

Artist's Brief: Farnborough Craft Fair 2025

Aims and Objectives of the Commission

Culture Connects, as part of our ongoing work in Rushmoor Borough to connect local artists with spaces, invites proposals for a 'proposals for a creative activation of public space to feature at **Farnborough Craft Fair**.

The installation will be part of a series of monthly events on one of the following dates:

1 November, 6 December 2025, 7 March 2026, 4 April 2026

Craft Fair hours: 9am – 4pm

Artists are invited to “animate” the atmosphere of these events—engaging the public through creativity, interaction, and play.

Value of Commission

A total fee of **up to £1,000** is available. This should cover all associated costs, including:

- Artist fees
 - Travel and expenses
 - Research and development
 - Materials and production
 - Professional consultation, if needed
 - If you require budget for Personal Access Costs, please include this in your application as an addition to the £1000 commission.
-

Context

The Farnborough Craft Fair is delivered by **Rushmoor Borough Council** and takes place on the **first Saturday of each month** along **Queensmead** in the heart of **Farnborough town centre**.

Each fair runs from **9am to 4pm**, welcoming local crafters who showcase and sell handmade goods in an open, public setting. These regular events aim to **boost footfall**, support independent makers, and create a **festive, family-friendly atmosphere**.

Interactive art installations are a key component in enriching the visitor experience—offering playful, creative moments that draw in families, shoppers, and passers-by.

About Farnborough Town Centre

Farnborough town centre is a lively, evolving environment, combining established retail areas with ongoing regeneration. At its core is **Queensmead**, a wide, pedestrian-friendly high street enhanced with modern paving, seating, and greenery—making it an ideal space for outdoor events, pop-ups, and performances.

The area includes a mix of **national retailers, local businesses, cafés**, and two shopping centres: **Princes Mead** and **The Meads**. These attract steady footfall and provide a strong foundation for cultural programming. The town also benefits from a **Vue cinema, regular markets**, and **excellent transport links**, making it an accessible and highly visible platform for creative activity.

Artistic Scope and Role of the Artist

We are seeking proposals for **interactive and imaginative performance installations** that will engage a wide range of visitors—including families and casual shoppers—within the town centre environment.

The installation should:

- Be **publicly accessible and open for exploration** throughout each event
- Offer **variety and visual interest** across the fair's full hours (10am – 4pm)
- Suit an **outdoor pedestrian setting**, with weather resilience and safety in mind

Please include proof of **Public Liability Insurance** with your application.

Selection Criteria

Proposals will be assessed against the following criteria:

Assessment Area	Weight
Inclusive and accessible to the Rushmoor community	25%
Level of interactivity and imagination	25%
Suitability for venue and a diverse audience (including families)	25%
Value for money	25%

How to Apply

Please send your proposal and supporting materials to:

 **kate.shrewsday@hampshireculturaltrust.org.uk**

 **Deadline: [insert submission date]**

 Applicants will be notified of the outcome during the week beginning **[insert notification week]**

Operational Details

The successful artist(s) will collaborate with designated members of Rushmoor Borough Council to ensure that:

- **Public liability** and **health and safety requirements** are met
 - Installations are suitable for the site and its expected audience
 - All permissions and logistics are managed in good time for each event
-

Notes for Managers (Internal Use)

- Documentation requirements
- Copyright and ownership (for both design and final artwork)
- Contact list including primary contact for the artist(s)