

# Brighton & Hove Museums Creative Brief

PROJECT TITLE	Brighton Museum and Art Gallery Mural		
CLIENT NAME	Brighton & Hove Museums		
POINT OF CONTACT NAME	Kate Turnbull	PHONE	07854401040
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<b>PROJECT</b> purpose and opportunity	<p>Brighton Museum &amp; Art Gallery is a Grade II* listed Georgian building on the Royal Pavilion Estate dating from 1804, part of a complex with the Dome Theatre. The Museum holds two designated collections, World Arts &amp; Anthropology, and Decorative Arts and other collections of fine art, ceramics and furniture. A 2019 Condition Survey found that the roof of the Museum needed urgent repairs to the Georgian glass lantern above the central main gallery. Many of the structural elements of the roof are in urgent need of replacement which is essential to ensure the safety of the galleries, exhibits, staff and visitors beneath. The work will mean that the 20<sup>th</sup> Century Gallery will be closed for around 10 months while the work takes place. A crash deck will be erected and each side of the gallery will be shut off to the public by a large piece of hoarding which will measure circa 9m width and 4 m high but dimensions will be finalised closer to the time.</p> <p>B&amp;HM would like to commission an artist to bring one of these two large hoardings to life in an interesting and innovative way.</p>
<b>OBJECTIVE</b> what does the project work to achieve?	<p>B&amp;HM is calling on artists to submit proposals for this temporary large scale hoarding. The objective of this art will be:</p> <ul style="list-style-type: none"> <li>- To provide a moment of inspiration and interest to visitors to the Brighton Museum and Art Gallery as they walk through the remaining open galleries</li> <li>- To build on Brighton Museum &amp; Art Gallery's ethos of pushing boundaries, innovation and exploration</li> <li>- To engage multi-generational, diverse audiences in the importance of creativity as a form of expression</li> </ul>
<b>TARGET AUDIENCE</b> who are we trying to reach?	<p>Brighton &amp; Hove residents Art lovers Domestic tourists and daytrippers School groups University students Visitors to the temporary exhibitions in that time – Wildlife Photographer of the Year</p>
<b>ATTITUDE</b> style and tone	<p>We would like artists, designers, creators and makers to respond to the phrase <b>"Always Surprising: Unmistakably Brighton and Hove"</b> . This can be done in any form including, but not exclusive to:</p> <ul style="list-style-type: none"> <li>• Expressing Emotions: Convey specific emotions or a mood through the use of colour, form, and composition.</li> <li>• Telling a Story: Narrate a story or a series of events, providing viewers with a visual narrative to engage with.</li> <li>• Exploring a Theme: Delve into a particular theme or concept, such as identity, nature, technology, or social issues.</li> <li>• Provoking Thought: Challenge the viewer's perspectives and provoke critical thinking or self-reflection.</li> <li>• Aesthetic Appeal: Create a visually pleasing piece that captures beauty and elegance through artistic techniques.</li> </ul>

	<ul style="list-style-type: none"> <li>• Cultural Reflection: Reflect on or celebrate cultural heritage, traditions, or contemporary cultural phenomena.</li> <li>• Technical Skill Display: Showcase mastery of specific techniques or mediums, demonstrating the artist's technical prowess.</li> <li>• Innovation: Experiment with new techniques, mediums, or concepts to push the boundaries of traditional art forms.</li> <li>• Engagement: Engage viewers in an interactive or participatory experience, encouraging them to interact with the piece.</li> <li>• Symbolism: Use symbolism and metaphor to convey deeper meanings and layers of interpretation.</li> <li>• Personal Expression: Share personal experiences, thoughts, or beliefs, providing insight into the artist's perspective.</li> <li>• Awareness and Advocacy: Raise awareness about specific issues or advocate for social, environmental, or political change.</li> </ul>
<p><b>MESSAGE</b> what is the key idea to be remembered?</p>	<p>We want people to be left surprised, We are a world-renowned home for the curious, creative and progressive and this should be reflected in the work. Many influences converge within our attractions – royal and rebel, dandy and dreamer, artist and activist – and we'd like the work to compliment this diversity.</p>
<p><b>DELIVERABLES &amp; FORMAT</b> describe key pieces to be produced</p>	<p>The art piece will need to be created off-site in a studio as it will not be possible to create once the roof restoration has begun and the hoarding is in place. We are open to different mediums, but the piece should have longevity to last the full 10 month period in situ. We are open to have the piece changing in this time, should interaction be an element.</p> <p>The size of the artwork will be advised in due course, but we are working to circa 9m width and 4m height at this stage. The work will need to be split into sections to allow access through the gallery doors on installation day.</p> <p>Again, we will advise in due course, but any sort of wood or canvas is possible for the space and will be affixed to the construction hoarding.</p> <p>Please note, the mural must be thoroughly dry and off-gassed for a minimum of two weeks before installation in the artist's workshop. This precautionary measure is crucial to prevent the introduction of VOCs into the space and to ensure the paint's firm adherence, thereby reducing the risk of the medium breaking off and becoming a choking hazard. It's important to note that additional mediums other than paint on the mural should not be organic and, therefore, attractive to pests.</p> <p>A written and visual proposal should be submitted to <a href="mailto:kate.turnbull@rpmt.org.uk">kate.turnbull@rpmt.org.uk</a> by 10am on 1 July 2024. The proposal should include:</p> <ul style="list-style-type: none"> <li>- Portfolio of previous work</li> <li>- Written and visual outline of Brighton Museum proposal</li> <li>- Timescales</li> <li>- Any additional requirements</li> <li>- Information on how you will help us market the work</li> </ul>
<p><b>SCHEDULE</b> projected timeline, important dates, deadlines, etc.</p>	<p>RFP open: 7 June – 7 July Shortlisting and artist chosen: w/c 8 July Work complete and installed: 10 September (approx.)</p>
<p><b>BUDGET</b></p>	<p>Circa £5,000 (inc materials)</p>



