



## Project Brief: The Crown of Athelstan

### Project Role

Tamworth Castle is seeking an Artist Facilitator to design, construct, and install a large crown made from willow or other similar sustainable materials to commemorate the Athelstan 1100 Celebrations in July 2025. This project is generously funded by Arts & Travel, based in Lichfield, a company specialising in bespoke travel arrangements for the art world. [Arts & Travel | Travel for the Art World](#).

The crown will be installed at St. Editha's Church in Tamworth and unveiled at the Athelstan 1100 Celebrations on 19 July 2025. The Artist Facilitator will be responsible for leading the project from concept to installation, creating a historically inspired and visually striking artwork to mark this significant anniversary.

As part of the project, the Artist Facilitator will run four half-day workshops at local venues in Tamworth, engaging local community members in the creative process. These workshops will focus on crafting decorative elements for the crown using sustainable materials such as textiles, clay, or other suitable craft materials. This hands-on community involvement will celebrate Athelstan's legacy and create a meaningful connection between history, art, and local participation.

The artwork will be suspended from the ceiling of St. Editha's Church and will have approximate dimensions of 3 metres in diameter and 2 metres high. The design must be scalable and secure, ensuring it is visually impactful, safe for suspension, and in keeping with the Saxon heritage themes.

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### Background: Tamworth Castle and Athelstan 1100 Celebrations

Tamworth Castle, a historic landmark, is playing a leading role in the 1100th-anniversary celebrations of King Athelstan's reign. Recognised as England's first king, Athelstan had a significant connection to Tamworth, which was a major Saxon stronghold. The celebrations will commence on Saturday 19 July 2025 and will feature a variety of events, exhibitions, and community engagement activities, with "The Crown of Athelstan" serving as a key artistic representation of his legacy.

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## Project Information

The selected Artist Facilitator will create a large-scale crown installation, approximately 3 metres in diameter and 2 metres high, using willow or similar sustainable materials. The artwork will incorporate Saxon motifs and symbols and will be decorated with community-created elements through interactive workshops.

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## Project Location

St. Editha's Church and local community venues in Tamworth, Staffordshire.

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## Project Outline

- **Conceptualisation & Design:** The artist will develop an initial design for the crown, incorporating Saxon aesthetics.
  - **Community Workshops:** Four half-day sessions will be conducted at local community venues where local participants will create decorative elements for the crown.
  - **Construction & Installation:** The crown will be assembled and installed securely within St. Editha's Church in time for the celebrations.
  - **Public Engagement:** The artist will interact with local media and may contribute to the Castle's social media updates.
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## Project Aims

- To create a visually striking and historically meaningful art installation.
  - To engage the local community in a collaborative creative process.
  - To highlight Tamworth's role in Saxon history and King Athelstan's legacy.
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## Target Audience

- Local community members, including schools, families, and heritage enthusiasts.
  - Visitors attending the Athelstan 1100 Celebrations.
  - Art and history enthusiasts interested in Saxon heritage.
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## Scope of Work

- Develop and present an initial crown design.

- Construct the crown using sustainable materials.
  - Organise and facilitate community workshops.
  - Oversee the installation at St. Editha's Church.
  - Collaborate with event organisers and contribute to promotional activities.
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## **Project Artist & Facilitator Design Brief**

### Design Considerations

- The structure must be visually impactful, historically inspired, and safely suspended.
  - The design should incorporate community-crafted elements.
  - Materials should be sustainable and reflective of the Saxon period.
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### **Risk Assessment**

- **Structural Safety:** The crown must be securely assembled and suspended.
  - **Workshop Safety:** Proper handling of materials and tools must be ensured.
  - **Public Interaction:** Clear guidelines must be provided to community participants.
  - A risk assessment must be completed and signed off before fabrication starts.
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### **Practical Considerations**

#### Legacy

- The artwork should leave a lasting impact and inspire future community projects.
- The artwork should be securely and safely suspended from the ceiling of St. Editha's Church.
- The artwork should be able to be easily removed without further intervention from the Project Artist.

#### Accessibility

- Workshops should be inclusive for all ages and abilities.
- The final artwork should be viewable by all visitors.

#### Obligations

- **Insurance:** The artist must ensure adequate liability coverage.

- Health & Safety: Compliance with venue regulations and best practices.
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### **Deliverables**

- Design and construction of the Crown Structure.
  - Four half-day community workshops.
  - Documentation of the creative process.
  - Installation of the Crown at St Editha's Church during the week commencing 14 July 2025, in time for the official unveiling on 19 July 2025.
  - Attendance at the unveiling event.
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### **Timeline**

- Monday 14th April 2025 – Submission deadline for Expressions of Interest.
  - Wednesday 30th April 2025 – Online discussion session (via Microsoft Teams) with shortlisted candidates.
    - If invited, you will be asked to:
      - Provide a basic outline of your ideas for the crown design and budget breakdown.
      - Participate in a discussion with Castle staff (discussion questions will be shared in advance).
  - May – June 2025 – Design and construction phase.
  - July 2025 – Community workshops to create decorative elements for the crown.
  - Week commencing 14 July 2025 – Completion and installation.
  - 19 July 2025 – Official unveiling at the Athelstan 1100 Celebrations.
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### **Artist Fee**

- £3,000 (inclusive of all materials, labour time, workshop facilitation, installation, and expenses).
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### **Recruitment & Response to Brief**

Artists are required to submit the following by Monday 14th April 2025:

1. An Expression of Interest (max. 500 words), including a basic outline of your ideas for the crown design and budget breakdown.
2. A portfolio with up to five relevant pieces.
3. A summary of relevant experience (max. two A4 pages).

### **Submission Details**

Email applications to: [emma-carter@tamworth.gov.uk](mailto:emma-carter@tamworth.gov.uk) with the subject line: *Athelstan 1100 Artist Facilitator Application*.

Alternatively, send physical applications to:

Emma Carter  
Tamworth Castle  
Tamworth  
Staffordshire  
B79 7NA

For queries, contact Emma Carter, Heritage Engagement Coordinator, at 07976 475071 or email: [emma-carter@tamworth.gov.uk](mailto:emma-carter@tamworth.gov.uk).