

ARTIST CALL OUT:

Historic England x The Show Windows - Coventry's Post-War Heritage

Programme: The Show Windows: Reflections

Co-produced by Historic England with Coventry City of Culture Trust,
Coventry Business Improvement District and RIBA West Midlands

Issued: 01 July 2021

Deadline for submission: 19 July 2021, Midday.

OVERVIEW

Historic England and Coventry BID in partnership with Coventry City of Culture Trust (CCCT), are working together on a series of commissions, part of The Show Windows Programme during Coventry City of Culture 2021. The programme will spotlight and celebrate the city's pioneering post-war heritage by bringing together creatives, communities and collections within installations in the city centre.

Historic England and Coventry BID in partnership with CCCT are inviting local artists, illustrators, designers and architects to write a proposal for a unique and ambitious shop window installation / city centre takeover in Coventry City Centre as part of Coventry's UK City of Culture programme.

The Show Windows programme is inspired by L Frank Baum (author of the Oz books) who wrote a book about the art of shop window displays, within which he described these windows as 'show windows'. This commission will launch the partnership between Historic England and The Show Windows team, as well as introduce audiences to their upcoming programme specifically highlighting City Arcade.

COMMISSION

Historic England, Coventry BID and CCCT, with curator Charlie Levine, are inviting artists, illustrators, architects, designers from the West Midlands to re-imagine, spotlight and celebrate Coventry's pioneering post-war architecture as a single 2D artwork that can be replicated for display as a series of exterior window vinyls around Coventry City Centre.

The window commission should act as a portal or starting point for story-telling and narratives that highlight the incredible post-war heritage in the city. The new artwork will be unveiled to coincide with Coventry 2021's theme of Utopia in October 2021, which aligns with the post-war optimism expressed through Coventry's innovative post-war architecture. To complement the window installation, we will invite audiences to engage with the post-war heritage within the city and explore the post-war architectural history of Coventry through extended interpretation on the Smartify app.

The Show Windows

OBJECTIVES

- Re-imagine Coventry's post-war architectural history as an illustration, montage, collage or 2D image
- Create a piece that can be enlarged / shrunk / cropped / repeated to fill various window sizes as an exterior and interior window vinyl on approx 5 different shop and business windows around Coventry City Centre
- Create a social media asset to accompany the launch
- Be available to our Digital Content Manager to create additional content, e.g. interviews / behind the scenes sketches / mock ups etc., online content, as well as other social media / digital assets as and when requested
- Be an advocate for the project and positive spokesperson for The Show Windows, to include social media posts and being on Coventry 2021's marcomms list of people available for interview, and to be open to engaging with your allocated shop / business staff

AMBITIONS

Our ambition is that The Show Windows project builds new partnerships with businesses and stakeholders from Coventry, promoting new ways of working. It will be ambitious, iconic and impactful, putting the work of artists directly in the public eye to reach a broad range of new audiences.

The Show Windows will be high profile and a visually iconic and impactful part of the 2021 programme. Changing public perceptions of the city and influencing public opinion on the value of artists' work, the project should attract audiences from the city as well as visitors from beyond. It should be inclusive and engage a broad range of groups and audiences; we want to develop a project that will speak across cultures and generations.

The Show Window name is taken from Wizard of Oz author L Frank Baum's book entitled The Art of Decorating Dry Goods Windows and Interiors, which was published the same year as the first famous Oz book, 1900. The link to Baum also encapsulates the idea that these windows are to be portals to other worlds, to inspire imagination, adventure and hope.

WE WILL NEED ON 19 JULY:

- A short artist bio to include links to website and social media (max 500 words)
- A profile image and max 5 images / examples of previous works
- A short introduction to your approach / any initial visual thoughts of what you would do for this commission to celebrate post-war architecture through new 2D work (max 500 words)
- A short sentence on your thoughts about Coventry 2021, to be included in press & communications
- An Equal Opportunities Monitoring Form

The Show Windows

FEE

Artist fee: £2000 + VAT

Production: vinyl printing and installation costs for the 5+ Coventry windows will be paid for by Historic England and Coventry BID

Payment schedule: 100% of total fee provided upon installation. Invoices should be sent to Coventry BID

TIMETABLE

01 July 2021	Project Invitation/Open Call
5pm 19 July 2021	Deadline for Proposal Submission
w/c 26 July 2021	Commissioned
2 - 30 August 2021	Develop Proposal with The Show Window team. Deliver digital content (making of blog)
w/c 23 August 2021	Deliver final design for sign off
w/c 30 August 2021	Deliver final works
w/c 6 September 2021	Production of the window vinyls
w/c 4 October 2021	Install of window / Invoice Coventry BID
w/c October 2021	Continued Marketing / Comms
w/c 1 November	Earliest de-stall on selected windows (some will be up for longer)

PROJECT TEAM & MANAGEMENT

The Management Team for this project includes:

- Tamsin Silvey, Cultural Programme Curator, Historic England
- Charlie Levine, Curator, Independent
- Trish Willetts, Director, Coventry BID

SUSTAINABILITY & ACCESSIBILITY

We ask that the artist ensure that the project aligns with ethical and sustainable production approaches, with decisions related to the project being made with future generations in mind, foregrounding innovative and creative sustainability solutions.

We ask that the artist ensure that the project aligns with Access requirements, where disability access provision is integral to all planning and delivery, removing or minimizing barriers to engagement for not just the public but all artists, creatives and teams engaged.

SUPPORTING INFORMATION

BACKGROUND TO HISTORIC ENGLAND

Historic England is the public body that helps people care for, enjoy and celebrate England's spectacular historic environment, from beaches and battlefields to parks and pie shops.

We protect, champion and save the places that define who we are and where we've come from as a nation. We care passionately about the stories they tell, the ideas they represent and the people who live, work and play among them. Working with communities and specialists we share our passion, knowledge and skills to inspire interest, care and conservation, so everyone can keep enjoying and looking after the history that surrounds us all.

<https://historicengland.org.uk/>

BACKGROUND TO COVENTRY BID

Coventry Business Improvement District (BID) is a partnership between the businesses located within the ring road of Coventry city centre.

The aim of the BID is to promote, develop and boost the city centre to make it a great place to work and visit.

Projects are varied and fall under the categories:

- Security and Environment
- Enhancing and Promoting
- Business Voice and Support

These were identified by the businesses in the city centre as their key priorities.

To ensure the BID is delivering results for its contributors it is overseen by the BID board of Directors. A vote takes place every five years to decide whether the scheme should continue. Each business has one vote and in order for the scheme to be renewed there must be a clear majority by both the number of votes received and the total aggregate rateable value of the votes.

After a successful revote in 2018, Coventry BID is now midway through its fourth term, this time as an independent BID. Coventry BID Ltd was formed as the BID separated from Coventry City Council, however there will still be strong partnership working as Coventry BID will be extremely proactive in 'driving the future' of Coventry city centre.

The BID team will be working tirelessly to make sure that it provides an exceptional service for all the companies it represents.

www.coventrybid.co.uk | [@cov_culture](https://twitter.com/cov_culture)

The Show Windows

BACKGROUND TO CITY OF CULTURE

Coventry City of Culture Trust was set up in 2015 to bid to be UK City of Culture in 2021.

Now that we have been successful in securing the prestigious title, we are working to build a cultural programme that reflects Coventry, its people and its ambitions for the future. We are a diverse, modern city which is re-imagining the role culture can play in bringing people together. Coventry is a city of welcome, a city of activists and pioneers, a city of peace and reconciliation, a city of innovation and invention, a City of Culture.

The programme for the year will feature large scale mass participation spectacle and intimate moments of wonder, music, dance, theatre and poetry as well as many more celebratory cultural and heritage experiences in every ward of the city. The programme will touch on the city's rich history, heritage and diverse communities whilst taking a bold, future-facing approach, exploring narratives about the most pressing issues for our citizens, country and planet in the years to come.

The Trust is committed to:

- Welcoming 2.5m additional visitors to Coventry in 2021/22
- 80% of the city's residents experiencing at least three events in 2021/22
- Increasing audience attendance from under-represented communities by 20%
- Activating more than 16,000 volunteers and participants
- Making long-lasting, tangible social change in Coventry
- Transforming who holds the power to create and curate in the city
- Starting a wave of cultural investment across the region