



## **SPRING! THE BATLEY MURAL PROJECT**

### **Invitation for expression of interest from Kirklees based artists**

We are looking forward to Spring and to launching a new mural trail across Batley along with new commissions and training opportunities for artists.

Born out of an idea and partnership with Redbrick Mill and their resident artists, and with huge enthusiasm and support from Batley & Spen MP Tracy Brabin, we have secured funds through Kirklees Council 's heART your town' project to complete a series of murals in key locations across the town. We are also developing an innovative Augmented Reality strand to the project to complement the in-situ works.

Artists will respond to the wall murals and to the Batley's heritage, architecture and buildings, to design and create an interactive journey that can be explored physically and virtually around the town through a mobile phone app.

The Creative Scene team are producing and managing the project on behalf of the funders and partnership and we now want to invite Kirklees artists to express an interest in being involved.

We have already secured our first two sites and artists commissions will get underway in Spring 2021 at sites owned by Redbrick Mill.

We are in discussions with Tesco and with Friends of Batley Train Station for works to be sited there and we are exploring other sites around the town and opportunities for additional businesses to join the project.

We anticipate 2- 3 additional commission opportunities for mural works. We will also be looking for artists to work on the augmented reality strand. This will involve creating imaginative designs and art work and, with support from a creative app artists/technician, producing these into the augmented reality app.

Community engagement in the process is important in all our work, and we would like to develop innovative ways to work with local people during the design and realisation of the works. This might involve local research with history societies, talks and ideas generation with community groups, workshops in schools, facilitating elements of design with students, all of which need to be undertaken in line with COVID restrictions.

### **Aims:**

To celebrate Batley and its people, to mark Spring and a hopeful new start for the town as it emerges from Covid in 2021

### **Objectives:**

To engage people in telling the story of Batley, celebrate its communities, support people to develop creative ideas and art work

To provide a platform for local businesses and raise the profile Batley, and to drive footfall into the town centre

To create employment and provide new opportunities and professional/skills development for Kirklees based artists

### **Outline Brief**

- to design and implement a wall mural in a Batley location; or
- to design elements of an augmented reality trail;
- to provide associated engagement activities – this may be through art workshops to engage local schools, community groups and residents, community research to collate thematic materials and

generate content., enabling Sixth Form/Further Education students to take part in workshops or assist with implementation.

### **Theme:**

'Spring' is a time of renewal, of new life and hope. Covid-19 has affected the town of Batley and its residents and communities hard. We want to look forward to the future – in the knowledge that people here are resilient, and with hope that we will return to busy high streets, activities, social events, cultural activities and friendships.

We will curate the murals and the App to create a relevant and interesting trail around the town - distinctive, specific to the place and people, and forward thinking.

Batley has lots of history. Some of it, including its textile past, has been well explored and documented. We want to explore the hidden parts of town, intriguing events, and lesser-heard voices; political stories, rich personal insights, identification of key buildings and people. It will be important for the artists to find inspiration from the diversity and heritage of the communities here - but this does not need to be backwards looking, historical or simplistic.

Of course we expect the artists to use their own creativity and we want to encourage artists to think wider than the obvious local references, and to consider the future and what we want to say about the town and people's vision for it.

### **Sites:**

There are a number of sites being considered as to their suitability, selection will depend on a number of factors, including visibility and prominence, access, security and resistance to vandalism, commitment to maintenance and so on.

Whilst there can only be a limited number of murals at this stage the proposed Augmented Reality project will allow us to engage with other sites in creative ways and include them in the digital trail of artworks.

### **Timescale:**

Current Covid-19 restrictions will impact how quickly we can develop this project but we imagine a Spring 2021 launch event to announce selected artists, followed by a period of community engagement from April with first murals installed from Summer and throughout Autumn 2021.

The Augmented Reality funding should be confirmed by June and we imagine this being a further 12 months in development with a final completion of Summer 2022.

### **To express interest in being involved in this project:**

Please provide us with:

- your contact details, including where you are based in Kirklees (including your postcode);
- state if you are interested in a mural commission, being involved in developing work for the Augmented Reality project, or as a trainee artist for experience and mentoring;
- up to six examples of your work, including where appropriate, location, medium, scale and approximate budgets. Links to any websites, Instagram or online portfolio etc;
- an initial response to the brief and why you are interested- up to 500 words.
- examples of experience where you have engaged with communities, such as through workshops, talks, mentoring or other facilitation methods.

### **Deadline:**

Please provide the above information to us by Monday 1<sup>st</sup> March at 12noon.

Email to [hello@creativescene.org.uk](mailto:hello@creativescene.org.uk) with email title BATLEY MURAL PROJECT