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## CITY OF ANGOULÊME

### PUBLIC ART COMMISSION

#### CCAG MI\*

\* GENERAL ADMINISTRATIVE TERMS & CONDITIONS / INDUSTRIAL PROCUREMENT

<b>Purpose of the consultation</b>
<b>Creation of "comic strip"-inspired street furniture for the City of Angoulême</b>

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## Article 1. Object of the contract

Services covered: Commission of an artwork

These Special Technical Specifications(STS) relate to a public art commission with an urban design and comic strip theme for the centre of the City of Angoulême. The service consists of providing artistic creations, and monitoring the design, performance and on-site installation of the following:

- approximately 40 items of seating furniture;
- approximately 20 primary schools signs to secure surroundings;
- 1 children's playground.

## Article 2. Project description

### 2.1. Background

Since it was founded back in 1974, the *Festival international de la Bande Dessinée d'Angoulême* (Angoulême's International Comic Strip Festival, FIBD), now the world's foremost annual celebration of comic strips (known as the 9th Art in France), has given rise to a whole new ecosystem in the conurbation, which has since become a fully-fledged driver for socio-economic and urban development. The city has transformed its industrial economic activity into a predominantly tertiary activity grounded in the visual arts-focused cultural industries.

A Visual Arts Campus has taken shape with 14 specialist graduate schools. An economic development centre, Magelis, has been set up to support and strengthen the growth of this industry. Specialist cultural facilities (such as the International Centre for Comic Strips and the Visual Arts, Musée de France-accredited Comic Strip Museum or L'Alpha media library) have sprung up, and support schemes (including design grants, Centre for Writers, aid for corporate real estate, business incubators and more) now foster creativity and the creation of cultural businesses.

Urban planning projects take this new dimension into account (redevelopment of brownfield sites, repurposing the Saint-Cybard neighbourhood and Charente riverbanks for the visual arts, street furniture, street signs, etc.). An itinerary of 30 Comic Art walls is the longest such trail in the world after the one in Brussels, and one of the city's top tourist attractions.

Today, Angoulême, the World Comic Strip Capital, is looking to boost its international standing in this creative sphere by increasing the presence of Comic Art in public areas. Over the past two decades, street furniture has been "decked out" in Comic Art: street signs, rubbish bins, letterboxes, public toilets, buses and bus shelters among them. Statues and monuments have been erected: paying homage to Hergé, Corto Maltese, Lucien, there is also the Goscinny Obelisk and the Uderzo Menhir. The *Département*-level Archives and the station have also embraced a Comic Art identity.

As part of its "Angoulême UNESCO Creative City 2020/2023" action plan, particularly guideline 9 therein: "organising spatial planning of the city through Comic Art", the City of Angoulême would like to launch a public art commission for emerging artists to design an original piece of comic strip-inspired street furniture which will be showcased in a public place.

## 2.2. Presentation of the commission

### 2.2.1) Aims of the commission (artistic programme)

The commission's main aim is to play a part in updating how the urban space is defined in its relationship with artistic creation. The commission programme must help to develop the presence of art in public places.

On the basis of local considerations, the City of Angoulême would like to give particularly emerging artists in the fields of design and illustration opportunities for creative expression, by designing three types of street furniture:

- seating furniture
- primary school signs to secure surroundings
- a children's playground

Through this project, the purchaser would like to increase the enduring presence of artworks in the city centre and promote artistic creation through communication and education. Public art commission projects pave the way to activities focusing on mainstream outreach, promotion and communication that engage with the public. With the support of the various stakeholders involved, the purchaser would like to raise awareness about design and Comic Art among a broad audience, not least school groups and local residents.

### 2.2.2) Angoulême city centre

The three types of furniture may be located in different places.

1. The urban seating furniture (40 of them) will primarily be installed in Angoulême's historical centre, preferably in locations that are conducive to contemplation (promenade des Remparts, places des Halles, de l'Hôtel de Ville or de Saint-Martial, place Francis Louvel) but also in the Saint-Cybard neighbourhood and on the Charente riverbanks, known as the "Visual Arts district".
2. The primary school signs (20 of them) to secure their surrounding areas will be installed in the vicinity of some 20 of Angoulême's 31 primary schools. In this way, they will be seen right across the municipality.

3. The children's playground (just 1) will be located in Angoulême's historical centre. The plan is for some of the seats under this same tender to be installed nearby.

### 2.2.3) Artistic programme

Questions specific to design and street furniture will be addressed. The project should factor in the challenges of stability and functionality. The furniture is expected to be fixed, non-moveable and resistant to outdoor use. The project should fit into the sites by questioning the movements, journeys and uses that shape and define them. It should size up the key issues currently shaping everyday public places, in connection with the social, economic and environmental challenges defining Angoulême city centre. It should harness new methods of intervention to engage more fully with public places and their residents and users.

The furniture should engage meaningfully with the sites for which it has been designed, particularly by underscoring their decorative and functional qualities. The project should also address the objectives set out in Angoulême's Safeguarding and Enhancement Plan (PSMV) and seek to create an overall effect in keeping with the urban layout and architecture. The furniture should avoid leading to repetition at the same site. The location of each piece must be studied so as not to upset the spatial balance or undermine the landscape quality of the sites.

Questions specific to the spheres of illustration and comic strips will also be addressed in this commission. The project owner should like the project to take up a contemporary design process grounded in the theme of "comic strips", which is now inextricably linked with the city of Angoulême. It has gained recognition and legitimacy in the design field and the stakeholders are of significant economic importance, encouraged and supported by the public partners. Countless schools and training centres, international design residencies, a museum, the International Centre for Comic Strips and the Visual Arts, an international festival and a visual arts centre all celebrate comic strips in the city. Home to the second largest number of comic strip authors in France after the Parisian region, Nouvelle-Aquitaine is a "thriving hub of creativity".

The commission programme therefore aims at harmoniously combining urban design, comic strips and the visual arts. On that note, it is expected that **the successful tenderers will be able to bring on board an artist (visual artist, designer, architect, etc.) and a graphic illustrator or comic strip author.**

The artistic intervention is to be an enduring feature.

## 2.3. Technical requirements

### 2.3.1) Planning constraints and Historical Monuments

The artworks' implementation and installation should not risk undermining historical buildings' architecture.

It should be noted that Angoulême city centre is a listed “safeguarded sector” for the protection and enhancement of its historical and architectural heritage. This qualitative urban planning approach has been jointly undertaken by the French State, Greater Angoulême and the City of Angoulême.

The safeguarded sector was established by prefectural order on 27 February 2015 over a surface area of approximately 80 hectares (this safeguarded sector became a remarkable heritage site with the 2016 Freedom of Creation, Architecture and Heritage Act - LCAP), and called for a Safeguarding and Enhancement Plan (PSMV).

On 7 March 2019, the municipal council approved the draft PSMV, as well as the report of the consultation on the draft, before presentation to the National Heritage and Architecture Commission on 20 June 2019.

Following the public consultation, the PSMV was approved by prefectural order dated 3 December 2019.

The project must align with the requirements of the Local Town Planning Scheme (PLU), the PSMV and the recommendations of the DRAC (departments of Historical Monuments and Architects of Listed Buildings in France - ABF).

The technique by which the artworks are to be installed and laid out must be specified, in order to be factored into the general maintenance of the furniture. Since public places are freely accessible, without requiring security surveillance, the artistic proposal should not require input from any staff other than the user for engagement. Since this concerns installation of an artwork in a public place, artists’ attention is drawn to their duty to strictly abide by the official recommendations, rules or standards in force.

### **2.3.2) Conservation of the artwork:**

Public places are subject to widely varying weather conditions depending on the season (-10°C/+50°C, heavy rainfall) and may suffer from damage or vandalism owing to their urban setting. The proposal is expected to set store by the durability of the materials selected, not least during cleaning operations, and by their environmental impact. The components making up the artwork must meet the same principles of sustainability. Since the artwork will not be placed under surveillance or assigned any security staff, its design and/or installation will have to be suitable for this context.

## **Article 3. Content of the mission**

The mission comprises the following stages:

- Phase no. 1 (competition): Outline drawings
- Phase no. 2: Draft designs
- Phase no. 3: Industrial designs and working drawings
- Phase no. 4: Creation of a model or laboratory prototype
- Phase no. 5: Manufacturing, delivery and installation of furniture

#### **Article 4. Steering committee**

A steering committee is established as part of the public procurement procedure. It signs off on each of the project's stages and ensures that the commission is properly carried out.

The steering committee is made up of representatives of:

- the Municipality of Angoulême
- the Nouvelle-Aquitaine Regional Directorate for Cultural Affairs (DRAC) and Regional Directorate for the Environment, Spatial Planning and Housing (DREAL)
- qualified individuals.

#### **Article 5. Term**

The contract enters into force as from the date it is notified to the holder and will end on the date on which the furniture warranty period expires.

In support of its tender, each holder will have provided a detailed phase-by-phase schedule for provision of the services. In any case, the work must be inaugurated during the *Festival International de la Bande Dessinée* (International Comic Strip Festival, FIBD) at the end of January 2024.