

THE LIVING LINE

Nature Trail Public Realm Illustration Commission for East London Based artist / illustrator

May - July 2022

The Line is developing a new site-specific illustration commission, The Living Line, which will transform a building hoarding at the entrance to Queen Elizabeth Olympic Park.

This is a crucial gateway into the park and will provide an important marker for pedestrians to identify the onward route of The Line, as well as transforming a currently rundown section of public realm. Queen Elizabeth Olympic Park is an extraordinary natural resource for the local community and this artwork will provide visual clues, tips and information on the wealth of wildlife to be discovered in this section of The Line.

The Line has always offered an extraordinary natural environment for visitors and local residents in a densely populated urban area. The importance of these spaces has taken on a renewed significance during the Covid Pandemic with footfall increasing significantly on the route as local people have sought out the nature and open spaces on their doorstep.

The Line is committed to ensuring that local communities can access the health and wellbeing benefits of spending time in nature and this commission will play an important role in visualising this. Recent research shows that by encouraging people to spend more time in nature, they are more likely to want to protect it for the future. This commission will therefore play a vital role in increasing awareness of, and connection to, the natural world on The Line.

The appointed illustrator / artist will be invited to develop drawings that visualise plants, birds and bugs along the route. Text information can be included alongside the drawn elements as well as indications as to where they can be seen and in which season. Using the same design features, we would like to create an A4 activity sheet that can be given to families whilst they walk The Line, encouraging them to spot key features (plants, birds, fish). The purpose of this is to engage, educate and inspire through drawn elements from the natural world that animate and intrigue.

It is intended that the artwork will be used as a learning tool for family visitors as well as by local schools and community groups as part of nature visits.

As part of the proposal, illustrators should propose how they would like to involve a local school in consultation around the content and visual look of the work through a school visits and workshop.

Commission Themes:

- Renewal in nature & sustainability
- Foraging & cultural diversity through planting
- Waterways & urban wilderness

Aims & Benefits

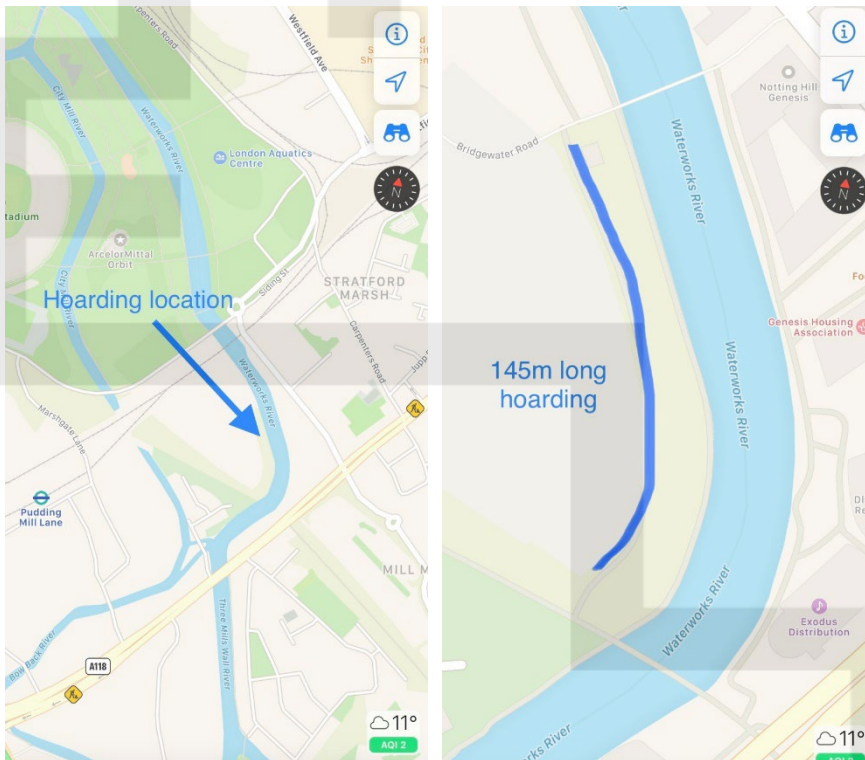
- Increase awareness of the wealth of wildlife to be discovered on The Line and in QEOP
- Bring content about natural habitats to life in a way that is engaging to multiple age groups
- Provide an opportunity for local schools to engage with the creation of the work
- Enhance the experience of The Line for audiences and local communities in East London

Community and Schools Engagement

The development phase of the commission will also include collaboration with a local primary school, which could take the form of a class-based workshop / lesson plan / visit to the route. We envisage that the selected illustrator will work with one class / year group.

We also encourage illustrators to propose how they will engage local residents as a legacy of the work. This could be delivered through activity packs, digital tools or proposed future events and could involve local partners for instance the Pudding Mill Allotment Group or Cody Dock.

SCOPE & LIMITATIONS



The hoarding is currently in the process of being replaced (to be painted black) but to get an idea of the space, please go to [THIS SHORT FILM](#)

Realisation and presentation

Development

- Illustrators are invited to propose a series of drawings and illustrations that can be printed on to fly-posters for a new public realm work to transform a 146m long hoarding at the gateway to Queen Elizabeth Olympic Park.
- The commission requires collaboration with one local primary school in the form of a workshop.
- The selected illustrator will be required to have a DBS (Disclosure and Barring Service) check prior to commencing work with schools.
- The final artwork will be subject to sign off from The Line and London Legacy Development Corporation.

Proposal requirements

A group of East London-based illustrators have been invited to make responses to the brief.

The proposal should contain:

- Text (500 words maximum) that describes the concept and design of the work and how it answers the brief
- Approach to visualising the information on wildlife and nature on The Line
- Approach to consultation and engaging the school / community partners in the development of the work
- CV and background information about the artist, including relevant previous work

Proposed Timeframe

Call out for East London Illustrators: 6 May 2022

Application deadline: 18 May 2022

Illustrator selected: 23 May 2022

Consultation & workshops: w/c 6 June 2022

Development of work: 13 June – 4 July 2022

Proposal presentation to school: w/c 4th July

Fabrication workshop: w/c 11th July

Installation: 18th – 22nd July 2022

Launch: 23rd July 2022

Project Structure and Management

The selected illustrator will be appointed by The Line. The Line's Project Manager (supported by the Director of The Line) will be the primary point of contact for the illustrator throughout the project and will liaise with partners and stakeholders at LLDC on project progress on the illustrator's behalf. The agreed production budget will be managed by The Line. Any additional assistants or researchers engaged in the project will be appointed by the illustrator directly.

Budget

Illustrator Fee	£3,500
Production Costs	£5,000 (to be confirmed based on quotes received for printing)
Materials for consultation events / workshops	£500
Printing for activity sheet / pack	£500

Lifespan

The commission will be included in The Line's programme for a maximum of two years.

If you have further questions on receiving the brief, please contact: kay@the-line.org

The Living Line is funded by the London Legacy Development Corporation through the Neighbourhood Priorities Fund.

If you would like any further information, have any specific requirements or would like to discuss any aspect of the proposal in confidence, please contact kay@the-line.org to arrange a call.

Any proposal received after the deadline may not be included in the recruitment process.

If this process is not an appropriate method for you because of an impairment or disability, please contact us to make alternative arrangements.

We will acknowledge all applicants with a response.

This job description is available in large print - please email kay@the-line.org

APPENDIX I

Reference material:

The Living Line on [The Line Bloomberg Connects app](#) and associated additional research

The Line forthcoming podcast on Rewilding

QEOP guides and resources

Consultation with Pudding Mill Allotments

APPENDIX II

Wildlife overview in QEOP:

The Greenway:

Species	Information	When to see?
Brown banded carder bee	A ginger-coloured bee that nests on the ground in long-grass. One of the species in the Olympic Park Biodiversity Action Plan.	Late spring – autumn.
Common toadflax	A pale yellow wildflower – another common name is 'Butter and Eggs'. This wildflower supports the rare toadflax brocade moth.	Spring – autumn.
Butterflies: Peacock and Small Tortoiseshell	Common butterflies. Caterpillars feed on stinging nettles. Adult butterflies feed on brambles and buddleia – also known as 'the butterfly bush'.	February onwards – the butterflies will hibernate during the winter months.

Fantasticology Meadows: The Olympic Park has over 20 hectares of wildflower meadow. The meadows are in flower from spring – early autumn. The meadows are cut during the autumn and winter months to rejuvenate them for the following spring.

Species	Information	When to see?
Knapweed	A large, bright purple wildflower – a favourite with butterflies including the common blue.	May – September. Knapweeds will flower late into the year.
Vipers bugloss	A distinctive tall blue wildflower that was thought to cure snake bites. Attractive to bees, hoverflies and butterflies, including the Painted Lady.	In flower June – August.
Lady's bedstraw	A wildflower with bright yellow, honey-scented flowers. A plant with many uses – historically, its flowers have been used as bedding material and in cheese production!	In flower June – August.
Goldfinch	Brightly coloured, noisy birds. Goldfinches are seed-eaters and are often seen feeding in the Fantasticology meadows. Large groups of goldfinch are called "charms".	Year-round

Other wildflowers to see here include: Tickseed, ox-eye daisy, crimson clover, musk mallow, meadow cranesbill and yellow rattle.

City Mill River: There are 6.5km of rivers and waterways on the Queen Elizabeth Olympic Park, home to a great variety of wildlife including fish, plants and birds.

Species	Information	When to see?
Sand martin	Sand martins are summer migrants. The birds nest in the old mooring holes along the river wall, and fly low over the water to catch insects.	Summer visitors – see the birds here between May and August. Sand martins spend the cold winter months in Africa.
Grey heron	A common visitor to the City Mill River. Herons are often seen on the edge of the reed beds hunting for fish.	Year-round
Kingfisher	Electric blue and orange birds that hunt along rivers and streams. Can be seen perched over the water hunting for fish.	Year-round
Emperor dragonfly	One of the UK's largest dragonflies.	July – August.

The Orbit and surrounding area:

Species	Information	When to see?
Liquidambar trees	Also known as 'Sweet Gum' – the trees turn a vibrant red during the autumn months.	Year-round, although autumn is the best season to see the displays of colour. Find these trees along the Boulevard and World Gardens.
Pied wagtail	A small black and white bird of towns and cities. This bird is common around the Orbit and gardens, and can be seen dashing along the ground and bobbing its tail up and down.	Year-round.
Red-tailed bumblebee	A black bumblebee with a large red tail. Seen across the gardens and meadows of the South Park.	Spring - autumn