

Woolwich High Street Heritage Action Zone Public Art Commission Opportunities



Supported by
Historic England



Turner.Works

commissioned by



HERITAGE ACTION ZONE OBJECTIVES

- Empower people by providing genuine opportunities for residents and business owners to participate
- Ensure the Sustainability of Heritage Buildings and Businesses within the Woolwich Conservation Area
- Enhance the character, vibrancy and social value of Woolwich by delivering original, positive and culturally inclusive initiatives
- Foster economic uplift through Woolwich Town Centre promotion
- Achieve Community engagement and participation

THE HERITAGE ACTON ZONE (HAZ)

Woolwich is one of 68 High Streets Heritage Action Zones across England, and one of only five in London, that will be given a new lease of life thanks to a £95 million government-funded programme. The fund is being delivered by Historic England and will unlock the potential of high streets across England, fuelling economic, social and cultural recovery and breathe new life into town centres for future generations.

Woolwich is home to a number of historic buildings, including the Grade II* Town Hall, the former Granada and Odeon cinemas, alongside grand shopping parades and early cooperative buildings.

Some historic buildings in Woolwich Conservation Area are run-down and others are being changed, particularly at street level, masking and damaging their heritage and character. Vacant shops are also a growing problem.

The aim of the HAZ scheme (see previous objectives) is to attract residents from nearby communities to the market and the town centre, increasing spend and footfall, supporting local businesses and increasing the diversity of what's on offer in the town centre for residents.

We want to include local artists in this scheme by supporting opportunities for public artwork on currently blank walls and façades, in order to highlight historical streetscapes, add colour and creativity, and most importantly, the local people who make up Woolwich today.

TURNER WORKS

Architects Turner Works have been commissioned by the Royal Borough of Greenwich to develop designs for the public realm to engage with Woolwich's historic high street and local community.

The Turner Works mission is to help communities thrive. We are a collective of Optimistic, Curious and Responsive architects, designers, thinkers and makers.

We have asked What if ...

We carefully peel away the layers to reveal the hidden history, working with businesses and the community to co-create a new identity that celebrates local heritage, culture and creativity in Woolwich Town Centre.

We have identified some blank walls in the Town Centre that we think could be canvases for inspiring artwork for and by the local people of Woolwich.

WOOLWICH TOWN CENTRE STRATEGY

We have devised a strategy that aims to highlight history and encourage local voices to be heard in the public realm. In phase 1, we developed a brief through events such as night walks and public workshops.

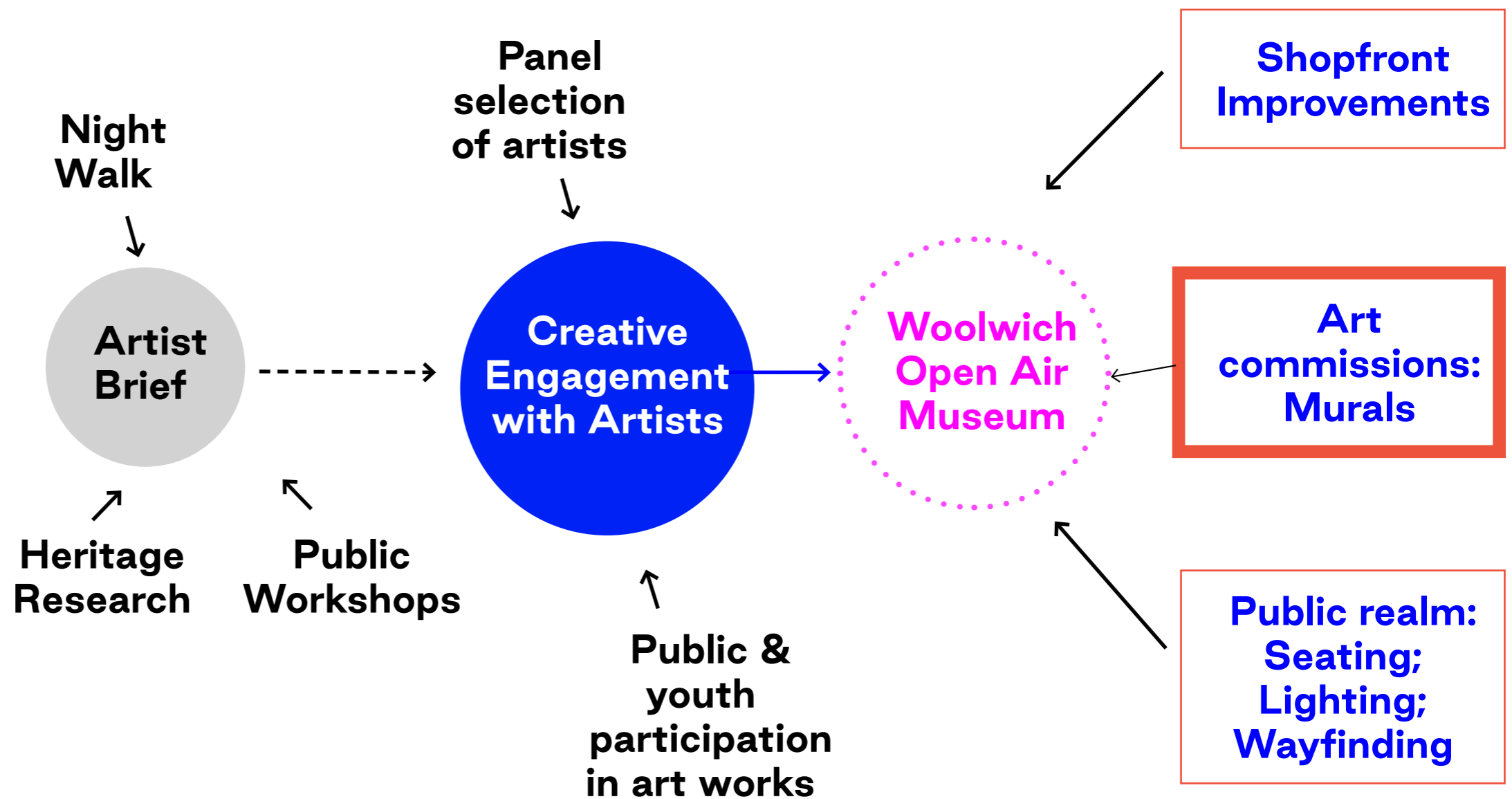
This is phase 2 – creative public engagement with artists. In this phase, a panel will select 4 artists who will create public murals through community engaged activities.

These murals will combine with other design interventions across Woolwich Town Centre, including shopfront improvements and public realm changes such as seating, lighting and wayfinding.

Phase 1: Making the artist brief

Phase 2: Creative public engagement with the artists

Outputs: Distinctive public realm interventions that celebrate Woolwich heritage & future



THE BRIEF

We are looking for a collection of local artists to contribute new public art and community engagement in Woolwich Town Centre.

Currently there are **4** confirmed sites for murals:

- A – Powis St/Greens End Junction – TFL hoarding (p. 8)
- B – Powis Street – Job Centre shop front (p. 9)
- C – Barnard Close – Wall at ground level (p. 10)
- D– Myrtle Alley – Wall at ground level (p. 11)

Briefs for these sites and suggestions about process have been provided on the following pages. Exact dimensions will be provided if you are invited to submit a concept design.

We require:

An expression of interest

Please outline your artwork style and relevant previous experience using the online application form (<https://www.royalgreenwich.gov.uk/xfp/form/792>). Project summary can be found here: <https://www.royalgreenwich.gov.uk/HAZ>. We welcome proposals of ideas in response to any of the locations – you're welcome to submit ideas for as many of the locations as you like!

The application form requires:

- Images of your previous work (and a CV, if available). We would like to see examples of your style and the type and scale of the works you have carried out previously.

- An image of your proposed idea (optional)

- Answers to questions:

1. What is your connection to Woolwich?
2. How do you intend to engage with the local community in your work?
3. How will your proposal support Woolwich's historic High Street?
4. What is your design process and idea?

Following the call for Expression of Interest, the selected artists will be invited to develop the Detailed Design, in which the budget for the project will be enclosed. Late submissions will not be accepted.

Artists will receive a fee of £3000. An additional £500 will be available for public engagement event expenses. Installation costs are covered by a separate budget.

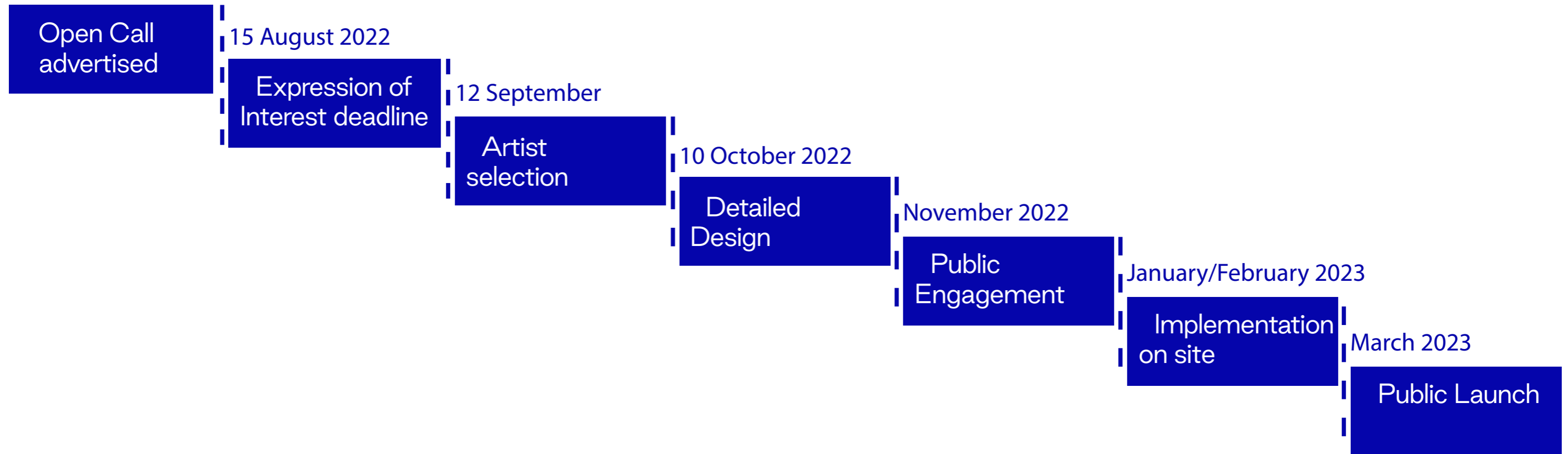
Where selected artists will deliver their artworks on site, they will need to produce a risk assessment and method statement and confirm appropriate insurance cover is in place.

Any questions should be sent to Nicola Antaki from Turner Works at nicola@turner.works

Proposals will be selected by a panel consisting of 7 different professionals from Royal Borough of Greenwich, Turner Works, local partners and creatives.

WOOLWICH HIGH STREET HERITAGE ZONE PUBLIC ART PROGRAMME

14th July 2022



* Proposed Timeline may be subject to change and all participating artists will be notified accordingly.

MURAL LOCATIONS AND OTHER PLACEMAKING INTERVENTIONS



A – Powis St / Greens End Junction

– Temporary Murals on TFL hoardings

B – Powis Street

– Artwork installation to facade of Job Centre windows and former shopfront entrance area

C – Barnard Close

– Permanent Mural on ground level facade at number 1

D – Myrtle Alley

– Permanent Mural on one wall (with lighting)

GENERAL BRIEF

All Artists should...

- Tell a story of Woolwich history and future through a mural
- Have a connection to Woolwich: as a local resident or worker and ideally be based in the borough.
- Explore the histories and stories of the area, what makes Woolwich unique, what heritage should be explored and celebrated?
- Include at a minimum of one engagement workshop with local people or groups, to engage them in the story, themes and design of the artwork. The Woolwich Front Room is available for these events.
- engage with local stakeholders as part of the development and installation of the project (e.g. DLR, Job Centre, local businesses)
- The artwork may be painted by a contractor if required. However the artist may propose implementation of the artwork if preferable.
- Proposals will be chosen for their originality, engagement with local people, culture and heritage.
- Mural experience is not essential. Turner Works will support the selected artists in the delivery of the murals.



Camille Walala mural on the Rich Mix, Shoreditch



Empty shopfront artwork in Croydon by We Made That



Mural for The Movement Factory at Peckham Levels



Yinka Ilori transformed an unfriendly underpass into Happy Street

OPEN CALL FOR TEMPORARY MURAL

A. Woolwich Arsenal DLR Green's End Entrance Temporary Murals

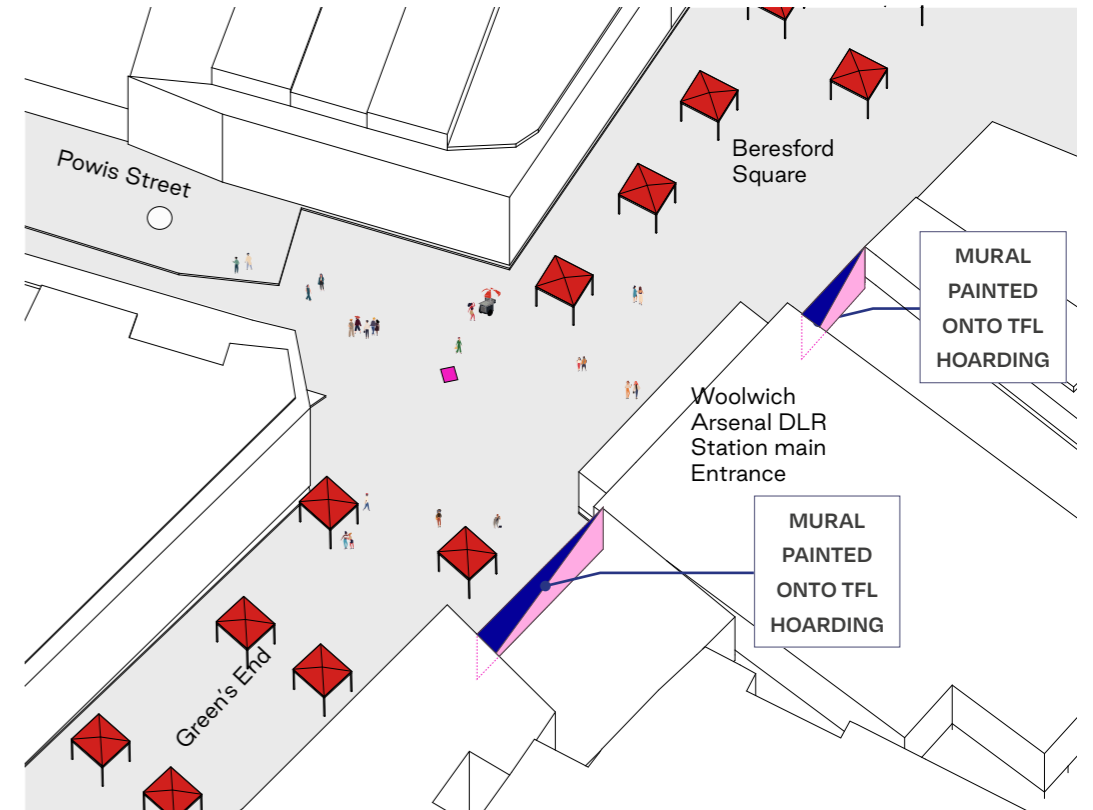
- Open call for an artist (or artists) to work with the local community to paint co-created designs onto the hoardings
- Murals located on replacement (temporary) TFL hoardings either side of the station entrance
- Develop a locally relevant theme and engage young local residents in the design and implementation
- Designs should engage and enhance local heritage/stories of the area
- This is an important welcome point to Woolwich and its historic square and street



TFL Site 1 (left of station entrance)
Apprx 3x5m



TFL Site 2 (right of station entrance)
Apprx 3x12m



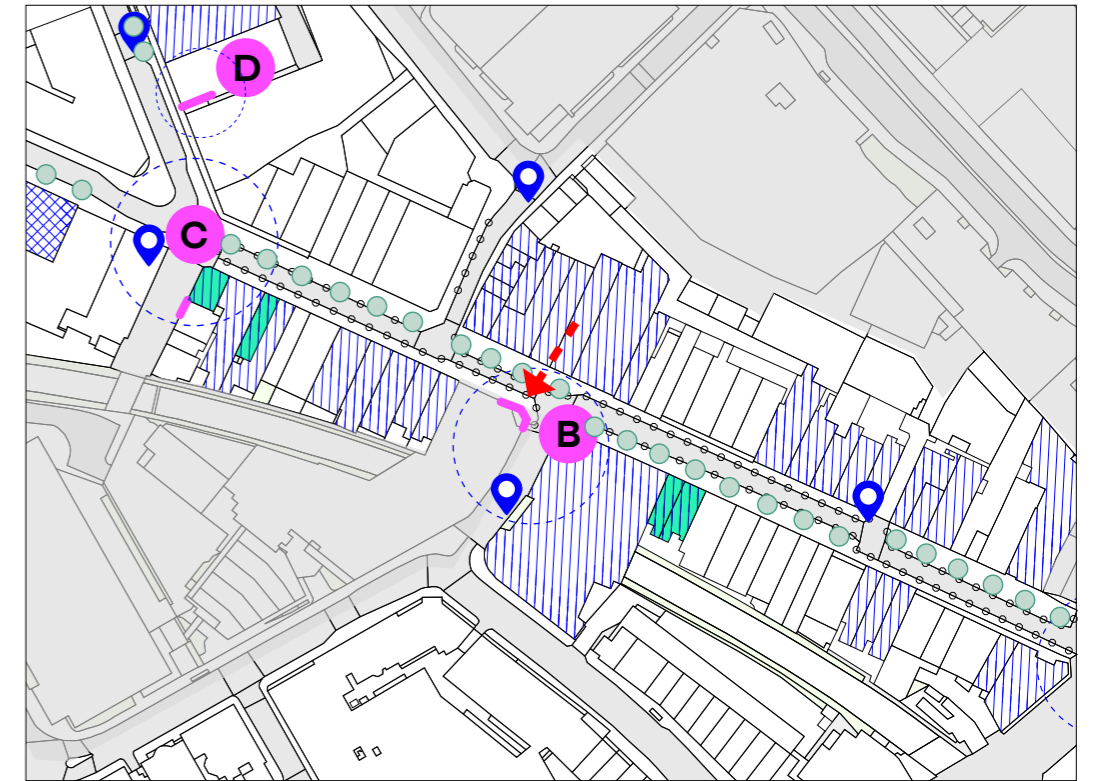
OPEN CALL FOR PERMANENT MURALS

B. Powis Street Artwork

- Open call for an artist (or artists) to propose an artwork to the facade of the Job Centre (windows and former shop entrance area).
- The proposed strategy should include a theme if chosen by the artist, and/or a means of developing both the theme and the artwork with the public.
- The artwork aims to reflect and enhance Woolwich's historic high street while engaging with local cultures and histories.
- The artwork may be fabricated by a specialist printer as required.
- Proposals will be chosen for their originality, engagement with local people, culture and heritage.
- The design should take into consideration the activity around 'work' inside the building, and light levels for those inside.



Job Centre, Powis Street
Apprx 3x9m



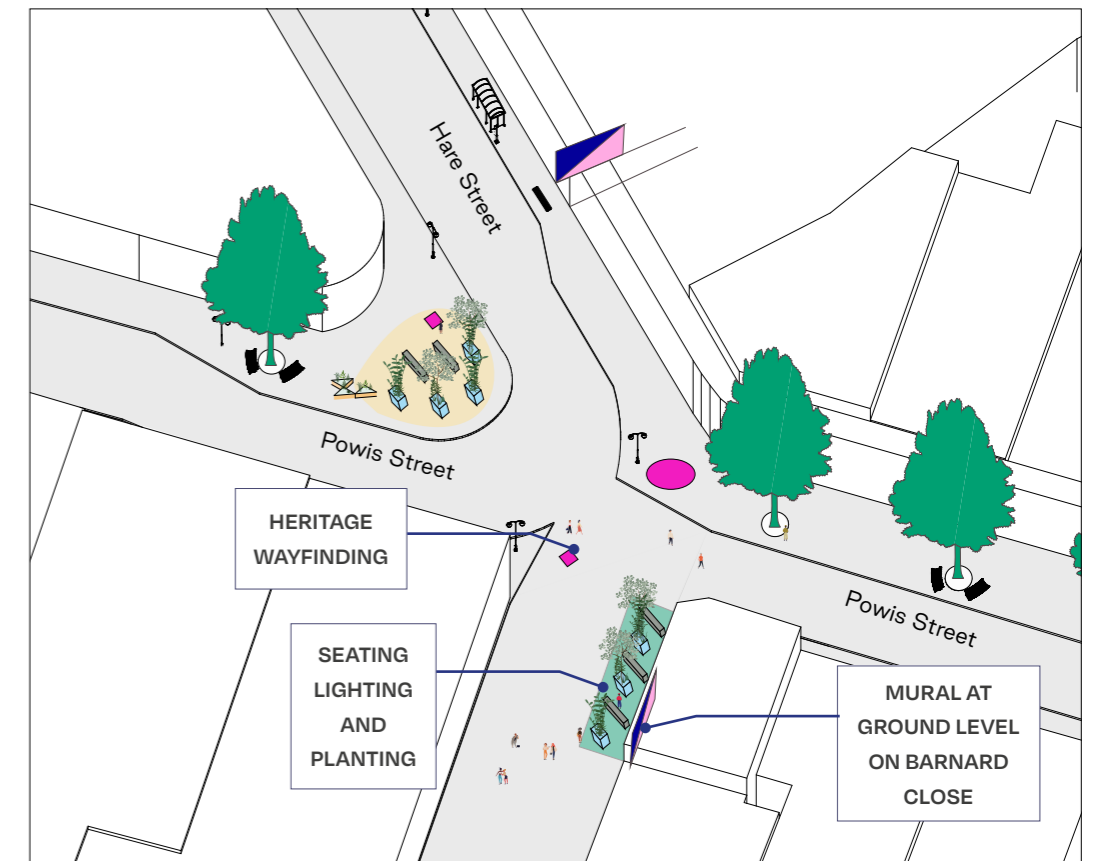
OPEN CALL FOR PERMANENT MURALS

C. Barnard Close Mural

- Open call for an artist (or artists) to propose a design for a wall on Barnard Close. This is a gateway to Powis Street, that presents an opportunity for artwork on a locally listed building.
- The proposal should include a theme if chosen by the artist, or a means of developing both the theme and the artwork with the public.
- The artwork aims to reflect and enhance the heritage surroundings while engaging with local cultures and histories.
- We welcome engagement with the local community or a particular community group in the area.
- A number of other interventions will be located in this area, including seats, planting and lighting.
- Engagement needed with business owner



Barnard Close
Apprx 3x7m



OPEN CALL FOR PERMANENT MURALS

D. Myrtle Alley Mural

- Open call for an artist (or artists) to propose a co-design strategy for a design for a wall on Myrtle Alley (off Hare Street) – choice of either side.
- The mural will be visible from Hare Street and painted directly onto the brickwork.
- The mural should present Woolwich/Hare Street to passers-by and visitors as well as local residents.
- It should act as a wayfinding device as well as tell stories of local history – it can also be abstract.
- The alley is currently problematic for pedestrians (dark, uninviting, safety concerns etc...).
- We welcome engagement with the local community or a particular community group in the area.



Myrtle Alley
Apprx 3x8m

