



Brighton & Hove Museums

Graphic Design Brief: *Fashion Cities Africa*

Introduction

Taking place from April 2016 to January 2017, this new exhibition at Brighton Museum & Art Gallery explores practices of dress, fashion and styling in four African cities: Casablanca (Morocco), Lagos (Nigeria), Nairobi (Kenya) and Johannesburg (South Africa).

The exhibition is structured around the four cities which will each be given a clear visual identity through large images, film and sound. Each city will be represented in fashion terms by outfits worn by five people and accompanied by their individual narratives to reveal the role of the individual in articulating new ideas of fashion, style and identity

Fashion Cities Africa takes its lead from the Museum's important collection of historic African textiles but develops the theme to look at recent and contemporary fashions associated with these distinctive metropolises. In focusing upon dress worn by specific individuals it highlights the role of the individual in forming new (dress) identities. Featured outfits will reveal the huge diversity of dress practices across the continent including reinterpretations of traditional, or 'ethnic, dress, streetstyle, tailoring and couture.

The exhibition is accompanied by a community engagement programme and a vibrant and engaging events programme including music, dance, performance, workshops, talks and debates.

Visual identity

Given the wide geographical focus of the exhibition and diversity of exhibits we are looking for a graphic designer who can create **a clear visual identity for the exhibition suitable for use across all its platforms** – in exhibition graphics, on-site signage and visitor orientation, print and online publicity.

This identity must be appropriate to the exhibition content (recent/contemporary African fashion) as well as visually striking and accessible. Applicants should have experience of producing design work for cultural organisations, be able to attend occasional meetings at Brighton Museum & Art Gallery and willing to present ideas to museum staff and stakeholders. They need to be prepared to work collaboratively with the

Museum project team, particularly the in-house graphic designer and 3-D designer.

The successful applicant is expected to produce a *Fashion Cities Africa* **branding and visual identity guidelines document**, as well as a series of design templates which can be used by the exhibitions team and in all communications and marketing of the exhibition.

The *Fashion Cities Africa* branding and visual identity guidelines document needs to include details on the following design elements:

- Suggested layout/style for exhibition graphics, including printed and onscreen
- Usage of fonts
- Colour palette
- Use of photographic images
- Location of logos and credits

Templates for the following marketing materials are required:

- Flyer (4pp A5)
- Poster (double crown and A3)
- E-banner
- Exterior flag
- Banner

Templates for the following exhibition graphics are required:

- Vinyl headings
- Text panels
- Object labels
- Film captions

Please note that these lists are not exhaustive and additional templates may be required as part of this project for no additional fee.

Timescales

Please send **an expression of interest with your CV and examples of your previous work** (this can be a link to a website) to Fiona Redford by midnight on Sunday 1 March 2015.

Email: fiona.redford@brighton-hove.gov.uk

Interviews to be held the week commencing 9 March 2015.

Fee

£5000 (to be paid in instalments based on agreed contract and schedule)