

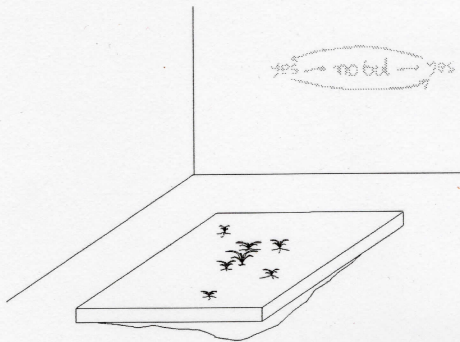
ROAD  
PIECE

N I C O D E M U S

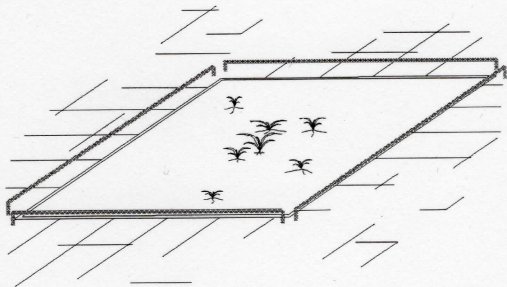


## ROAD PIECE

Road Piece is about process, about nature and artifice, about inevitability and meta-structure (intelligence). The work also captures the essence of the road itself: its facility to divide (to cut across) and its ability to unite (to join), a paradox mirrored in the choice of locations and contexts proposed for its realisation - Londonderry, Northern Ireland and Berlin, Germany.



segment itself, which will be displayed in its bare condition; a graffiti drawing, sprayed straight onto the gallery wall, white on white ('yes - no but - yes', see computer drawing above); a set of up to 21 photographic colour prints, encompassing the complete shortlist of originally proposed sites/sections (not shown) including an actual map of the city to help the viewer locate each site; and a set of colour prints indicating possible locations in Berlin, where the road segment might eventually be installed (not shown, see below).



### GALLERY INSTALLATION - L'DERRY:

The first part of the project will evolve around the search for a section of road out of which a square (2 m<sup>2</sup>) could be cut for display in a gallery setting.

In the process, the artist will compile a shortlist of up to 20 equally appropriate<sup>1</sup> sites from which L'derry City Council will be asked to select one.

The actual gallery installation will consist of four interconnected elements: The road

### SITE INSTALLATION - BERLIN:

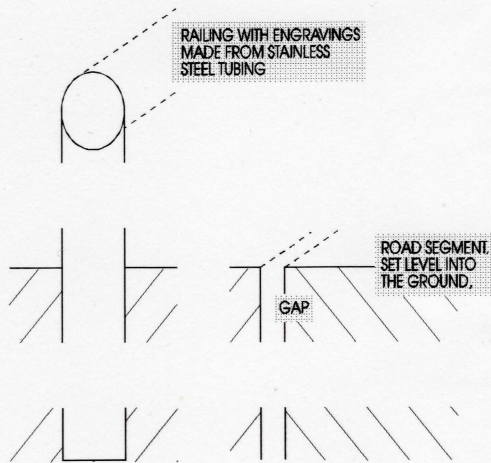
The second part of the project will take the artist and his work to Berlin where he intends to install this road segment permanently.

Again, the search for a suitable location and the associated planning process will be seen as an integral part of the work and, as before, a shortlist of up to 20 equally appropriate sites will be presented to the local authorities for approval and selection.

---

<sup>1</sup>shortlisted sites will show varying degrees of decay, with grass breaking through their tarmac surfaces at different points.





The sculptural installation in Berlin will consist of two elements: The road segment itself, set level into the ground (see drawing); and a stainless steel railing (high, 15 cm), bearing the following engraving: "Es wächst zusammen was zusammen gehört" ("It grows together what belongs together"; quote by Willi Brandt, from his speech given to mark Germany's unification).

The railing will also bear the names of both the artist and all the other parties involved.

#### DOCUMENTATION AND ADDITIONAL CONTRIBUTIONS:

Since the process (or story) itself is an integral part of the work, all stages of the project will be documented photographically for future publication and nine high profile writers (the core group of contributors) will be invited to reflect on the process and the implications of the work. Once Road Piece has been finally installed, a retrospective bi-lingual book will be published to commemorate the new sculpture.

#### MANAGEMENT AND FINANCE:

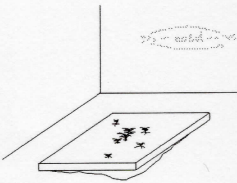

Subject to contracts, the project will be financed principally through participating institutions (galleries, museums, etc.) and their patrons.

Given the complexities involved in managing across geographic borders, each side will be responsible only for the total costs incurred within its region - with the exception of the costs involved in (a) publishing the Road Piece Diaries and (b) transporting the actual piece of road to Germany, which will be the responsibility of the receiving (German) institution.

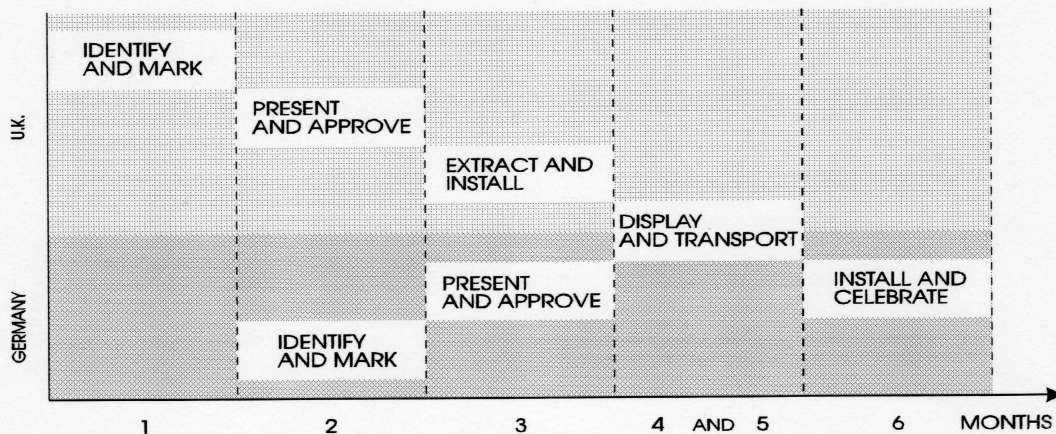
The project - or any part of it - will be realised once funding has been confirmed. Preliminary budgets will be available on request in the near future.



**PROJECT SUMMARY**

|         | PROCESS   | SCULPTURE   | DOCUMENTATION  |
|---------|---|---|--|
| L'DERRY | <p>IDENTIFY 15 - 20 POSSIBLE SITES</p> <p>MARK THE SELECTED AREAS WITH CHALK</p> <p>PRESENT DOCUMENTATION OF SITES TO CITY COUNCIL FOR SELECTION AND APPROVAL</p> <p>EXTRACT APPROVED ROAD SEGMENT</p> <p>DISPLAY ROAD SEGMENT IN GALLERY SETTING</p> |  | <p>DOCUMENT THE SITES, THE PROCESS OF APPROVAL, EXTRACTION AND GALLERY INSTALLATION</p> <p>DOCUMENT THE COMPLETED GALLERY INSTALLATION</p> <p>SELECT CORE GROUP TO REFLECT ON THE PROCESS AND IMPLICATIONS OF THE WORK.</p> <p>PUBLISH THE 'ROAD PIECE DIARIES' IN BOOK FORM</p>                 |
| BERLIN  | <p>IDENTIFY 15 - 20 POSSIBLE PERMANENT SITES</p> <p>MARK THE SELECTED AREAS WITH CHALK</p> <p>PRESENT DOCUMENTATION OF SITES TO CITY COUNCIL FOR SELECTION AND APPROVAL</p> <p>INSTALL ROAD SEGMENT PERMANENTLY</p>                                   |  | <p>DOCUMENT THE SITES, THE PROCESS OF APPROVAL, THE TRANSPORT AND INSTALLATION OF THE ROAD SEGMENT</p> <p>SELECT CORE GROUP TO REFLECT ON THE PROCESS AND IMPLICATIONS OF THE WORK</p> <p>DOCUMENT THE COMPLETED PERMANENT INSTALLATION</p> <p>PUBLISH THE 'ROAD PIECE DIARIES' IN BOOK FORM</p> |

**TIMING AND LOGISTICS**





ROAD  
PIECE

THE BOOK

N I C O D E M U S



## MARKETING SPECIFICATIONS - OUTLINE

---

|                       |  |
|-----------------------|--|
| PRODUCT SPECIFICATION | Large format (A4 plus), high quality (paper), soft cover, full colour bi-lingual publication (English/German, approx 100 pages in total).  |
| TARGET MARKET         | <p>Income classes A, B and C1 with (a) a special interest in socio-political and/or socio-economic issues, art and/or architecture, and (b) a general interest in Ireland (North/South) and/or Germany (East/West).</p> <p>Primary markets include not only the UK, Ireland and Germany but also the US and, to a lesser extent, Japan.</p>  |
| POSITIONING STATEMENT | <b>Personality-led, entertaining and informative publication aimed at the quality conscious, ethically minded professional person.</b>   |
| DISTRIBUTION          | High street quality retailers, museum/gallery shops and university outlets.  |
| PROMOTION             | <p>Receptions in Londonderry (Northern Ireland) and Berlin. TV and radio interviews with Nicodemus and contributing writers plus media coverage of key events (exhibition in L'derry and installation of sculpture in Berlin).</p> <p>Display adds in relevant publications (Sunday papers and special interest publications such as art and architectural magazines). Book launches and point of sale displays at selected retail outlets.</p> <p>Critical response and debate.</p> <p>Various cause-related marketing platforms (sponsorship tie-ins).</p> |
| PRICE                 | Target retail price range: £30.- to £40.- in the UK. Limited promotional discounts of up to 25% of retail price (as recommended).  |

## EDITORIAL SPECIFICATIONS - OUTLINE

---

|                   |   |
|-------------------|---|
| EDITORIAL CONCEPT | <p><i>Road Piece</i> captures the essence of the road itself: its facility to divide (to cut across) and its ability to unite (to join), a paradox not only mirrored in the choice of locations proposed for its realisation (L'derry and Berlin) but also reflected in the narrative structure and lay-out suggested for this publication.</p> <p>Three principal elements therefore inform and ultimately define the narrative structure, lay-out and design of the <i>Road Piece</i> book:</p> <ul style="list-style-type: none"><li>▶ The Road Piece Diaries      ☞ set the scene</li><li>▶ Core Texts                      ☞ function like 'Arteries'</li><li>▶ Mini Essays &amp; Statements      ☞ function like 'Plazas' &amp; 'Bridges'</li></ul> |
|-------------------|---|

... / ...



## CORE TEXTS

This category consists of major contributions by the members of the core group of writers and is made up of four sub-categories:

|       |                           |          |                         |
|-------|---------------------------|----------|-------------------------|
| ▶     | Architecture and Planning | £        | three contributors      |
| ▶     | Art and Theory            | £        | three contributors      |
| ▶     | Business and Society      | £        | three contributors      |
| ▶     | The Road Piece Diaries    | £        | Nicodemus               |
| <hr/> |                           |          |                         |
| ▶     | <b>Core Group Total</b>   | <b>£</b> | <b>ten contributors</b> |

The selection of the nine core group members will be based on a two-stage selection process.

Initially, the lead gallery (the publisher) will compile two short lists, an A and a B list of potential contributors, in collaboration with Nicodemus. The A list will be *personality-based* (high quality, high profile individuals only) whereas the B List will be *content-based* (high quality individuals whose time has yet to come). Stage one of the selection process will be completed once these lists have been compiled, agreed and prioritised.

The final selection (stage two of the selection process) of core group members will rest with Nicodemus and will be guided by the following criteria:

- ▶ Commitment to the project
- ▶ Availability, reliability and cost
- ▶ Conceptual fit

STATEMENTS &  
MINI ESSAYS

The selection of 'Statements & Mini Essays' will rest with the members of the core group. Each member will be asked to select three *living thinkers* to contribute a short essay (up to 200 words) or statement (no less than two words including one verb) for inclusion in the publication. Since these contributions ('objects') are meant to function like 'plazas' and 'bridges' within the syntax of the overall text, core group members are asked to specify where these 'objects' are to be placed in relation to their own contributions.

THE ROAD PIECE  
DIARIES

Although the *Road Piece Diaries* are seen as core texts, they serve a different purpose. The dramaturgical equivalent in film, say in a road movie, would be the *road itself*: the physical manifestation of a given journey, that provides the viewer with a sense of direction in an otherwise discontinuous (non-linear) stream of events. As such, the *Road Piece Diaries* provide both the 'leitmotiv' and the 'bass line' for the publication as a whole.

They will function as a 'leitmotiv' to the extent that contributing writers will be asked both to base their analysis, at least in part, on the (historic) urban environments and 'institutions' of the two participating cities (L'derry and Berlin), and to reflect on the process and the implications of the work (the sculpture) itself - although not necessarily in art critical terms.

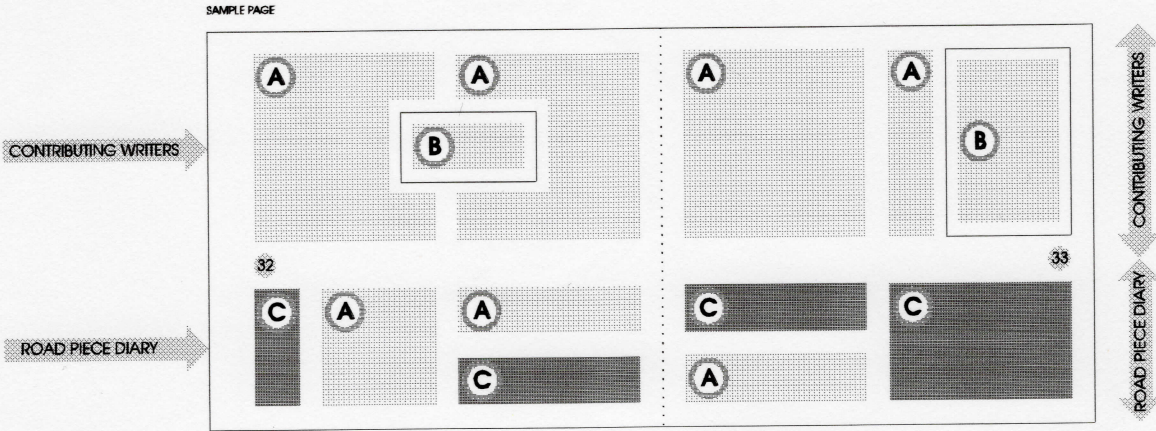
Given the specificity of the shared context thus created, contributing writers will be able to explore related themes freely and independently (see sub-categories above). Diversity, to the point of contradiction, becomes a source of strength.



DESIGN SPECIFICATIONS - OUTLINE

DESIGN AND LAY-OUT

The exhibit below formalises these core concepts graphically.



- Ⓐ CORE TEXT
- Ⓑ STATEMENTS & MINI ESSAYS
- Ⓒ VISUAL DOCUMENTATION & ILLUSTRATION

Throughout, each page is going to be split (ratio: 8/5) into two parts. Whilst the upper part will accommodate all the contributions by the core group of writers, interspersed with statements and mini essays; the lower part, quite literally, will provide the 'sub-text' - the diaries, visual documentation and illustration.

Contributing writers are free to choose from a range of different but related type faces including their own handwriting. All text will be printed in black ink, except for hand written contributions, which will be reproduced in the original colour and size (space permitting).

**Writers are asked to refrain from using any form of illustration or documentation other than 'script and scribbles'.**

... end.



ROAD  
PIECE

FINANCING

N I C O D E M U S





**FINANCING - GENERIC STRUCTURE**

|                                | ACCOUNT   | FUNDING SOURCE   | COST     |                  |
|--------------------------------|---|--|----------|------------------|
|                                |   |  | SUBTOTAL | TOTAL            |
| <b>THE BOOK</b>                | CORE TEXTS  | THE NATIONAL LOTTERY<br>ARTS FUND                      |          |                  |
|                                | MINI ESSAYS &<br>STATEMENTS   |  |          |                  |
|                                | VISUAL DOCUMENTATION<br>& ILLUSTRATION                              |  |          |                  |
|                                | TRANSLATION   |  |          |                  |
|                                | PROOF-READING, DESIGN AND<br>LAY-OUT                                | THE GERMAN INSTITUTE <sup>1</sup><br>(GOETHE INSTITUT) |          |                  |
|                                | REPRO., PRINTING, PAGACKING &<br>DISTRIBUTION                       |  |          |                  |
|                                | TRAVEL &<br>ACCOMMODATION   | OTHER PUBLIC<br>FUNDING BODIES                         |          |                  |
|                                | ORGANISING &<br>ADMINISTRATION                                      | SPONSORSHIP  |          |                  |
| UNSPECIFIED ITEMS <sup>2</sup> |   |  |          |                  |
| MARKETING <sup>3</sup>         |   |  |          |                  |
| CONTINGENCY 10 %               |   |  |          |                  |
|                                |   |  |          |                  |
| <b>THE SCULPTURE</b>           | EXCAVATION OF<br><i>ROAD PIECE</i> (L'DERRY)                        | L'DERRY CITY COUNCIL                                   |          |                  |
|                                | TRANSPORT AND INSTALLATION OF<br><i>ROAD PIECE</i> IN N. I. GALLERY | SPONSORSHIP  |          |                  |
|                                | TRANSFER OF <i>ROAD PIECE</i> FROM N.I.<br>TO BERLIN                | BERLIN CITY COUNCIL<br>(SENAT DER STADT BERLIN)        |          |                  |
|                                | PERMANENT INSTALLATION OF<br>SCULPTURE IN BERLIN                    | SPONSORSHIP  |          |                  |
|                                |   |  |          |                  |
| <b>KEY EVENTS</b>              | INSTALLATION / PRESENTATION OF<br>PROJECT DOCUMENTATION IN N.I.     | L'DERRY CITY COUNCIL<br>SPONSORSHIP                    |          |                  |
|                                | RECEPTION (EXHIBITION OPENING)<br>IN NORTHERN IRELAND               | L'DERRY CITY COUNCIL                                   |          |                  |
|                                | UNVEILING AND LAUNCH OF<br>SCULPTURE IN BERLIN                      | BERLIN CITY COUNCIL<br>SPONSORSHIP                     |          |                  |
|                                |   |  |          |                  |
|                                |   |  |          | <b>± £ 100 K</b> |

<sup>1</sup> TRANSLATION (GERMAN / ENGLISH), FEES AND EXPENSES FOR GERMAN CONTRIBUTORS, ETC.

<sup>2</sup> THIS IS A GENERIC BUDGET !!!

<sup>3</sup> COULD INCLUDE A MAJOR CONTRIBUTION TO 'KEY EVENTS'