



Artist Opportunity: Eastleigh Town Centre

We are looking for professional artists who would like to promote their own work in Eastleigh town centre for FREE in a scheme to enhance the vacant shop units in the town.

The project intends to;

- Enhance Eastleigh town centre by adding interest to the vacant units through the exhibition of artist's work

- Showcase local artist's work to a wider audience and provide much needed rent free exhibition space in Eastleigh Borough

- Draw people into the town centre and engage with visitors by adding interest and intrigue to the public realm

- Raise the profile of the creative industries in Eastleigh Borough by exhibiting high quality, cutting edge artworks

Proposed site

We are currently selecting artists to exhibit in the vacant units of the Swan Centre. Details of units available can be found below.



Background

Eastleigh is an evolving town; April 2009 saw the opening of the new leisure complex in Eastleigh town centre. Vue's 9 screen cinemas, AMF's 20 lane ten pin bowling and the variety of restaurants and eateries are already encouraging new visitors into the Town. The importance of supporting the creative industries is an integral part of regeneration and has been highlighted in numerous research reports as a successful way to develop an area's economic performance.

The number of vacant units in the town (8% of the total town centre business) has been identified as an area of concern since they detract from its overall appearance. The creative usage of the vacant units including 'Gallery this way' project, which involves exhibiting artists work in the business centre of the town, has the potential to elevate Eastleigh's creative culture, enhance the look of the vacant units and make Eastleigh town Centre a more pleasant place to be.

Artist's role

The successful artists will have experience in two or three dimensional art projects (for example visual arts, fine art, graphics, textiles, poetry) and will be able to demonstrate this through previous work.

Artists will be selected by the steering group and allocated a window space according to their appropriateness to the theme of the overall exhibition. Selected artists will be expected to produce a proposal for their exhibition space in an electronic format that can be circulated to the Gallery this way steering group and property agents for approval prior to exhibiting. This is intended to help the process of assessing the initial practicality, workability and affordability of the proposals at an early stage and to address and resolve any fundamental concerns. As a guide artworks must sit within one metre from the window front. Artists will be required to take an active role in the installation of their work.

Rent free exhibitions will typically run for 4-6 weeks, however, if the property becomes let before the end of an allotted exhibition time work will need to be removed within 7 working days. Exhibitions will maintain the visibility of the unit, the agent's board and allow natural light into the unit.

Artists will be asked to provide the following information about themselves and their artwork in the window and Eastleigh Borough Council's website;

- Their name
- The name of the artwork
- A written statement (Max 100 words) to explain their work to the Eastleigh public
- Their website address

There is a small amount of funding available for this project, which will be split between any feasible recommendations that are presented to the steering group. It is anticipated that the funds will be used to cover expenses and materials required by artists to install their work. It will not cover artist's time to create new works for the project as it is assumed they will be using the scheme to promote existing work.

Specific proposals for vacant units that lie outside of the specifications laid out in this brief will be considered for future exhibitions. If you would like your idea to be considered, please write your proposal in no more than 500 words and forward it to gallerythisway@eastleigh.gov.uk

Submission dates

This is an on going arts programme and submissions will be accepted at any time.

To apply, please submit your expression of interest in written form, including;

Your current CV

10 images (max) from your current portfolio

Please provide all information in electronic form as all notes of interest will be circulated to the steering group via email.

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