

Fleet Street Banner outline proposal

for discussion

www.torbayconnected.co.uk

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By Tom Littlewood, Ginkgo Projects Ltd

Background

This proposal has been developed as a discussion document following a meeting with Mike Pelluet, Mischa Eligoloff, Paul Warren and Tom Littlewood to discuss opportunities to create a sense of arrival and connectivity along Fleet Street through cultural commissioning.

Over the past three years Mischa Eligoloff, Cultural Partnerships officer and Tom Littlewood of creative agency Ginkgo Projects have been working to develop a project called Torbay Connected.

Torbay Connected aims to use a framework of natural legibility to form the basis of place enhancement through art and cultural commissioning and development. Through integrating cultural projects into our buildings and spaces in a structured way we form a strong foundation for exploring and showcasing our rich of cultural, geological and social heritage that will help to promote distinctive and enjoyable places for both residents and visitors.

Our aim is to work within the context of the highway and streetscape improvement programme to provide a simple, cost effective way of adding a sense of vitality and change to the shopping and visiting experience along Fleet Street.

Creative approach

The approach proposed below accommodates the creative and delivery challenges that Fleet Street offers and therefore should:

- play a role in promoting the sense of connectivity between the Strand and Fleet Street
- consider carefully the tension between adding street clutter and creating a valuable creative contribution to the streetscape.
- have a small footprint so that any installation can be accommodated within a challenging environment.
- have a strong vertical element, so that the artwork can best promote its messaging.
- have a changing element so that wider cultural activities and events can be promoted

Proposal

It is proposed that a series of vertical banner masts and banners are commissioned to strengthen visual linkage up Fleet Street. Each banner mast should have a permanent banner created as an artwork. The design of the banner mast should also allow for the installation of temporary banners to promote cultural events within the Bay.

The banner masts should be located where possible in pairs on either side of the street, with one larger mast at the top and bottom of the street.

10m banner masts are suggested for the top and bottom of Fleet St with pairs of 7m banners located in between.

On the following pages a desktop study of locations are proposed (for indication only) and examples of comparator examples.

It is proposed that the masts and permanent banners are a unique Torbay specific design created by an artist/designer working with a banner/flagpole manufacturer to develop a robust, low maintenance design that contributes to the streetscape all year round.



Indicative banner locations with larger banners at the top and bottom of Fleet Street.

Costings

Below are indicative costings (ex vat) based on discussions with manufacturers and previous experience.

First phase only

Item	No.	Unit cost	Total
Artist concept design fee:			2500
10m banner mast supply and delivery (two pairs either side of central mast)	1	5000	5,000
10m mast permanent banners (two per mast)	2	3500	7,000
7m banner mast supply and delivery (two pairs either side of central mast)	2	3500	7,500
7m mast permanent banners (two per mast)	4	3000	12,000
Below ground foundations (estimate)	3	2000	6,000
Artist detailed design/ implementation fee			4,000
Art curation and management			4,500
Totals			48,500

Temporary banner design, supply and installation are not included as it would be expected that separate budget holders would pay for these as required. For guidance for a 3.0 by 1.0m banner print costs would be in the region of £100 per banner. It would be proposed that an open competition is run to select the artists managed through Torbay Connected. The above costs can of course be modified to suit the number of banner masts commissioned.

Next steps

1. Agree banner mast type and location.
2. Develop artist design brief and run an open competition for artist selection.
3. Develop concept designs for client approval.





Images on this page showing possible banner mast types.

Images on previous page showing a permanent banner system using anodized aluminum squares to form an abstract image of sunrise/sunset.



