

**THE ROALD DAHL
MUSEUM AND
STORY CENTRE**

Project:	Courtyard Artwork Installation for the Roald Dahl Museum and Story Centre 20th Anniversary Celebration
Role:	Project Artist and Fabricator
Term:	February 2025 until 14 June 2025
Date:	20 February 2025

Project role:

The Roald Dahl Museum and Story Centre is seeking to appoint a **Project Artist and Fabricator** to design, resource and install a playful art installation in the courtyard of the Museum to celebrate the Museum's 20th anniversary. The artwork will be displayed outdoors for a minimum of 12 months.

Background to the Museum:

In 2023-24 Roald Dahl Museum and Story Centre welcomed almost 60,000 family visitors and school children through our doors to discover the stories behind the creation of Roald Dahl's stories. The museum is targeted at children aged 6-12 years old and their families and offers an award-winning schools' programme. We look after the archive of Roald Dahl and aim to share 'the stories behind the stories' through our interactive galleries and an inspiring public programme.

Museum statement of purpose:

That everyone who experiences the Roald Dahl Museum and Story Centre understands how the work of Roald Dahl – what he wrote and how he wrote it – can be a key to unlock the stories we all have inside.

Project information:

The Roald Dahl Museum and Story Centre seeks to revitalise the Museum courtyard with an interactive, playful art installation to celebrate the 20th anniversary of the Museum's opening in June 2025. The final artwork will be durable and suitable for all weathers, remaining installed outside for a minimum of 12 months. The artwork must be resilient and robust to support, or to encourage, playful behaviour.

It should reflect our guiding principles for the project:

- *Magical*
- *Curious*
- *Welcoming*

It is desirable that the artwork will create a visual draw and an 'Instagram opportunity' for visitors to the Museum, while incorporating interactive, sensory elements to entertain visitors of all ages and

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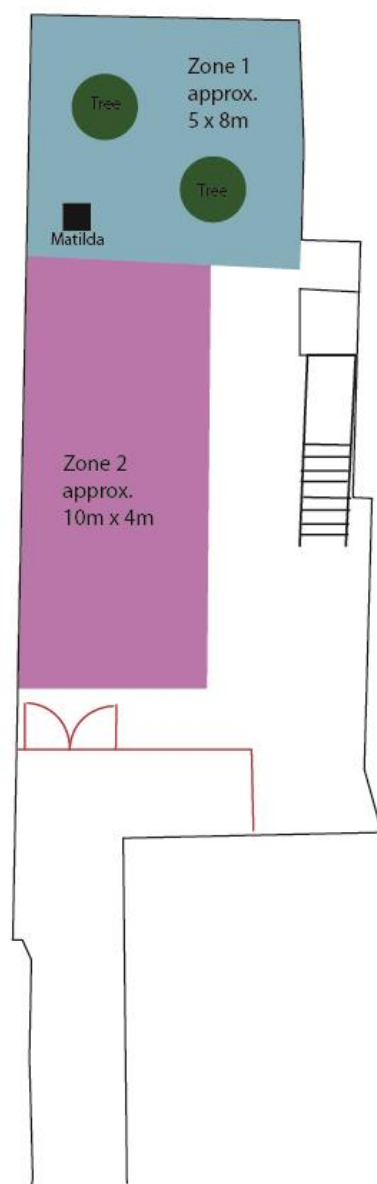
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access levels. It would also be desirable for the Project Artist & Fabricator to utilise environmentally sustainable materials and practices throughout.

We are very keen for the project to include participation from audience groups during the design process. We understand that there is a tight time frame for the project, but we would like the artist to consider simple, creative ways that this could be achieved. We think there is a great opportunity to use for example drop-in sessions during the Easter holiday period to test ideas or gather feedback. We would expect the artist to be involved in any activities with Museum staff providing support to organise and run the activities.

Project Location



Please have a look at our walkthrough video for a better insight into these spaces and how they can be utilised: <https://youtube.com/shorts/AYHanrddl6Q?feature=shared>

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Project Outline (details may be adjusted through initial planning meetings):

1. Introductory session for the Project Artist & Fabricator, to go through the project scope, limitations, and to finalise a location for the piece.
2. Project Artist & Fabricator to develop initial plan for the artwork working alongside Museum representatives.
3. Consider opportunities to work collaboratively with audiences to gather feedback and test ideas as part of the design process. Details of this would be discussed and decided with the Project Artist & Fabricator, at an initial project kick-off meeting.
4. Project Artist & Fabricator to develop final designs, to be approved by Museum representatives.
5. Final fabrication of this piece will be completed by the Project Artist & Fabricator, with the possibility of some on-site fabrication at the Museum during specified times (depending on installation requirements).
6. Celebratory launch event during the Museum's 20th anniversary celebrations in June 2025.

Project Aims:

1. Be WIDE (welcoming, inclusive, diverse, equitable) in all activities.
2. Create an installation which is interactive and playful for visitors.
3. Create a focal point in the Museum courtyard, to attract visitors through creating compelling images for marketing material and press releases, and encourage social media content by visitors.
4. Celebrate 20 years of the Museum, through collaborative work with visitors and/or a final artwork which showcases the Museum's history and/or content.
5. Work sustainably, considering the environmental impact of all activities and resources required.

Target audiences:

The project audience is primarily the existing Museum visitors, notably families with children aged between 6-12, with the goal of inspiring a wider range of new visitors to come to the Museum, particularly over the anniversary celebration period. The final artwork should be suitable for all visitors to enjoy and interact with, regardless of age or access needs, and actively support a range of sensory interaction.

Scope of work:

- The Project Artist & Fabricator will be managed by the Museum Governance & Projects Officer and work closely with the Museum project management team for this project.
- The Project Artist & Fabricator may be asked to link with the Museum's social media accounts.
- The Project Artist & Fabricator should expect to be in regular contact with the Museum lead via email, phone or onsite meetings. A detailed schedule will be agreed at a kick-off meeting.

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- The Project Artist & Fabricator will liaise with the Museum on planning and delivering the installation of the artwork, including choice of materials and risk assessments.
- The Project Artist & Fabricator will attend and speak at a celebration event at the end of the project.

Project Artist & Fabricator Design Brief:

1. Initiation meeting: the selected Project Artist & Fabricator will be invited to the Museum for a Collections Tour and/or a village walk to get to know the local area, the nature of the project within a local context, and will be expected to familiarise themselves with the works and life of Roald Dahl.
2. The Project Artist & Fabricator will develop a detailed plan for the project including timescales for design, fabrication and installation.
3. A risk assessment for the installation must be completed and signed off by the Museum before fabrication starts.
4. The Project Artist & Fabricator will design the final output, including any agreed off-site finishing. Updates plus review and feedback sessions with the Museum must be taken into consideration.
5. Materials for installation will be subject to approval from the Museum and must be agreed before artwork fabrication begins.
6. With regards to the artwork installation, the Project Artist & Fabricator will be expected to liaise with the Museum on producing a Risk Assessment Method Statement for installation.
7. The Project Artist & Fabricator will be expected to support the installation of the final piece. The Museum will be able to liaise with contractors to assist on installation if/when necessary, though the cost of contractors to install the final piece must be included within the artist & fabrication fee.
8. The Project Artist & Fabricator will attend and be asked to speak at a celebratory event at the end of the project.
9. The Project Artist & Fabricator will participate in the project's evaluation measures e.g. photography, interviews, reflective meetings.

This role will suit you if...

- ✓ You are an artist experienced at creating interactive, outdoor installations.
- ✓ You understand the connections between creativity, community and heritage

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- ✓ You have experience engaging with audiences particularly families and children.
- ✓ You are experienced in delivering art in public spaces with a track record of producing high quality pieces.
- ✓ You are organised and efficient.
- ✓ You are able to work both as part of a team and independently.

Practical considerations and assumptions:

i. Roald Dahl Intellectual Property Rights (IPR)

- a. The work of Roald Dahl and Quentin Blake are in copyright and the Museum is obliged to operate with this consideration in mind at all times.
- b. The IPR of any new work produced for the project – including, but not limited to the final piece – shall be assigned to The Roald Dahl Museum.
- c. The Project Artist & Fabricator will have the right to use images and/or copies of the original artwork in perpetuity for promotional purposes.
- d. The Project Artist & Fabricator will not have the right to use images and/or copies of the original artwork for direct commercial gain.
- e. The Artist will need to credit the Museum and seek the permission of the Museum before using any images or copies.

ii. Legacy / maintenance

- a. The outcome should be easily maintained, transportable and finished so that it can be removed, if necessary, at a later date without further intervention from the Project Artist & Fabricator.
- b. The outcome must be suitable for outdoors installation in all weather conditions, with suitable material usage and minimal maintenance intervention requirements.
- c. Any maintenance requirements must be set out in a maintenance manual to be provided to the Museum upon completion.

iii. Accessibility

- a. All activities and outcomes should be accessible to, at minimum, a range of users; with the final installation containing a variety of elements which, at large, present an artwork accessible to all, regardless of barriers such as physical considerations, intellectual considerations, age of users and other characteristics.

iv. Obligations

- a. The Project Artist & Fabricator will be expected to:
 - i. Sign a copy of our Code of Behaviour indicating that you understand this and will work to this throughout the project.

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- ii. Share with us proof of any relevant insurances that you have e.g. Public Liability.
- b. The final design, materials and installation will be subject to approval by the Museum

Initial deliverables (other deliverables to be agreed as needed during the project, in line with Outline, Scope and Design Brief):

- Attendance at initial kick-off meeting by first week of April 2025.
- Agree scope of design work
- Finalise a fabrication/installation plan by second week of April 2025.
- Finished artwork to be installed by 14 June 2025.

Expected timetable:

Artist hire – February/March 2025

Artist kick-off meeting – March/early April 2025

Installation preparation – May 2025

Artwork installation – May/June 2025

Artwork launch event – 14 June 2025

Artist & Fabricator fee:

£8,500

The total project fee is £8,500 which will be paid in instalments to the selected Project Artist & Fabricator. The payment schedule will be agreed at the initial kick-off meeting.

This fee must include all costs incurred during the project (materials, artist time for design & fabrication, travel fees, installation).

Recruitment:

We intend that our recruitment process is as inclusive as possible, particularly for artists who may face barriers due to socioeconomic background. *For this reason, we have included a monitoring question from the Social Mobility Commission to measure the socioeconomic diversity of our applicants.*

Please complete the attached monitoring questionnaire to aid our work in understanding how we might support a diverse range of artists when offering briefs like this. Results of the Social Mobility Commission question do not have any impact on the role application and exist solely to help the Museum better track our progress to reach a wider range of applicants in our hiring process.

Response to the brief:

Please provide by **Monday 17 March:**

- An Expression of Interest, including expected costs and breakdown of budget (maximum 500 words)
- A mini portfolio (up to ten relevant pieces)
- An overview of your relevant experience (maximum 2 sides of A4)

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By email to: charlotteh@roalddahlmuseum.org

With subject heading '**Roald Dahl Courtyard Artist Application**'

Or send to:

Charlotte Halse
The Roald Dahl Museum and Story Centre
81-83 High Street
Great Missenden
Buckinghamshire
HP16 0AL

If you have any questions about the project brief, please feel free to call Charlotte on **07789 915 226**

Timeline:

Monday 24 March: Recruitment interviews will take place at the Museum.

If invited, you will be asked to:

- Provide a basic outline of your ideas for the project and your budget breakdown. Details on the format for this will be given nearer the time.
- Take part in a discussion with Museum staff. Discussion questions will be shared in advance.

We expect to invite 3 artists to join us for this stage. Each one can claim up to £500 in order to prepare for and attend this stage of the recruitment process. This includes resources and travel costs.