

**Commission Brief
Visual Art Design Installation**

Bullring Lower Mall East

Friday 23 - Monday 26 August 2024



Issued: 20 May 2024

Deadline For Submissions: 16 June 2024

OVERVIEW:

Birmingham Weekender is a major, free festival produced by Birmingham Hippodrome, taking place from 23 to 26 August 2024. It sees the city's public spaces burst into colourful life: showcasing surprising, spectacular performances from local, national & international artists; engaging communities in immersive environments, play spaces & art trails.

To get a flavour for the festival you can watch a wrap up video from last year's festival [here](#).

Birmingham Hippodrome are seeking one (or a group of) Birmingham or West Midlands creatives to design and deliver a captivating indoor visual art installation as part of a '**Selfie Studio**' within **Bullring (Outside Selfridges)** as part of **Birmingham Weekender 2024**.

The designs will be visible from distance and across all three levels of the mall while embracing the joy, colour, and playfulness of the festival.

Submissions are open now and close on **Sunday 16 June**.

The total budget for design and realisation is £6,000 for the project, with a separate budget available for Birmingham Hippodrome to source/create the selfie studio structure. Birmingham Hippodrome is open to collective applications or splitting the fee between multiple creatives.

PROJECT OBJECTIVES:

- Promote festival awareness by integrating themes of joy, colour and playfulness.
- Provide attendees with a fun and interactive activity that encourages engagement.
- Create a memorable experience that encourages shared social media content.
- Enhance the visual landscape of the Bullring Lower East Mall site for the festival.

DESIGN REQUIREMENTS:

- The design should be visually striking and captivating, drawing festival attendees in with vibrant colours and dynamic forms.
- It should be accessible to people of all ages and abilities and encourage interaction.
- The work needs to be easy to install and if technical aspects are required, please factor this into your budget.
- All materials must have a 'Class 0 Fire Rating', in line with safety policies, however the team will be able to work with you through scoping and development to identify suitable measures or alternatives – don't let this limit the design ideas initially.

SUSTAINABILITY AND ACCESSIBILITY:

Birmingham Hippodrome is committed to placing inclusion and sustainable practices at the heart of all we do. We ask that consideration is given to the sustainability of the work through use of materials and after life once the festival has finished and that it is designed with universal accessibility in mind, ensuring people of all abilities can engage with and enjoy the experience.

BUDGET:

- The total budget for the project, including production and artist fees is £6,000.
- Proposals should outline estimated costs for design fees, materials, fabrication, build and installation (to only include artistic elements rather than the booth structure).

CRITERIA:

This commission is open to creatives who are:

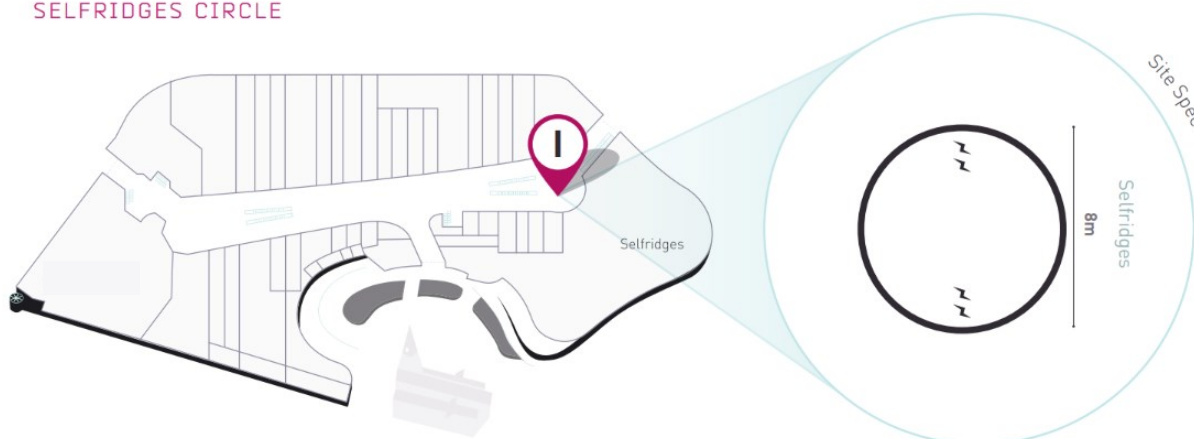
- Working and/or resident in Birmingham and West Midlands Combined Authority area.
- Over 18 years of age.

SITE:

- 8m diameter site. Height limit 2.5m
- Flat tiled floor, no screwing or attaching to the floor permitted.
- 4 x 13amp sockets and 1 x32 amp (up to 63amp single phase available)

Site I

SELFRIDGES CIRCLE



TIMELINE:

30 May – 5.30–6.30pm	Q&A Session
16 June	Deadline for Submissions
20 June	Selection Day & Notify Creative(s)
19 July	Design Deadline
22 August	Install Complete
23 – 26 August	Birmingham Weekender Festival Days
26 / 27 August TBC	De-rig

SUBMISSION REQUIREMENTS:

Your proposal could be in written (max 3 sides), video or audio (max 10 minutes) format but must include.

- Conceptual design sketches and visuals for the proposed installation.
- Description of materials and construction methods to be used.
- Estimated budget breakdown for design fees, materials, fabrication, build and installation.
- A timeline of how you will achieve your vision.
- Links to previous design work or supporting information.

Please send your proposal to: festivals@birminghamhippodrome.com with the subject header **YOUR NAME – Birmingham Weekender Design Proposal**

SHORTLISTING:

Shortlisting will be completed within 2 weeks of the deadline by Birmingham Hippodrome. We may come back to applicants with additional questions to refine our understanding. A selection panel comprising of members of Birmingham Hippodrome staff and Hippodrome Young Advocates will review commission applications. We may invite you to attend this selection process day on 20 June.

Recognising under-representation of Black, Asian, and global majority people, and those with disabilities in our work, we particularly welcome commission applications from those backgrounds, identities, and experiences.

Your personal data will be held securely by Birmingham Hippodrome in accordance with the GDPR. The information you provide will be shared with the commission selection panel for the purposes of managing and communicating with you about this commission and its outcomes, and for reporting internally, to funders, and statutory bodies as part of standard reporting processes.

To ask questions about the commission or discuss any access support needs, this can be arranged over video call or by email. Please get in touch with us via: festivals@birminghamhippodrome.com

BIRMINGHAM HIPPODROME SUPPORT:

Subject to the commission expenditure and further refinement, Birmingham Hippodrome (or partners) could support with elements of the installation commission.

- Advice and expertise in how to realise the design installation in the Bullring from a team who have worked in this space previously.
- Partner companies to support with fabrication of a design within the budget available.
- Support with installation methods for suspension of elements of a design.
- Fire and safety compliance – including provision of firefighting equipment.

Birmingham Hippodrome will take responsibility for the Event Management and safe running of Birmingham Weekender, therefore will require appropriate health and safety documentation relating to the commission.

Birmingham Hippodrome will oversee all marketing and communications associated with Birmingham Weekender in conjunction with partners including Bullring & Grand Central. Opportunities for artwork announcements, interviews and further PR support will be available for the commission as part of the festival. We may require you to consider the festival branding within designed elements, and it may be necessary to incorporate logo promotion for partners and sponsors into the design of the site.

HIPPODROME YOUNG ADVOCATES IDEAS AND FEEDBACK:

We worked with our current cohort of Young Advocates to gather insight and ideas to inspire this commission. We would be interested to see ideas that draw from these inspiration points.

- Birmingham History
- 3D illusion art
- Positive affirmations
- Paint by numbers
- Scavenger hunt
- Fun fair
- Confessions
- Different rooms/murals for different ages.

INSPIRATION IMAGES

