



**New Public Art Proposals - Checklist
City Arts Initiative**

This form should be completed in the first instance when approaching the City of London Corporation about a proposal for public art on City lands within the City of London boundary. The information requested will allow the proposal to be assessed in principle by the City Arts Initiative group.

This group consists of City of London Members, senior officers as well as representatives from its key institutions and the business community. The group's remit is to consider proposals for both temporary and permanent works of public art in the City of London, and to make recommendations to the City of London's Culture, Heritage & Libraries Committee and Service Committee as appropriate.

City of London Officers processing this checklist may contact you if they have any queries. Please email the completed form to publicart@cityoflondon.gov.uk along with any supporting documentation. The City Arts Initiative meets on a quarterly basis. Once your proposal is discussed, you will be contacted accordingly.

Please note that you may also need to apply for other individual permissions as required (including Planning Permission, Licences etc). City of London officers will be able to confirm these requirements as part of this process.

APPLICANT DETAILS

Contact Name:	Jenette Coduto	Application Date	04 / 01 / 2013
Company:	City of London Corporation	Fax No.	020 7332 1806
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		Preferred day time contact:	9:00-18:00

PROPOSAL DETAILS

Title of proposal	Change Alley
Is the proposal being submitted on behalf of others? And if so who or what company?	No
Brief description of the proposal (Please refer to any supporting documentation as needed and ensure a visual of the proposal is included as part of this submission).	<u>Temporary installation using projection inside Change Alley to promote exploration of spaces and alternative walking routes. Goal is to not only relieve congestion on other nearby busier routes but also encourage people to appreciate the hidden spaces in the city and bring more footfall to the city from visitors.</u>
Brief description of the artistic merits of the proposal (Please refer to any supporting documentation as needed and ensure a visual of the proposal is included as part of this submission).	The installation will be a projected animation against the white tile walls of Change Alley. The animation is about a little boy who lives in Change Alley over the months he does engaging experiments within Change Alley and grows to appreciate the space around him. People can keep coming back as each day the character will be doing something new. The boy uses the architectural features as enjoyment such as swinging from the pipes or climbing into vents. The aim is to encourage the viewer to also explore the space.
Does the proposal have funding and/or sponsorship? Please	Yes. This project is funded through Travel Behaviour in the LIP. If the project is successful we propose doing future installations in Change Alley supported by local businesses in the area similar to the Great St Helen's & Undershaft public art space.

state details, including how funding will be sought if needed.	
When is the proposal for and how long will it be on site?	<u>The project is aimed to be installed before the end of March 2013 and is proposed for 4-6 months depending on cost of equipment.</u>
Where is the proposal to be sited and why was this location chosen?	In Change Alley near Bank Junction (see attached document location options) exact location tbd based on projection technique electricity and approval from necessary building owners. Currently all building owners have been made aware of the idea and are very supportive.
What is the size and dimensions of the proposal, including its weight? Are there any structural requirements?	It's a video projection there is no physical structure. The only on site materials will be projectors and potentially some light blockers needed to get a clear picture. The projectors will need to be mounted securely to the existing structural elements. All changes will be returned after the exhibition is over. Electricity will also need to be supplied for the projectors or a generator. All equipment will be secured safely.
Is the proposal part of a series and/or related to something else in the City, or is it a one off?	This is the first one. If successful we propose to continue to other places in the city or continue in the same space creating new characters or stories of interest.
What are maintenance requirements if any for the proposal? Are there any maintenance contributions to be provided (in kind, monetary or other)?	The maintenance for the projection equipment will be done by the projection suppliers they have facilities to monitor any problems that might occur with the camera. Weekly staff check in will also occur to observe any change to the structure. Only normal street cleaning is required. Because there will be no physical structure, the exhibition will not only behave naturally with the existing space but also will not incur any drastic changes besides installing temporary projectors.
Does the proposal have any special requirements?	<u>No</u>

Please provide any other comments you may require.

For office use only:

Approved Refused

Forwarded to relevant departments _____

Comments of City Arts Initiative Meeting / Date: