

ALEX CHINNECK

Creative brief: Tinsley Art Project Photographer

Introduction

A local photographer is sought to support the delivery of the Tinsley Art Project – a major new public art commission for Sheffield.

Artist [Alex Chinneck](#) has been appointed to lead the first phase of the project and this photography commission presents an exciting opportunity to join the growing team of Sheffield-based creatives who will be working with his studio over the coming months – ensuring the final artwork is truly ‘Made in Sheffield’.

Background

The Tinsley Art Project is a major public art project in the Tinsley Locks / Blackburn Meadows area of Sheffield. The project is sponsored by E.ON who pledged their support following the demolition of the Tinsley Cooling Towers in 2008.

Tinsley Cooling Towers, which once dominated the skyline, were loved by many as a symbol for Sheffield and a gateway to the City. The Tinsley Art Project represents a unique opportunity to create a public artwork that is inspired by the rich industrial history of the area and integral to its regeneration.

The Lead Artist’s Role

Following an open procurement process, the studio of British artist Alex Chinneck was appointed in Summer 2016 to create a design for the artwork, which is set to be unveiled at the end of this year.

Subject to approval of the design by the Project Board, the Artist will enter the delivery phase of the project in 2017 and the artwork is set to be completed by Summer 2018.

The Artist’s commission and creative process includes a series of collaborations with local manufacturers and universities, alongside a programme of community outreach and complementary creative commissions, with a view to realising a site-specific artwork that is ‘Made in Sheffield’ and that showcases its strengths in art, culture, design and industry.

The Photographer’s Role and Fee:

Phase 1 (Concept Development and Feasibility)

The role of the photographer in the initial phase of the project, which runs up until December 2016, will be to photograph the proposed location(s) of the artwork, helping to communicate the special qualities of the chosen site(s).

These images will be used in presentations to the Project Board, in public consultation exercises and in the promotion of the project, prior to its delivery. They may also be used as the basis for digital renders of the concept(s).

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The appointed photographer will also be expected to capture images of one public consultation event, during this phase, helping to evidence community engagement with the project.

Timeframe: September 2016 – December 2016

Estimated number of days: 2.5

Available fee: £500

Phase 2 (Delivery)

Subject to planning approval, and award of the full commission for delivery of Tinsley Art Project, the role of the photographer during this period will be:

- to document the fabrication of the artwork, on and off site
- to document the people involved in its fabrication
- to document the final artwork in situ

In doing so, the photographer will help to convey the scale and ambition of the project, the complexity and shared endeavour involved in its delivery, and the passion for British industry – all of which have become the studio's trademarks.

These images will be used in the promotion of the artwork and of the place, before, during and after completion, becoming an important record of a historic project.

Timeframe: January 2017 – July 2018

Estimated number of days: 15 days

Available fee: £3000

All fees are exclusive of VAT, which will be added where applicable. Please note that, in both instances, the available fee includes the time required to edit the images as well as all necessary equipment, travel and subsistence.

Skills and Experience

The appointed photographer will have previous experience of commissioned projects and, ideally, both landscape and documentary-style photography. They will be able to demonstrate this with a strong portfolio that demonstrates a high level of proficiency and creativity.

Images should be of a quality that would achieve publication and should demonstrate a stylistic range to suit various applications and media outlets (including local, national and specialist arts press and publications).

The photographer will be able to work independently, building relationships and trust with our delivery partners as the project progresses, with support and guidance from the Commissioner. When working in community settings, they will demonstrate sensitivity and respect in their approach.

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The commission will involve evening and weekend working, as well as independent travel. Ideally, the successful photographer will have their own transport.

Outcomes

Images will be presented in a number of formats and resolutions suitable for different media from web to print. They will be presented via electronic transfer, in an easily accessible file structure, within 24 hours of any shoot, unless otherwise agreed.

The Area

This commission would suit a photographer with a passion for the local area, who sees beauty in the remnants of its industrial past.

Tinsley was once the heart of Sheffield's heavy industry and it remains vital to the functioning of the city. The M1 viaduct dominates the area; the River Don and canal meet at this point; footpaths and cycleways including the Trans Pennine Trail cross it. The area is served by tram, bus and rail; and systems of power and waste influence the landscape.

The potential site for the artwork is now home to a post-industrial biodiversity where wildflowers thrive and otters and kingfishers can be seen.

Intellectual property and copyright

Ownership of the final images will rest with the Photographer and the Photographer will grant the Commissioner the exclusive royalty free right to use and authorise the inclusion of the images in any printed publication, web based publication, film, television broadcast, or any other platform which is intended to advertise, promote or record the making of the Tinsley Art Project, without additional payment by the Commissioner to the Photographer.

The Photographer may not make or authorise the making of any copy of the images unless given written prior permission to do so by the Commissioner.

How to apply

Submissions are accepted electronically, via email to studio@alexchinneck.com.

Please send a link to your work (either online or via wetransfer), including 10 images that illustrate your ability to meet the brief. Please also provide a copy of your CV, including one referee, and a short covering email (no more than one side of A4). This should explain why you are interested in the commission as well as what qualifications and experience you have.

Should you wish to discuss this opportunity further, please email or call Sophie Jeffrey on 07929 362671.

The final date for acceptance of submissions is **Sunday 25th September**.