



Your Point – External
treatment and internal
wayfinding.

COMMISSION BRIEF



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

INTRODUCTION

The Point, owned and managed by Eastleigh Borough Council is undertaking an Arts Council Funded Small Capital grant programme called Your Point throughout 2019. As part of this refurbishment and transformation, one of the strands of work is to light up the building from the outside making it more visible to visitors, audience and place it firmly as a vibrant cultural destination in Eastleigh town centre. The commission will also encompass internal wayfinding to ensure once visitors are within the building they can orient themselves and navigate from place to place with ease. This commission wishes to enable the design & implementation of a digital lighting treatment to the outside of the venue to make it visibly bolder using artist designed lighting and continue the work inside the building to ensure a connection between the external and internal environments. This visually vibrant installation work will demonstrate to residents and businesses that we are dynamically engaged and attractive to sponsors and investors.

The site

The Point is a beautiful Victorian building in a central location in the small town of Eastleigh (pop. 28,000 Borough 130,000). It has been an arts centre since 1996 and has evolved and expanded to include a 312 seat auditorium, purpose built dance studio, studio theatre and double height creation space with accommodation. It attracts over 80,000 visitors per year, presents a mixed programme of small to mid-scale high quality touring work and community performances, and hosts over 30 residencies each year working with artists making new performance in dance, theatre, circus and comedy. It sits at the heart of the community and delivers community classes and programmes that are accessible by all.

Moving to the future, the building now needs to reaffirm its identity and have clear and purposeful visibility in its local context: historically it was and is now still perceived to be a public authority building, which from the outside can appear confusing and uninviting to its very local public and internally can be difficult to navigate. We want to give both the inside and outside of the building a more contemporary-feel and make the venue visibly bolder.





FUNCTIONAL REQUIREMENTS OF BRIEF

A creative design to ensure that The Point becomes more visible and modern both internally and externally, and to enable visitors to fully understand the role that The Point plays in the local area as well as nationally.

The designs should encourage people to visit The Point, as audience, participant, user and general visitor. This will entail clear way-marking which should lead people round to the front entrance and over the threshold and through the building, as well as being a beacon in the town, creating curiosity and interest and to ultimately increase footfall.

To encourage local pride and buy-in resulting in increased ticket sales and café/bar revenue.

The designs should be easy to maintain and keep in place long term, employ a sustainable design approach to lower energy usage with attention to implementation and long term usability.

CREATIVE REQUIREMENTS OF BRIEF

The designs can use a variety of methods - neon and floodlighting to draw attention to the building in a game changing way and projection where appropriate, to slough off old fashioned notions and attract new and diverse visitors.

The designs should aim to increase visibility of The Point from multiple aspects, using a combination of architectural lighting and projection taking the professional programme and venue's strapline Moving You as a jumping off point. The external design and concept should relate to the need for clear wayfinding through the building, as the building can sometimes feel difficult to navigate.

The process should aim to involve the community and artists who are presenting work or in residency at The Point in the design and creation and be responsive to the professional performance programme (dance/ physicality/ choreography)

COMMISSION TIMELINE

Deadline for Expressions of Interest: **12 noon Monday 20th May 2019**

Shortlisted Artists invited to develop design ideas: **May /June 2019**

Artist appointed for Commission: **June 2019**

Artist detailed concept development and design: **June/July 2019**

Fabrication & Installation: **August-October 2019**

Project completion: **November 2019**

BUDGET

The total budget for this work is in the region of **£20,000 exc VAT**. This is inclusive of design, materials, installations, all associated fees and expenses. We welcome proposals from groups.

ROLES AND RESPONSIBILITIES

The project is being managed by The Point's Artistic Director, and the project guided by a Project Steering Group with a membership of key stakeholders.

The appointed artist or company will be responsible for:

- a) Conceptual design development of the external treatment, including community consultation or workshopping.
- b) Development of the detailed concept and design.
- c) Detailed design of the external treatments includes the method of installation and functionality. This means the design and specification of equipment required and technical functional aspects of the work. The artist or company is encouraged to collaborate with an experienced production expert for implementation.

- d) Installation of the external treatment to a high quality standard of finish and function.
Where sub-contractors are used the artist or company must satisfy themselves of the ability, experience and qualification of the sub-contractors and all liability for defects in workmanship or function will remain with the artist/company.

HOW TO RESPOND TO THIS EXPRESSION OF INTEREST

In order to be considered for this commission, the applicant must supply:

1. Relevant CV;
2. Examples of similar or representative work;
3. The names and contact details of three relevant referees.

And:

4. A brief written statement (statement of intent) with relevant images/previous examples to explain:
 - a) Their proposed approach to undertaking this project;
 - b) How their previous experience relates to this project.
5. A draft budget

Shortlisting.

Submissions will go through a formal shortlisting process by the Project Steering Group:

The Expressions of Interest will be assessed according to the following criteria:

Criteria 1: Creative flair: Proof of capability in creating imaginative concepts and designs.

How assessed: Examples of previous work; Statement of Intent; references

Criteria 2: Practical application of artistic/design skills: Demonstration of ability to develop concepts and ideas into achievable and practicable results.

How assessed: CV; Examples of previous work; references -

Criteria 3: Experience and ability in working with stakeholders and the community, including young people.

How assessed: CV; Examples of previous work; references

Criteria 4: Experience and ability in working with other disciplines, such as production and digital experts.

How assessed: CV; Examples of previous work; references

SUBSEQUENT STAGES

Stage 2:

The shortlisted artists will be required to supply:

- 1) Outline design proposals in their chosen format
- 2) Brief written notes or statement to explain the concept, equipment required and how the community could be invited to participate in the design process.
- 3) An outline budget to demonstrate that the artist has considered the deliverability of the work. The budget must include the following items, as well as any additional costs that the artist identifies.
 - i) Artists design fees for all stages including detailed detail for implementation, including any costs for sub-contractors/technicians as required to realise the designs.
 - ii) Installation of the designs, including operation instructions, including all fees for sub-contractors.

The design proposals will be assessed according to the following criteria:

Criteria 1: The quality, originality and ambition of the creative idea at the heart of the proposal and its relevance to the commissioning context.

How assessed: Submitted proposals

Criteria 2: Fitness for purpose: Are the proposal likely to be sustainable and long lasting?

How assessed: Submitted proposals and written statement

Criteria 3: Deliverability: Are the proposals likely to be achievable for the budget?

How assessed: Submitted proposals, written statement and budget

Criteria 4: Quality and innovation of proposals for community engagement.

How assessed: Written statement

SUBMISSION AND DEADLINE

Please send your submission digitally in PDF format by email to sacha.lee@eastleigh.gov.uk

By 12 noon on Monday 20th May 2019

If you would like to have a tour of the site and building prior to the deadline, please email Louisa.Milburn@eastleigh.gov.uk

The successful applicant will be required to sign a funding agreement agreeing terms and conditions of the commission.