Brief for Artist/Designer 2017

Adam Speaks (working title) 2017
Croome Park, Worcestershire, National Trust

Croome is looking for an emerging artist, maker or designer to develop and make new work responding to Robert Adam’s vision and designs at Croome. The work(s) will be designed in collaboration with four local groups and presented at Croome in 2018. The artist will be supported by artist Hew Locke in a mentoring relationship.


Background - Croome

Croome is an unusual National Trust property, both for the quality of its designers, its story and its contemporary approach to the conversation with its audiences. The house and the landscape were the first commission to be given to a young Lancelot ‘Capability’ Brown by George, 6th Earl of Coventry (1722-1809), a man who redefined contemporary taste in the mid-18th century. The interiors of Croome were decorated and furnished by some of the leading London designers and cabinet makers of the period, including Robert Adam who found, in the 6th Earl, one of his strongest supporters.

Croome went on to suffer the losses experienced by many British country houses post World War 1, when it was sold and then became a school for boys, the HQ for the Hare Krishna movement and then a luxury home of a property developer in the 1980s. Amazingly, it survived with traces of these histories as well as some of its collection. The massive rescue operation is due to the combined efforts of the Croome Heritage Trust and National Trust.
Redefining Croome

Today, with the support of the Heritage Lottery Fund, the house is being developed as a new model for the National Trust - redefining its role for the 21st century. The entire house, together with the surviving parts of the original collection, is a place for a programme of contemporary arts, including exhibitions, drama and poetry. In 2016/7 we commissioned Bouke de Vries to make a new work (The Golden Box) and hosted Grayson Perry’s tapestries, ‘the Vanity of Small Differences’. Dame Carole Ann Duffy opened our most recent exhibition Plumlines.

https://www.nationaltrust.org.uk/croome/features/visit-the-house-at-croome
Context for Project

This project forms part of an overall creative programme interrogating Robert Adams legacy at Croome in 2017. It is also linked to ideas, which are at the heart of the Redefining Croome project, and have guided the programming in parallel with a major HLF conservation project. Alongside attracting established artists we wish to provide a platform for new and emerging artists, supporting their development and production of new work. Also, key to Croome is the participation of community and other groups with different focuses and needs. Over the last four years, Croome has worked with participants and artists who have had little or no previous engagement with National Trust or the arts. It is also part of Trust New Art (a national programme supported by the Arts Council), and one of 9 projects taking place in the Midlands and many more nationally. See link below:

https://www.nationaltrust.org.uk/features/trust-new-art-contemporary-arts-inspired-by-our-places

In brief

We want to work with an artist, designer or maker who has been practicing as an artist for 5 years or less, to create new work (s) for the 2018 public programme at Croome. During the process the artist will be supported by Hew Locke www.hewlocke.net.

Through innovative participation led by the artist, ideas realised in the workshops with our four partner groups will set the foundations for the artworks. The selected groups will input into the ideas stage of the artwork before the production/making stage. The vision for participation will be supported by Croome.

How we see it working

Croome will support the engagement aspect of the project, liaising with the groups and managing the project structure. Once both artist and groups have visited Croome, they will explore ideas based on Adam’s designs, through a series of workshops that will take place at the groups ‘home ground.’

The selected artist, supported by Hew Locke, will research Adam’s work at Croome with the participant groups and develop ideas for the artwork, e.g. what history or story should be addressed in or influence the work. Looking at and selecting objects from the collection, the workshops can focus on discussions about the creative/design/production process, how Adam may have approached it, how artists approach it today.
The results of these workshops will lead to a brief for the work(s). The artist then makes the work, with the opportunity for feedback from the Mentor and the groups where appropriate. The groups will continue the relationship with Croome and the project through the interpretation, marketing and the launch.

We will also be ‘growing’ a group of volunteers who will interpret the work, who will have an understanding and commitment to the project and will act as champions for it.

We will develop a marketing plan with Croome staff and participants, enabling us to link with a wider audience, marketing the project beyond our usual boundaries. The project will also be marketed at a regional level through National Trust and nationally through the Trust New Art team.

Why are we doing this?

Through the project, we want to tell the story of Adam (himself an emerging designer) at Croome in an accessible and interesting way, to introduce new audiences to his life and work at Croome and make relevant connections to the impact Adam had on our lives – the ‘everyday’ connections that still exist.

We want Croome to be known as supporting new artists and local communities. We would like ‘Adam Speaks’ to be a project which is an example of good practice, in its creative outreach projects and mentoring, helping other Trust properties to develop further understanding regarding creative collaboration.

Audience

Croome enjoys playing host to a range of different types of visitor, and it is essential that the work undertaken for this project appeals to different audiences. Our aim is to engage with our current audiences in a new way and to also bring new audiences to Croome by providing a different way of engaging with Croome’s history and stories.
Timeline

2017
January – March
Connections with groups established & project introduced
Appoint Emerging Artist

2017
Late March
All groups to visit Croome and meet artists

March - June
Workshops to take place at Croome and off site

June - October
Artist makes work & production of marketing, interpretation

November 2017
Project is launched as part of the creative programme at Croome

2019
November
Project closes & work is removed

Fees & materials budget

The artist’s fee is £5200, based on £200 per day for 26 days work. This is to cover time for workshops, research & development, liaison with Croome and mentoring days and attendance for the installation, launch and maintenance to be agreed. There is a material budget for the artwork. There is flexibility between these budgets, depending on materials and processes used.

The copyright and ownership remain with the artist, and NT will request use of related imagery for an indefinite period.

Dates

3rd March – 10 am Deadline for the expression of Interest
11th March – Artist Open Day at Croome.
27th March – Deadline for Artist Proposal
5th April – Interview Day for Selected Artists
How to Apply & Contacts

If you are interested in being considered for the role of emerging artist, please send us an Expression of Interest, which should include the following: CV or biographical statement, why you are interested in this opportunity (up to 400 words) and up to 6 images of your work or weblinks to the images. Please save as a Jpeg or Word document. Email to Kiki.claxton@nationaltrust.org.uk

Kiki Claxton, Creative Programme Coordinator
Rachel Sharpe, Creative Partnerships Manager, Rachel.sharpe@nationaltrust.org.uk

Croome Park, High Green, Worcester WR8 9DW, 01905 371006

www.nationaltrust.org.uk/croome

Trust New Art is the National Trust's programme connecting people to our places through contemporary arts. We have been working in partnership with Arts Council England since 2009.

TNA is a national programme of exhibitions, events and special projects including visual arts and crafts, temporary architecture, performance-based practice, and writing inspired by our place.