



MODA

HOVE CENTRAL

PUBLIC ART

EXPRESSION OF INTEREST

FEBRUARY 2023

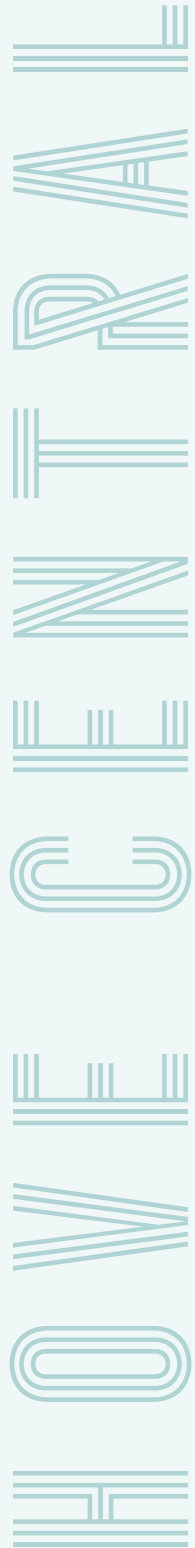
MODA  
LIVE BETTER

WOLFSTRÖME

## INTRODUCTION

Experienced artists are being sought to deliver four public art projects at Moda, Hove Central. Located within the boundary of the Hove Station Quarter district, the large new building development sits on land between Hove Park–Shoreham Road and the railway line–seafront on Sackville Road, and on a site that was previously a light commercial and retail location.

We are seeking four artists and/or groups – one for each project – to create meaningful interpretative artistic designs within the public realm. The following pages outline the public art scope and briefs that have been informed by stakeholder and community engagement to which your submission should respond. Instructions on how to submit your **Expression of Interest** can also be found in this document.



## ABOUT MODA, HOVE CENTRAL

Located within the boundary of the Hove Station Quarter district, the **Moda, Hove Central** development sits on land between Hove Park/Shoreham Road and the railway line/seafront on a site that was previously a light commercial and retail location.

The regeneration of the location aspires to design and deliver:

- a mix of uses as part of a comprehensive residential and commercial regeneration masterplan;
- a high-quality place with a clear network of open spaces and pedestrian connectivity;
- the removal and mitigation of the existing boundary along Sackville Road to create a new sense of destination and to seek to enhance linkages to the wider community;
- an exemplar public realm and high quality landscaped environment which encourages residents, visitors and occupiers to interact throughout the day;
- a fully managed amenity rich offer which encourages the creation of a cohesive and integrated community including the provision of a highly accessible central hub with on-site recreational and play facilities;

- the provision of a variety and mix of dwelling types and sizes with access to all of the amenity rich facilities and services offered by Moda;
- a new design-led destination;
- a mix of ancillary retail and leisure facilities for residents, visitors and occupiers alike; and
- an integrated series of exemplar buildings incorporating a mix of new homes, commercial floorspace and creative industry accommodation adopting a design philosophy focused on sustainability, variety and excellence.

The development aims to realise the potential of the site and the wider region by catalysing further regeneration and providing high quality employment accommodation.

The vision and benefits include:

- 824 rental homes;
- 5,163.60 sq.m of B1 office space including
- 671.50 sq.m A1/A3 space comprising 503.63 sq.m retail (75% at A1) and 167.88 sq.m café (25% at A3);

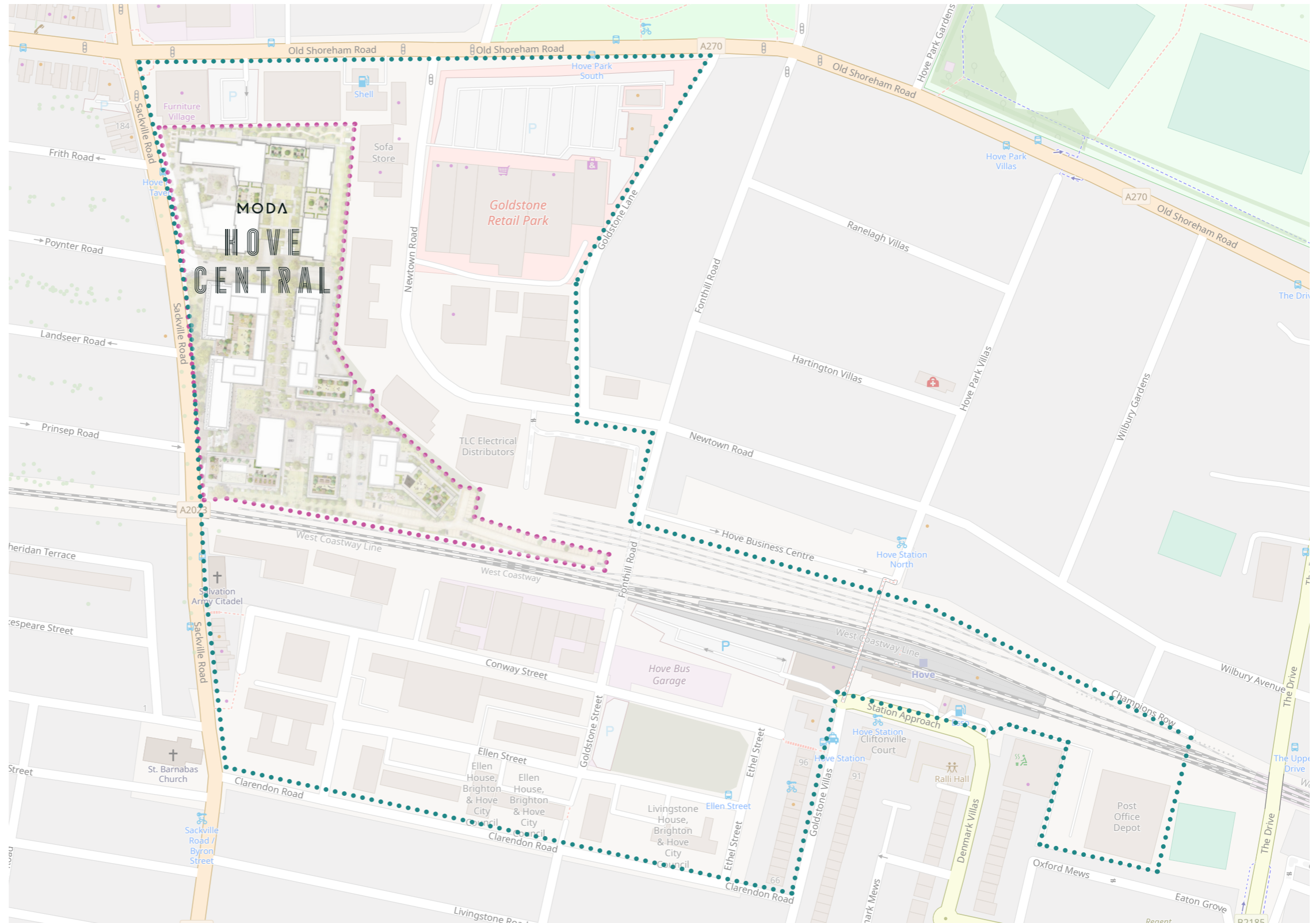
- 946.00 sq. m (D1/D2) health and well-being centre;
- 585 cycle parking spaces;
- Approximately 65% of the site has been given over to the creation of new streets, squares, public realm, amenity and open spaces as part of its integration into the existing community;
- Integrated and accessible public realm landscaping comprising 8,157 sq.m (soft) and 13,569 sq.m (hard); and
- Vehicular access via the existing entrance from Sackville Road.

**The public art programme will seek to integrate art into the landscape so that it becomes an engaging and seamless aspect of the development and within the open spaces.**



# HOVE STATION QUARTER DISTRICT AND MODA, HOVE CENTRAL

- ..... Hove Station Quarter boundary
- ..... Moda, Hove Central development





## PUBLIC ART FOR MODA, HOVE CENTRAL

**Public art can be significantly instrumental in establishing a cultural identity for Brighton & Hove, whilst also providing access to contemporary visual arts for communities and visitors alike.**

It is the intention when developing public art for Moda, Hove Central that is accessible to all – will be fully visible and can be enjoyed by the residential community and wider public.

It is central to the project that interventions are original, of high quality, community focussed and facilitated by a lead artist. The process of development and engagement can also be considered as an important part of each project and often-times equal to the final intervention.

In developing the public art strategy for Moda, Hove Central the recently published Brighton & Hove public art strategy – **One Landscape, Many Views Public Art Strategy 2022–2032** – was referred to and subsequent works should align to the principles of this strategy.

For reference the document can be downloaded here: **One Landscape, Many Views, Public Art Strategy 2022–2032** <https://www.brighton-hove.gov.uk/news/2022/one-landscape-many-views-new-public-art-strategy-unveiled>

The Moda, Hove Central team encourages best practice when commissioning public art to ensure that interventions meet the highest standards of excellence for ideas and execution in order to develop the very best in contemporary art and design.

A steering committee consisting of Brighton & Hove Council (arts officer, planning officer), the developer, council members, architects, community and residential groups, consultants and stakeholders will be set-up to support the short-listing and selection process to ensure that the process is fair and robust. The process will ensure that the projects commissioned will deliver public art that is site-specific and will bring cultural meaning to place.

The call for **Expressions of Interest** is open-to-all to ensure that a diverse range of artists can apply and although it is desirable that the lead artist, or artists, for each commission has experience in working in the public realm, it maybe possible that an artist without such experience will not be discounted should there be something particularly interesting in their approach. In such a situation they may be teamed-up with a fabricator/designer-maker at the outset to help deliver their vision.

**It is important to note** that at this time we are not seeking final design ideas; we are looking for indicative thoughts, based on the project brief: a rationale on how you would approach the project and engage with the community; your thoughts on materials; and to demonstrate a relevant portfolio of previous work and experience if applicable.

This first round of calls is an invitation to express your interest for one or more of the projects (although we will only commission one project to one artist or artists) and each submission will be assessed by the project public art steering panel.

If applying for more than one project you must submit stand-alone applications for each i.e. do not send one submission applying for two or more of the projects. For each project you must submit a separate submission.

The steering panel will short-list three submissions for each project intervention, based on the artist's initial thoughts. Each short-listed artist, or artists, will be invited to develop their idea(s) further and present to the panel at a designated time. Each shortlisted artist, or artists, will receive a fixed fee of £500 in total for this next stage – to and including the presentation – as a contribution towards time to develop your idea(s).



## THE PUBLIC ART BRIEFS

There are four opportunities to deliver public art at Moda, Hove Central – illustrated by location on the plan on the following page.

The areas for the projects are:

1. The Gateways
2. The Central Sculpture
3. The Trail
4. The Boundary Wall

Each project is explained in more detail over the following pages.

The selected artists will be expected to engage with the community as part of their programme. Workshops, meetings, gatherings and other initiatives should be considered to raise awareness of the programme and to gain insight into the themes, narratives and possibly with some elements of co-design. Workshops and meetings can be arranged for the individual projects or work collaboratively together for the benefit and synergy of the overall scheme.

Over a planned schedule the commissioned artists will develop their designs and artworks which should include the following indicative (although not definitive) stages:

- art and design development,
- fabrication tests and explorations,
- design detailing,
- engineering calculations,
- fabrication,
- installation.

For the programme duration you may also consider the possibility to mentor young up-and-coming artists with local schools and colleges to offer an opportunity for them to learn and gain insights into the commissioning of public art and in working with a professional artist to provide art students with the experience of a professional live project.

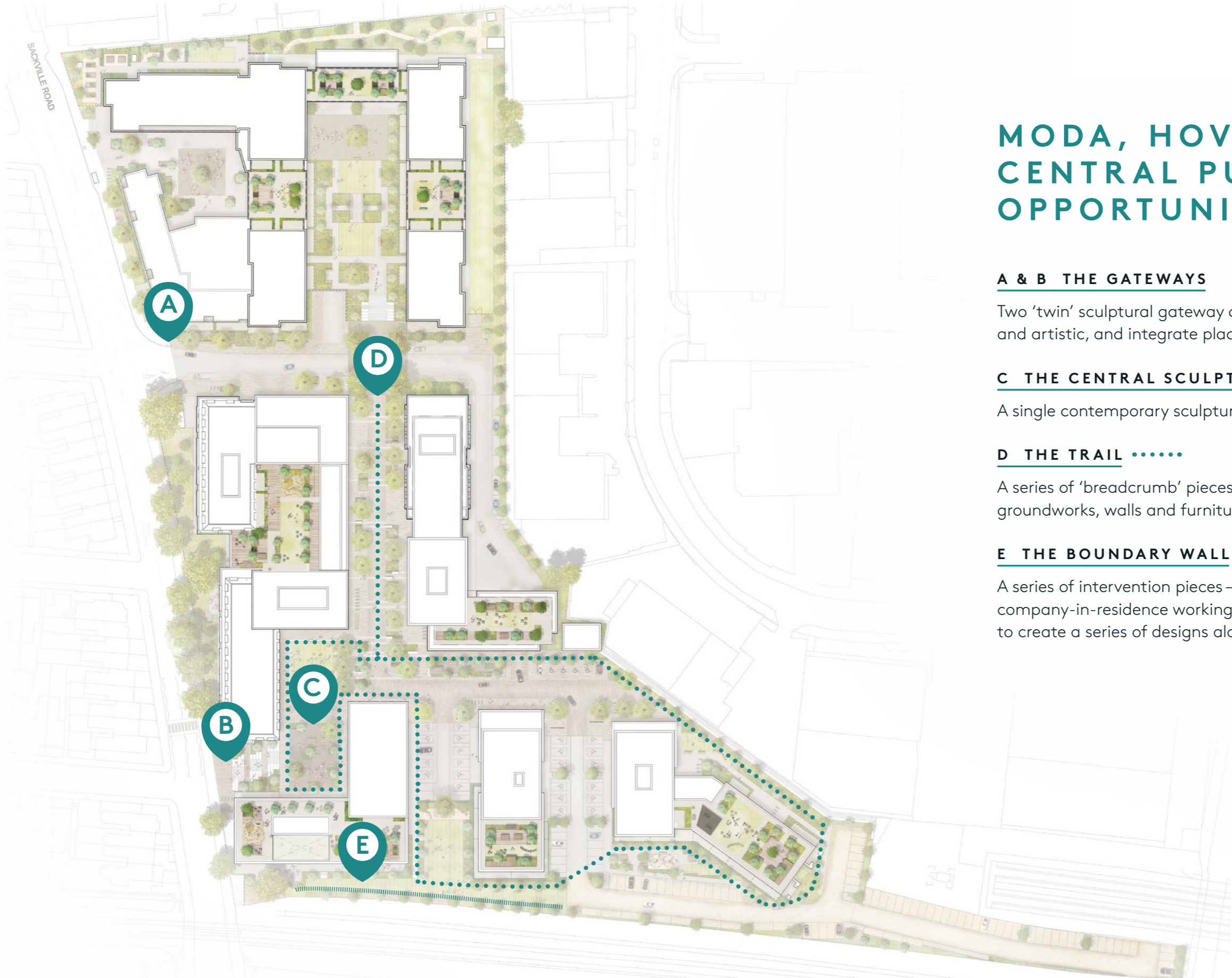
### SETTING THE THEME

It has been determined that as Moda, Hove Central is of a significant size within the Hove Station Quarter boundary the theme should be one that complements the intention for the district and one that thematically builds on the narrative to help create a region that has a strong identity and synergy with the district as a whole.

A recent nomenclature exercise, which involved research into the areas' local history, has determined that the place name, the new roads and buildings will be named with references to the light industrial heritage of the railway and station.

More context and nomenclature for the Moda, Hove Central development can be found in the Appendix section on page 13.

Artists are invited to express, within their proposals, indicative ideas and intentions following the light industrial railway narrative and theme. We are seeking thoughts, directions and inspirations (although no designs at this stage) that will deliver original, imaginative and location-specific designs and artworks.



# MODA, HOVE CENTRAL PUBLIC ART OPPORTUNITIES

## A & B THE GATEWAYS

Two 'twin' sculptural gateway designs that are creative and artistic, and integrate place name.

## C THE CENTRAL SCULPTURE

A single contemporary sculpture and/or artistic groundwork.

## D THE TRAIL .....

A series of 'breadcrumb' pieces embedded into stone groundworks, walls and furniture to create a site-wide trail.

## E THE BOUNDARY WALL .....

A series of intervention pieces – posts/totems for example – artist/company-in-residence working with new residential community to create a series of designs along the boundary wall.



## A & B THE GATEWAYS

We are seeking designs and artworks for two sculptural gateway pieces as indicated on the plan on page 6; one (A) that is located at the vehicular and pedestrian access, the other (B) at a pedestrian access only. The two pieces should act as a pair, although should not be identical. Each piece should also include and integrate the place name **Moda, Hove Central** as a lettering element.

This project will require the lead artist and/or artists to engage with the Artist's Corner residents community, located on the opposite side of Sackville Road to Moda, Hove Central, as part of the project programme; maybe in helping to develop themes and narratives and to ensure that the developing designs are accessible, and inclusive to all.

The pieces will be located at important junctions and will be visible to passing traffic and footfall so should be distinct and legible. There is the possible opportunity for these gateway artworks to be part of the Hove Sculpture Trail as currently being proposed by Hove Civic Society.

Material options should be robust and of low- or no- maintenance. Please consider the nature of weather in Hove and how materials are affected by the long-term effects of the environment and climate in a coastal city.

It is required that you will also work with the artist and/or artists awarded the other projects when developing your designs so that there is narrative cohesion in the scheme.

You may express your interest as an individual or as a group of artists for your submission. Existing and/or new artist partnerships are also welcome to submit an application.

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Total fees and budget for both gateway pieces  
Artist fee £18,000  
Fabrication and installation £70,000





## C THE CENTRAL SCULPTURE

An opportunity for a large central contemporary sculpture and/or groundwork artwork located in an open space at Hub Square as indicated on the plan on page 6. This piece will be located in an important location within the scheme and will experience much footfall over time.

There is the possible opportunity for this central sculpture to be part of the Hove Sculpture Trail as currently being proposed by Hove Civic Society.

Material options should be robust and of low- or no- maintenance and could include the possibility for artworks to be embedded into the ground surface as well as sculptural.

You may also consider whether your idea(s) can be multi-functional; is there an element of interaction, play or seating for example, although please consider the nature of weather in Hove and how materials are affected by the long-term effects of the environment and climate in a coastal city.

As part of the programme the commissioned artist and/or artists will be expected to engage with local communities; maybe in helping to develop themes and narratives and to ensure that the developing designs are accessible and inclusive to all.

It is required that you will also work with the artist and/or artists awarded the other projects when engaging with the community and in developing your designs so that there is narrative cohesion in the scheme.

You may express your interest as an individual or as a group of artists for your submission. Existing and/or new artist partnerships are also welcome to submit an application.

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### Fees and budget

Artist fee £18,000

Fabrication and installation £70,000



## D THE TRAIL

For this project we are seeking an artist and/or artists to create a site-wide trail as indicated on the plan on page 6. The trail will be made-up of a series of 'breadcrumb' pieces which will seek to integrate into and onto the architecture including possible interventions on the ground, walls, steps, seating, planters and so on.

There is the possible opportunity for these 'breadcrumb' trail interventions to be part of the Hove Sculpture Trail as currently being proposed by Hove Civic Society.

Material options should be robust and of low- or no- maintenance. Please consider the nature of weather in Hove and how materials are affected by the long-term effects of the environment and climate in a coastal city.

As part of the programme the commissioned artist and/or artists will be expected to engage with local communities; maybe in helping to develop themes and narratives and to ensure that the developing designs are accessible and inclusive to all.

It is required that you will also work with the artist and/or artists awarded the other projects when engaging with the community and in developing your designs so that there is narrative cohesion in the scheme.

You may express your interest as an individual or as a group of artists for your submission. Existing and/or new artist partnerships are also welcome to submit an application.

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### Fees and budget

Artist fee £12,000

Fabrication and installation £32,000



## E THE BOUNDARY WALL

For the boundary wall project we are seeking to employ an artist/company-in-residence for a period that will begin once new residents have moved into Moda, Hove Central. The successful applicant(s) will work with the new residents over an agreed time period to develop artworks for the boundary wall as indicated on the plan on page 6.

There is no direction on what the artworks will be as this will be determined by the artist and residents, although thoughts for a series of intervention pieces such as posts, totems, sculptural pieces might be helpful. The aim is to create a dynamic series of original designs along the southern boundary with a programme that will bring a sense of residential ownership.

There is the possible opportunity for these interventions to be part of the Hove Sculpture Trail as currently being proposed by Hove Civic Society.

Material options should be robust and of low- or no- maintenance. Please consider the nature of weather in Hove and how materials are affected by the long-term effects of the environment and climate in a coastal city.

The commission should last no longer than a year, including fabrication and installation, with the successful applicant determining the schedule and timeline. A dedicated space on-site will be provided for the artist(s) and/or company for the duration.

You may express your interest as an individual or as a group of artists for your submission. Existing and/or new artist partnerships are also welcome to submit an application.

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### Fees and budget

Artist fee £12,000 (48 days at £250 per day)

Fabrication and installation £32,000



## YOUR SUBMISSION

### EXPRESSION OF INTEREST

In responding to this Expression of Interest, please include responses to the following in your submission:

- Indicative idea(s) and possible scenarios, although not designs, based on the project narrative and theme;
- a rationale on how you would approach the project – incl. design/art development, working with the design team and client, and how you might engage with stakeholders and community;
- your thoughts on materials and options;
- confirmation that you can work to budget and fees outlined;
- demonstrate a relevant portfolio of previous work and experience if you have one.

Please note that if you wish to apply for more than one project, you must make a separate application for each i.e. one submission = one project. Do not submit an expression of interest that includes two or more of the project options in the one document.

Every submission will receive confirmation by email on receipt. Should you not receive such an email following your submission please first check your spam folder and if no email, please get in touch through the contact page here: [www.richardwolfstrom.com/contact](http://www.richardwolfstrom.com/contact)

Following the steering committee review of all submissions and with agreed outcomes, short-listed candidates will be informed by 14 April 2023.

All unsuccessful submissions to this Expressions of Interest stage will be informed following all applicant reviews and after the short-list selection has been informed. Feedback and/or critique for unsuccessful first stage submissions will not be offered.

### SHORT-LISTED

Develop your idea(s) further and attend interview – in-person or on-line (to be determined) – to present design and art development, and approach. Interviews will be scheduled from the week beginning 8 May 2023. Total fee per short-listed artist and/or artist team is £500.

Please note that all short-listed submissions will be used for publicity with the understanding that the unsuccessful short-listed artists will retain the intellectual property to their work. The successful submission and commission will be expected to hand-over rights of the artwork to Moda when complete and paid in full.

**Send your Expression of Interest in PDF format direct or by download link – no larger than 20Mb – to Richard Wolfströme at [moda-art@wolfi.co.uk](mailto:moda-art@wolfi.co.uk) by 12 noon on 24 March 2023**

**Should you have any questions about the brief and your Expressions of Interest submission, please get in touch with Richard Wolfströme at [moda-art@wolfi.co.uk](mailto:moda-art@wolfi.co.uk).**

## IN SUMMARY

Send your Expression of Interest in PDF format direct or by download link – no larger than 20Mb – to Richard Wolfströme at [moda-art@wolfi.co.uk](mailto:moda-art@wolfi.co.uk) by 12 noon on 24 March 2023 ensuring all points are covered as outlined in this briefing document. Should you wish to apply for two or more of the project options, please submit individual proposals for each (i.e. do not apply for two or more projects in the one document).

1. Expressions of Interest to be returned by 12 noon, 24 March 2023
2. Short-listed candidates informed by 14 April 2023
3. Short-list presentations from 8 May 2023
4. Selected artists informed by 19 May 2023
5. Planned installations begin fourth quarter 2023

Should you have any questions about the brief and Expressions of Interest submission, please get in touch with Richard Wolfströme at [moda-art@wolfi.co.uk](mailto:moda-art@wolfi.co.uk).

# APPENDIX

## CONTEXT

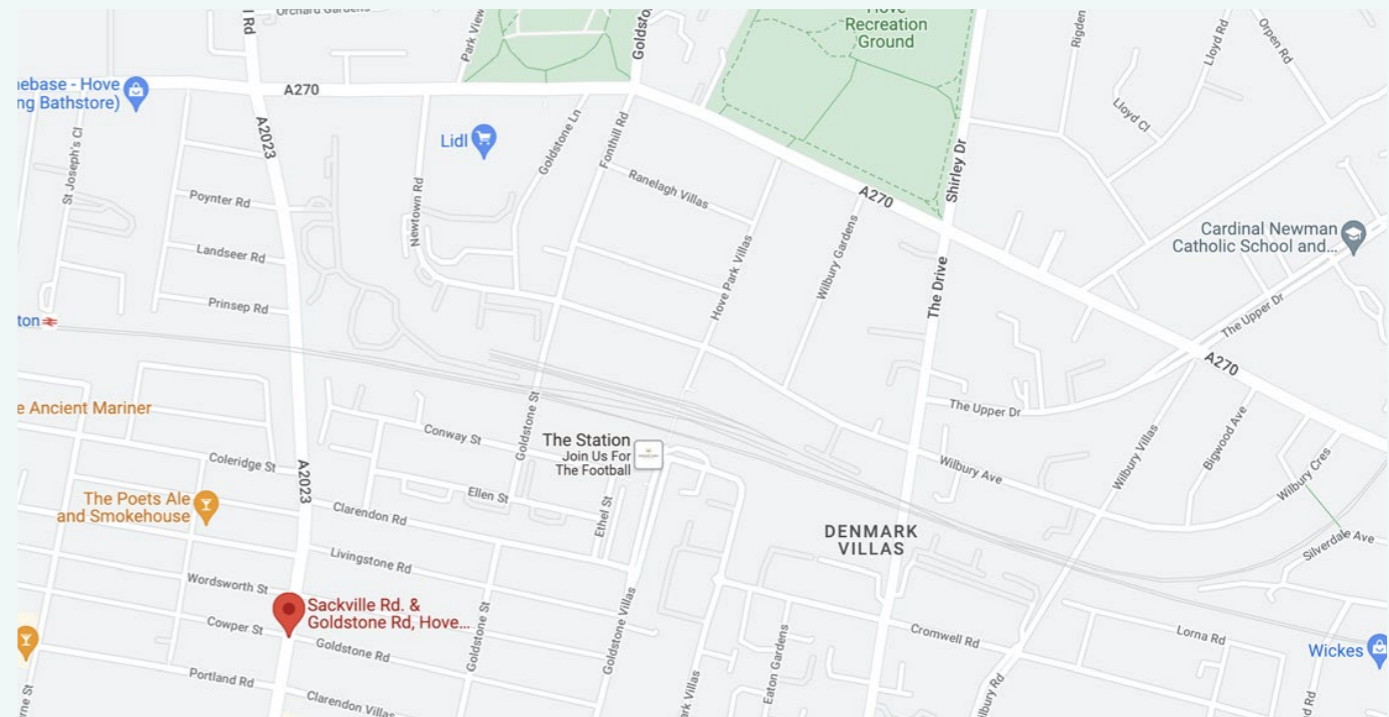
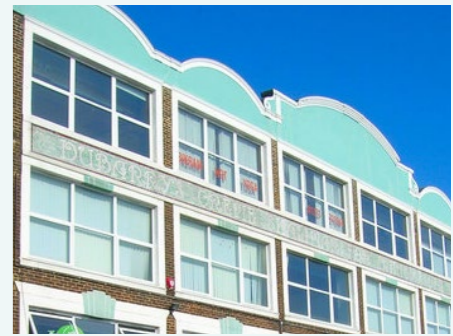
# THE SITE AND SURROUNDING AREA

M

The Moda Hove development is within the Hove Station Quarter boundary and is part of the Hove Station Neighbourhood Forum vision for a joined-up- thinking approach to the district.

As part of our research we reviewed local naming strategies and consulted with key stakeholder groups in the area.

Hove Station Quarter Sackville Road and the Moda Hove development is within the boundary of Hove Station Quarter – regeneration of Development Area 6 (DA6) BHCC.





CONTEXT

# EXISTING NEIGHBOURHOOD

“...A VIBRANT AND INCLUSIVE COMMUNITY FOCUSSED ON A NEW HOVE STATION QUARTER, A GREAT PLACE TO LIVE, WORK AND RELAX.”

OUR VISION

Main themes, concerns and issues that the Hove Station Neighbourhood Forum engage with include:



COMMUNICATION AND COMMUNITY



CONSERVATION AND HERITAGE



HOUSING AND REGENERATION



SUSTAINABLE GREEN NEIGHBOURHOODS



TRANSPORT, MOVEMENT AND CONNECTIVITY



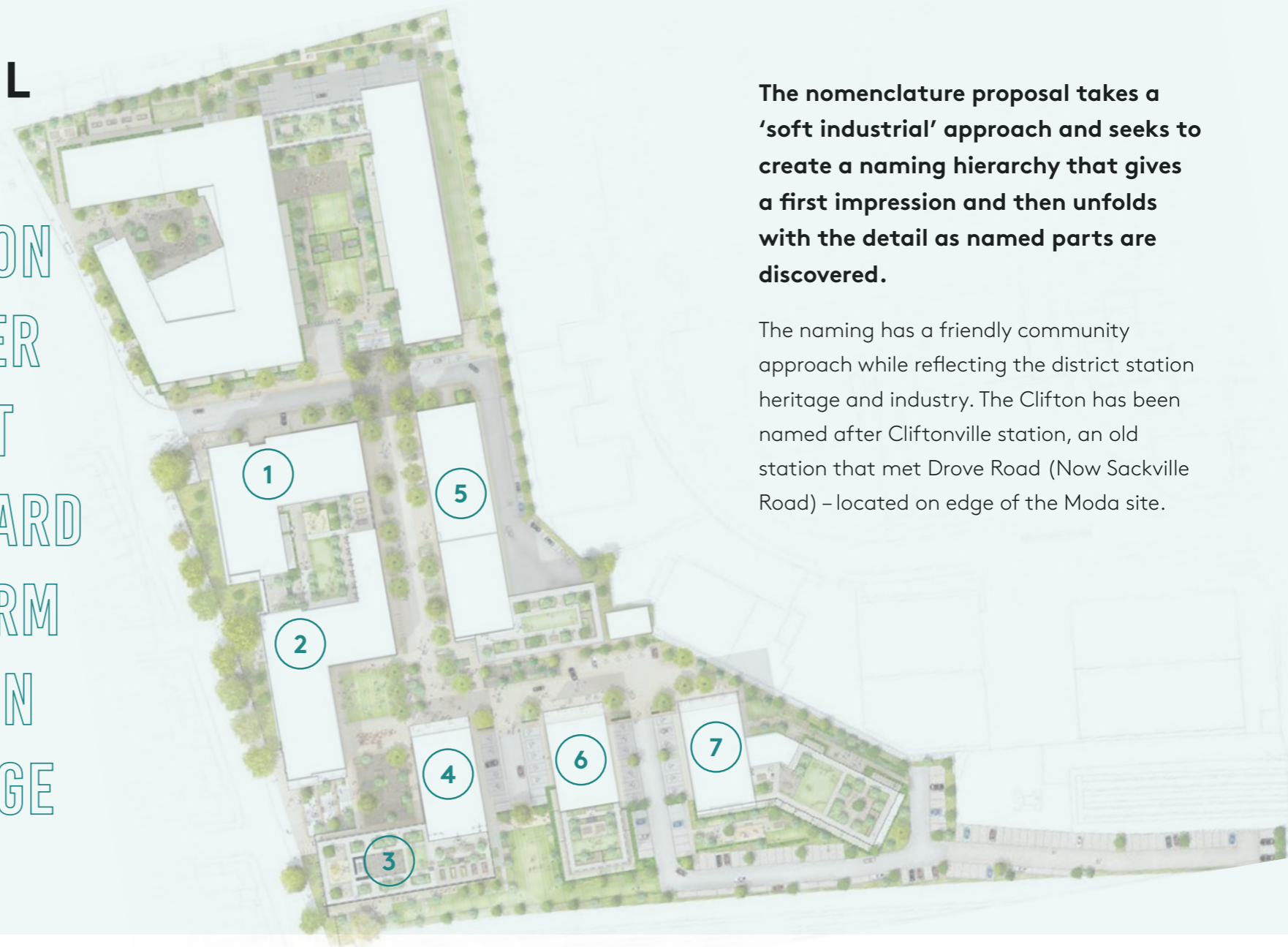
SCHOOLS AND COMMUNITY



# THE NOMENCLATURE

## HOVE CENTRAL

- 1- THE JUNCTION
- 2- THE PIONEER
- 3- THE DEPOT
- 4- THE GOODS YARD
- 5- THE PLATFORM
- 6- THE CLIFTON
- 7- THE CARRIAGE



The nomenclature proposal takes a 'soft industrial' approach and seeks to create a naming hierarchy that gives a first impression and then unfolds with the detail as named parts are discovered.

The naming has a friendly community approach while reflecting the district station heritage and industry. The Clifton has been named after Cliftonville station, an old station that met Drove Road (Now Sackville Road) - located on edge of the Moda site.



MODA

HOVE CENTRAL

Document brief prepared  
by Richard Wolfströme  
February 2023

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