

BUSINESS STATEMENT

NICK ELPHICK SCULPTURE



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1. DETAILS OF ORGANISATION

North Wales-based artist Nick Elphick is somewhat of a passionate visionary who has spent the best part of the past ten years working tirelessly to better understand form and the human mind.

Back in 2002 Nick graduated from Loughborough University with a BA Hons in Fine Art Sculpture and since then he has strived to fully understand the techniques and meaning of sculpture. "I do not just replicate a form but search for a deeper meaning; I want the eye to travel over a piece to stimulate and breathe creativity into the viewer," comments Nick.

His attention to detail and knowledge of the figurative has gained Nick a reputation as a perfectionist, a purist, and, of course, a man of notable talent. In the past few years he has been gaining headlines and global recognition for his beautifully crafted bronzes, which is probably why household names such as Jean-Paul Gaultier, Damien Hirst and most recently Ryan Gander have called upon Nick to aid them with their own work.

From the techniques and materials used to the featured characters and understanding of the aesthetics itself Nick boldly takes on the traditionalist. His work is bold, playful, beautifully crafted but with an edge that literally rips through the subconscious of the viewer to leave an impression that goes further than skin deep, an impression that literally brandishes itself upon the psyche.

2. EXPERIENCE

Nick Elphick has designed, sculpted, manufactured and installed many artistic pieces over the years, as can be seen from his extensive portfolio. Many hours and years of training have honed the skills of high end photorealistic sculptures using the latest materials. Nick attended night classes in anatomy (sports science) to learn about the human body and movement; this helped him to understand the human form in depth. All technical sketch work and maquette's are by him, fine artistry is another discipline he excels in to express his ideas.

Nick has worked for many bronze foundries which is where he learnt the technical skills in that profession. This aids in the smooth delivery of a project for the client due to the vast knowledge of the manufacturing and casting process, this is important when designing any piece of artwork.

He also worked in the film industry where he would be sizing up small maquette's into large scale set pieces, this was very useful in terms of learning all the latest techniques in this field.

Nick has undertaken various public sculpture commissions for city councils and private clients, these include the Trafford Centre Crest where a magnificent twice life size sculpture of heraldic proportions was cast to mimic ancient marble and set into the main entrance to The Trafford Centre

Nick was also commissioned to undertake the task of providing a sculpture to represent Sir H.M Stanley's life. This has been erected in the centre of Denbigh town, where you can see him standing with an outstretched hand, looking to greet Dr Livingstone and utter those famous words.

Nick has also worked with and for high end conceptual artists such as Damien Hurst, Jean Paul Gaultier, Ryan Gander producing figurative sculptures.

Currently Nick is working on four statues for the Olympic Games. These statues are 4m+ high and are to be used for the Garsington Opera. They will be cold cast in bronze and erected in the Gardens of the late John Paul Getty II.

Due to the fact that Nick has worked in all industries in the process of delivering a sketch idea to the finished article, he is very adept at pricing and time scales to complete the project.

3. APPROACH TO DESIGN

Our streets and open spaces provide the most appropriate setting for public art. By integrating the work and creative thinking of artists into the design of our public realm, we can achieve the benefit of distinctive places that best interpret the use, history or hidden meaning of a space, and which better express the collective values and aspirations of the communities that use them. Public art can make us think about the places that we live in and help to foster a strong sense of ownership.

We take a public art approach that looks to design for the specifics of a particular place which is very much in keeping with the best examples of urban and landscape design, and the incorporation of an artist within the process of designing the public realm is in many ways the low risk approach to place making.

Public art encourages partnership between artists, craftspeople, design professionals, developers and local communities. It can help stimulate the local economy, creating employment opportunities for artists, craftspeople, manufacturers and suppliers.

When developing a public art scheme the project team will take into account ownership and history of the site, accessibility, environmental considerations, safety issues and financial considerations and consult with the appropriate agencies.

4. PAST PROJECTS AND PUBLIC RELATIONS

Nick has produced a large amount of work over the years (too much to include), so we advise that you look at his website www.nickelphicksculpture.co.uk and on Facebook www.facebook.com/nick.elphick to see past and current projects.

We have included a list of recent commissions below

Recent Commissions

| | | |
|------|-------------------------|--|
| 2012 | John Getty II | 4 Olympic Sculptures Garsington Opera (10m high) |
| 2012 | Mr Ryan Gander | Bronze Ballerinas |
| 2011 | City of Giants Cheshire | Portrait of the Queen for Diamond Jubilee |
| 2011 | Denbighshire Council | Sir H.M. Stanley |

Public Relations are always going to play a big part when undertaking commissions for public art. Nick regularly speaks with the press and the community in regards to his work and listens to all ideas and issues people bring up at meetings. He is committed to providing expressive interesting spaces that the community look forward to using.

Please see the following pages for examples of work;

SIR H.M. STANLEY



Statue in place



Moulding Process



Nick shakes hands with H.M. Stanley

Denbighshire County Council commissioned Nick Elphick to design a public art piece to celebrate the life and work of Sir H.M. Stanley. Whilst conceptualising the piece, instead of elevating Stanley (on a plinth as is usual), Nick wanted him at ground level so the people of Denbigh could interact with the statue itself. Being able to shake the extended hand people can connect with the man they now call 'The Son of Denbigh'.

Nick Elphick Sculpture
www.nickelphicksulpture.co.uk

PORTRAIT OF H.R.H. THE QUEEN



Queens bust in clay and marble



Nick Sculpting



Talking to ITV

City of Giants Cheshire commissioned a portrait sculpture of the queen for her diamond jubilee. The sculpture is going to be used to celebrate her life and placed in various cities throughout the UK. This was an exciting commission to take on as it is not often a sculptor gets to work with a member of the royal family.

Nick Elphick Sculpture
www.nickelphicksulpture.co.uk

2012 OLYMPIC GAMES



Olympic Javelin



Olympic Boxer



Interview with BBC

The Garsington Opera (Jean Paul Getty II) commissioned four (10m) heraldic statues to be sculpted for the 2012 Olympic Games. They are to represent four disciplines, Javelin, Discus, Boxing and Running. It has been as much of an engineering feat as it has a sculptural one, due to the body positions required to represent the sport (and of course not having the luxury of muscles to hold those Greek bodies up).

Nick Elphick Sculpture
www.nickelphicksulpture.co.uk

BRONZE DEGAS BALLERINAS



Dancing Ballerina



Gazing Ballerina



Technical work on Ballerina

Ryan Gander has commissioned 12 Degas Ballerinas to date. They are based on the work by Edgar Degas, however these pieces are hyper realistic rather than impressionist. The artwork has been received very well by collectors, which is why so many have been made to date, more examples can be found on Nick's website.

Nick Elphick Sculpture
www.nickelphicksulpture.co.uk

TRAFFORD CENTRE MANCHESTER



The Centurion



The Unicorn



The crest at the Trafford centre entrance in Manchester

This project was commissioned for the Trafford Centre. The client was looking for a highly skilled artist to create 3 heraldic figures to greet the public on entry to the new centre.

Nick Elphick Sculpture
www.nickelphicksculpture.co.uk

THE CASTING AND FINISHING PROCESS



Nick Elphick Sculpture
www.nickelphicksulpture.co.uk

5. CAPABILITY AND RESOURCES

We have a very strong team of designers and craftsmen that we work with on a regular basis. The team was put together when the company began and has not changed much since. Nick is a perfectionist and the whole team are aware of the very high standards he expects when it comes to working on one of his projects. Nick is not just an artist, he also has a high level of skill on the technical aspect of moulding and casting the sculptures, so is heavily involved in this process and only expects the most skilled to work alongside him.

THE TEAM

Nick Elphick Sculpture – Nick Elphick

www.nickelphicksculpture.co.uk

Nick is the lead artist on all projects. He creates the initial concept, sketches and maquette's for client approval. He specialises in high end figurative sculpting using traditional methods and skills.

Nick has worked across all disciplines in the industry and has become skilled at master mouldmaking, casting (stone casting, metal cold casting and hot casting in any materials), technical design work, metal armature fabrications and welding. He also has a vast knowledge of materials and how they perform. This is very important when selecting materials to use and advising clients on the most creative yet cost efficient methods to achieve the desired goal.

All work is pointed and sized up by Nick, this removes any risk of the artistic design being lost or incorrectly perceived. Essentially Nick is involved at every stage of the project and is very passionate about delivering the perfect artistic piece for his client without question.

JAR Architecture -James Roobottom

www.jararchitecture.co.uk

James is a Designer, Project Manager and CDM Coordinator for all architectural projects. This involves liaising with all statutory authorities, acquiring permits and submission of planning applications.

JAR leads the team and ensures all parties involved are 'competent' in every aspect of the project works including health and safety. JAR produces all the technical drawings as per Nick Elphick's instructions. They also provide all documentation for tender purposes and project manage the construction process so the strict quality assurance guidelines are met and enforce noncompliance procedures as necessary.

Metal Casters – Varies on size of project

They provide all the experience, facility and support required to confidently take on ambitious sculpture projects of any size and complexity. They undertake mouldmaking, casting, fabrication & patination. All fabricators are very aware of the attention to detail that Nick has and work tirelessly to ensure all expectations are met.

Nick Elphick Sculpture

www.nickelphicksculpture.co.uk

Engineer – Varies on size of project

The engineer is responsible for designing all dead, live and wind loadings as applicable to the project. They would be involved as the concept develops to ensure it is made as structurally and economically sound as possible.

The SPA Group Ltd - Simon Plumb, Business Manager and PR Consultant
www.spa-group.co.uk

Simon was appointed as Nick's Business Manager in 2011, and is responsible for raising Nick's profile, building his reputation, and that of his works, throughout the UK and beyond.

Simon, is MD of The SPA Group Ltd, a marketing, PR and event management company, and has considerable commercial experience, liaising and negotiating with prospective clients regarding future commissions.

He has been involved in marketing and PR for over 25 years and plays a leading role, working with the media, promoting Nick's projects and the organisations who commission him. This has resulted in extensive coverage across all media including TV, broadcast, print and digital media.

6. QUALITY ASSURANCE

The quality assurance process currently in place, starts at the design stage and is managed right through to project handover. It is a process-driven approach with specific steps to help define and attain goals. This process considers design, development, production, and service.

We use the PDCA process when taking on projects,

The four quality assurance steps within the PDCA model stand for:

- **Plan:** Establish objectives and processes required to deliver the desired results.
- **Do:** Implement the process developed.
- **Check:** Monitor and evaluate the implemented process by testing the results against the predetermined objectives
- **Act:** Apply actions necessary for improvement if the results require changes.

PDCA is an effective method for monitoring quality assurance because it analyses existing conditions and methods used to provide the product or service to clients. The goal is to ensure that 'quality' is inherent in every component of the process. Quality assurance also helps determine whether the steps used to provide the product or service is appropriate for the time and conditions. In addition, as the PDCA cycle is repeated throughout the lifetime of the projects or services, it helps improve internal company efficiency

Quality assurance demands a degree of detail in order to be fully implemented at every step. *Planning*, for example, would include investigation into the quality of the raw materials used in manufacturing, the actual assembly, or the inspection processes used. The *Checking* step would include customer feedback, surveys, or other marketing vehicles to determine if

customer needs are being exceeded and why they are or are not. *Acting* could mean a total revision in the manufacturing process in order to correct a technical or cosmetic flaw.

Nick and James believe quality assurance verifies that any customer offering, regardless if it is new or evolved is produced and offered with the best possible materials, in the most comprehensive way, with the highest standards. The goal to exceed customer expectations in a measurable and accountable process is provided by our quality assurance process.

7. HEALTH AND SAFETY

Nick Elphick Sculpture is aware and committed to enforcing 'The Health and Safety at work act 1974' 'CDM Regulations 2007' , 'All EU Directives and Regulations'

James Roobottom is a registered CDM Coordinator (AACC). This role is in place to provide clients with a key project advisor in respect of construction health and safety risk management matters. He assists and advises the client on the appointment of competent contractors and the adequacy of management arrangements; ensures proper coordination of the health & safety aspects of the design process; facilitates good communication and cooperation between project team members and prepares the health and safety file. The Health and Safety file will contain all information needed to allow future construction work, including cleaning, maintenance, alterations, refurbishment and decommission/demolition to be carried out safely.

James would also ensure risk assessments and method statements are provided by all team members as necessary. COSHH assessments are undertaken for any substances used during the manufacturing process that may be hazardous to health.

As previously mentioned, competence and training is the key aspect to ensuring the project is undertaken safely. Assessments focus on the needs of the particular project and are proportionate to the risks, size and complexity of the work. For an organization or individual to be competent we ensure they have sufficient knowledge of the specific tasks to be undertaken and the risks the work will entail. We also ensure they have sufficient experience and ability to carry out their duties in relation to the project; to recognise their limitations and take appropriate action in order to prevent harm to those carrying out construction work, or those affected by the work.

8. ENVIRONMENTAL

We are very passionate about the environment and creating a sustainable world to live in. We have a set of guidelines below that we work to:

1. Collaborating fully with all members of the project team and other Stakeholders to develop and adopt best practice sustainable development
2. Specifying materials which are durable, economic and don't require significant amounts of energy to produce
3. Consider as a first option, the use of recycled materials, eg construction demolition materials, and redevelopment sites against greenfield sites, where possible.
4. Local sourcing of labour and materials to reduce energy consumption
5. Considering the effects of movement of spoil on site and corresponding waste production and disposal.
6. Working in Partnership with suppliers, and customers to promote effective and meaningful environmental best practice

7. Adopting measures to prevent pollution and adverse impact on the environment and local community
8. Minimising waste, re-use and recycling where ever possible
9. Adopting energy efficient plant and materials
10. Balancing economic viability with environmental and social responsibility to provide lifetime design solutions
11. Developing a management system to demonstrate continual improvements in environmental and health and safety performance

9. INSURANCE

Public Liability insurance is taken out to cover any claims made during the construction process by a third party. This insurance will extend through the projects lifespan until adequate insurance has been put in place by the client at project handover. Insurance policy to be agreed by all parties.

All members of the design team are expected to carry professional indemnity insurance. Due to the various size and complexity of projects, this insurance would be assessed on an individual basis for compliance.

10. RISK AND FINANCIAL MANAGEMENT

No project is risk free, any risk is managed, shared, transferred or accepted. The project risks that we manage are quality and safety, cost management, time management (programme/schedule), scope and change management, procurement and contracts, people management, information management, external influences.

Project controls are set up; these controls are policies and procedures to ensure the efficient coordination, monitoring and management of a project. Project controls would include risks, communication, cost and schedule forecasting, business needs and the roles and responsibilities of the team.

Due to the vast experience we have across the industry (in all trades) it greatly reduces the risk due to the understanding of the design, manufacturing and construction process. We understand the timescales and risks associated with all of these industries and allow contingencies as we see necessary. These contingencies are put in place to both safeguard the company and client.