

Gallus Glasgow Contemporary Bird's Eye View



Artist's Brief

Deadline 9th February 2022

Interviews: Wednesday 16th February 2022, via Zoom

1. Introduction

Expressions of Interest are invited to create a contemporary illustration interpreting and bringing to the present day [Thomas Sulman's Bird's Eye View of Glasgow, 1864](#).

The artwork will be used by Glasgow City Heritage Trust for interpretation and exploration of changes to Glasgow's historic built environment as well as promotion, outreach activities and marketing.

The successful artist/designer/illustrator will:

- Create a detailed illustration showing a contemporary 'bird's eye view' of Glasgow looking north from the Southside.

The commissioning panel is interested in design ideas that:

- Reflect on the architectural draughtsman style of the original artwork.
- Create an engaging artwork that considers how Glasgow's built environment has changed between the original artwork in 1864 and the present day, highlighting key buildings.
- Use attention to detail and have exceptional production values.
- Are suitable for a wide range of audiences.
- Have the potential to be used both as a digital artwork and print, as required.

Total commission value including all fees and materials as required: £1,770.00

2. Background

[Gallus Glasgow](#) is a digital outreach project, managed and delivered by Glasgow City Heritage Trust. It explores the development of Glasgow during the 'Gilded Age' of the Victorian period, through the eyes of Thomas Sulman, illustrator of the Bird's Eye View of Glasgow, 1864.

Variously known as Bird's Eye Views, picture plans, prospect views, panoramas, and cityscapes, these representations of great cities became hugely popular in the mid-19th century.

Produced almost four decades before the first aeroplane took to the skies, the tremendous scale and intricate level of detail of this bird's-eye view of Glasgow is truly mind-blowing. The view, published on 24 March 1864 as a supplement in the Illustrated London News, includes the entirety of central Glasgow looking north from the Southside of the River Clyde towards the Campsie Fells, as seen from a fixed point high above the city.

It is thought that the advent of hot air ballooning in the 1780s played a major role in the popularisation of these panoramas. Granting a higher vantage point increased the field of view of the artist allowing for greater sweep and broader perspective. However, the vast majority of the draughtsmanship would still have taken place at ground level and been informed by contemporary mapping.

This ground level mapping is evident in the remarkable level of architectural detail visible in the civic buildings, monuments and churches captured in this view. The perspective has been altered to exaggerate the affluent north of the city, and streets widened to allow these architectural features to be seen in full.

Rather fascinatingly, recognisable landmarks throughout the city such as the the City Chambers and the Glasgow School of Art have yet to be built, allowing us to see in great detail what existed there before.

Between 1864 and 1914 Glasgow was a thriving centre with an international reputation for design and innovation in industries as varied as textile manufacture and shipbuilding. We believe that this period is crucial to the understanding of Glasgow's Victorian heritage and the promotion of Glasgow as a world city, and through this project we will be celebrating its vibrant artistic and industrial history, encouraging greater understanding of this 'gilded age' within Glasgow's communities, and promoting Glasgow as a place for cultural and historic tourism.

The Trust has digitised, annotated and animated its copy of Thomas Sulman's Bird's Eye View of Glasgow, 1864 to bring Glasgow's built heritage to life and to engage new audiences in the history and heritage of the city. The map and the animation forms the foundation of a seven month long programme of outreach and events from September 2021 to March 2022. Find out more on our [Gallus Glasgow website](#).

This project was made possible by generous funding from Hugh Fraser Foundation, Norbulk Shipping UK Ltd, Culture & Business Scotland Fund and Glasgow City Heritage Trust.

Aims of the Gallus Glasgow Project

- To improve the awareness in local people about how Glasgow developed as a Victorian city
- To make Glasgow's Victorian architectural legacy relevant to local people
- To raise awareness of GCHT as the place to go for heritage funding, advice, information.

Outcomes of the project

- People and communities will enjoy the historic environment
- Existing and new audiences will have opportunities to access and learn about the historic environment

Glasgow City Heritage Trust is an independent charity supported by Glasgow City Council and Historic Environment Scotland based at 54 Bell Street in Glasgow. Established in 2007, we champion the city's unique architecture and built environment and promote and encourage the understanding, appreciation and conservation of Glasgow's historic buildings for the benefit of the city's communities and its visitors, now and in the future.

Every year GCHT distributes around £1million for repairs to historic buildings across the city and invests a further £50,000 in educational and outreach projects.

3. Outputs

A new illustrated 'bird's eye view of Glasgow' reflecting the original artwork and showing how Glasgow has developed and changed since 1864, highlighting key historic buildings, using drone footage as its inspiration.

- Artwork should be comparable to the original map, so same/similar angles, scope and perspective to allow as close a comparison as possible.
- Final artwork should be minimum 800mm wide.
- A digital version is preferred, and if traditional medium is used a digital version should also be supplied.

- If the final artwork is coloured, an uncoloured version to also be supplied for reproduction and any future digital projects

4. Terms of Commission

4.1 Timescale

The deadline for the completed commission is 30th April 2022.

4.2 Support and Administration

The artist's main points of contact and persons responsible for managing the programme and providing practical support will be Rachel Kacir and Gemma Wild, Heritage Outreach Managers at Glasgow City Heritage Trust.

4.3 Budget

Fee: up to £1,770 including all fees, expenses, production materials and insurances. Includes VAT. This is a freelance position and the candidate will be responsible for paying their own taxes and national insurance.

GCHT holds additional budget for procuring drone footage (stills and video) of Glasgow from a similar vantage point to the original artwork. This will be scoped out and commissioned in discussion with the artist and all imagery made available to the artist for use in the creation of the artwork.

4.4 Monitoring and Evaluation

The artist will be required to report regularly to the Project Manager(s) and contribute to the documentation of the commission for use in reports and presentations. The artist's feedback will be important and they will be required to contribute to the final project evaluation report, which will evaluate the project against the outcomes set out at 2.

4.5 Experience

The artist will ideally have a demonstrable understanding, or interest in, Glasgow's historic built environment. Further phases of the project may include outreach activities (subject to funding) so experience of and interest in public engagement would be an advantage.

4.6 Copyright and Intellectual Property

The copyright and any intellectual property in the created works and/or documents will remain vested in the artist or the person responsible for their production. The artist will be required to grant or agree to procure for the Glasgow City Heritage Trust an exclusive and irrevocable royalty-free licence of the copyright in the created illustration(s) for the unrestricted free use by GCHT. The artist will be credited in all promotion, publications, prints and reproductions relating to the artwork.

5. To Apply

Please apply in writing including:

- A brief statement (no more than two sides of A4) indicating: why you are interested in this opportunity; an initial outline proposal; and your experience of or interest in Glasgow's built environment.
- Proposed fee (fixed price is required) including breakdown into number of days' work and daily rate, expenses and other costs, VAT if applicable.
- Appropriate supporting material to demonstrate the quality of your work, clearly labelled: a link to a maximum of 8 jpeg images uploaded to Dropbox⁴

or similar; a link to up to 5 minutes of video footage, uploaded to Vimeo or Youtube. You may also include catalogues, artists books, website links, press articles etc to demonstrate your suitability for the opportunity.

- A CV with two references.

Email applications to outreach@glasgowheritage.org.uk by Wednesday 9th February 2022 at 10am. Please include 'Gallus Glasgow' in the subject line.

Interviews will be held on Wednesday 16th February 2022 via Zoom.

If you have any queries regarding the commission please contact Gemma Wild on 0141 552 1331 or by email at the address above.