art project and see our building used as the canvas for the largest mural in the city. We are especially excited to invite entries that link to water, the river and Norwich's industrial heritage".

***NB: No direct reference to Norwich BID is to be made in the art work designs.***

### Project Location

A site has been identified within the BID area. The site is privately owned and the landlord has given permission for the BID to use the space.

### Project Site

Artists/designers may be invited to create their work on the physical wall, but we expect most people to simply submit a design for the site. Download the site plan [here](#).

### Project Timeline

Call for submissions published	January 2019
Submissions closing date	8 March 2019
Panel to award winning mural	March 2019
Installation	April/May 2019

*Norwich BID reserves the right to change project timeline as necessary.*

### Eligibility

- 1) Artists 18 years of age or older are eligible to apply.
- 2) Schools may apply with teacher endorsement.
- 3) Under 18 may apply with parental endorsement.

## **Selection Process**

The BID is looking for original submissions that meet the project theme, 'Norwich the City of Stories' and brief. The submissions must be designed in response to walls that are shown. This project is an open call to all designers, artists, illustrators and design teams, including students.

A judging panel will give final approval to the winning submitted design. Selection criteria is based on:

- the mural design/theme (in accordance with the communicative objectives of the project),
- approach to the project and reasoning for interest in the project (letter of interest),
- use of the space (considering all elements of the sites), and
- commercial potential of the murals.

The BID will review all eligible submissions to select the winning mural for presentation to the property owner and/or their representatives. The property owner reserves the right to veto and input on approval of the final design. The murals must have appropriate content for all audiences. Religious, political or commercial promotion is not eligible for this project.

The mural should be an original, one of a kind, new piece of work; if known images are used, the artist/designer is responsible for obtaining all copyright permission and paying all license fees. Copies of permissions and licenses must be provided to the BID (if selected).

The artist/designer(s) chosen for this project may also serve as an independent contractor of Norwich BID to install the work in situ provided relevant experience and insurances etc. can be evidenced.

## **Winning Proposal**

The winning artist can receive a commission of up to £10,000 to design and install their piece in Norwich city centre – to be agreed with Norwich BID following commission. Artists who do not have experience of installing a piece of this scale, have the option for Norwich BID to install and receive a reduced prize pot of £500.

## **Assignment of Rights**

Successful designers will be asked to assign the rights to their image and the BID shall retain ownership of the image, including but not limited to, reproduction rights, physical maintenance and lifespan of the mural. In all uses of the image, the creative product will be credited to the artist/designer.

## **To Apply**

To apply to be part of the project and convince the judging panel of your skills and ideas you will need:

- ✓ One or more designs (sketches)

- ✓ A brief CV and contact information
- ✓ Permission that we can present your idea/s on the BID web site
- ✓ Portfolio of previous work that you want to show us

## **Contact for Questions or Additional Information**

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