

# Brighton & Hove Museums Creative Brief

PROJECT TITLE	Brighton Museum and Art Gallery Art Tunnel Installation		
CLIENT NAME	Brighton & Hove Museums		
POINT OF CONTACT NAME	Kate Turnbull	PHONE	07854401040
JOB TITLE	Head of Marketing, Digital and Communications	E-MAIL	Kate.turnbull@rpmt.org.uk

<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.</p> <p>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 and reglazing, essential to ensure the safety of the galleries, exhibits, staff and visitors beneath.</p> <p>The work will mean that the 20<sup>th</sup> Century Gallery will be closed for 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 hoarding.</p> <p>B&amp;HM would like to commission an artist to convert an area on the first floor balcony of the Brighton Museum and Gallery into an immersive installation using light or visuals or both. As a result of the roof project's hoarding on the North end of the gallery and the crash deck erection overhead, this space, which is outside the temporary exhibitions will become a tunnel-like space. In keeping with the artistic nature and purpose of the building, and utilising this space efficiently for the full 10 months it is in place, B&amp;HM want to create an interesting, immersive space for visitors with a theme around wildlife / conservation / environment, which will complement the temporary exhibition – Wildlife Photographer of the Year and then after that a butterfly nature exhibition.</p> <p>The approx. size of the space is and a visual is included in this RFP, but is subject to slight change.</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 covered tunnel space. 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 planned wildlife exhibitions that are in the temporary exhibition spaces from Sept 2024 – Aug 2025, which include Wildlife Photographer of the Year and a butterfly-focused nature exhibition. In this respect, the installation should respond to the theme of wildlife / conservation / environment / natural world. This can be done in any form including, but not exclusive to:</p>

- Expressing Emotions: Convey specific emotions or a mood through the use of colour, form, and composition.
- Telling a Story: Narrate a story or a series of events, providing viewers with a visual narrative to engage with.
- Exploring a Theme: Delve into a particular theme or concept, such as identity, nature, technology, or social issues.
- Provoking Thought: Challenge the viewer's perspectives and provoke critical thinking or self-reflection.
- Aesthetic Appeal: Create a visually pleasing piece that captures beauty and elegance through artistic techniques.
- Cultural Reflection: Reflect on or celebrate cultural heritage, traditions, or contemporary cultural phenomena.
- Technical Skill Display: Showcase mastery of specific techniques or mediums, demonstrating the artist's technical prowess.
- Innovation: Experiment with new techniques, mediums, or concepts to push the boundaries of traditional art forms.
- Engagement: Engage viewers in an interactive or participatory experience, encouraging them to interact with the piece.
- Symbolism: Use symbolism and metaphor to convey deeper meanings and layers of interpretation.
- Personal Expression: Share personal experiences, thoughts, or beliefs, providing insight into the artist's perspective.
- Awareness and Advocacy: Raise awareness about specific issues or advocate for social, environmental, or political change.

**MESSAGE**

what is the key idea to be remembered?

We want this installation to add value to the visitor experience of the Museum as a whole, inspiring thought, engagement and imagination from those who pass through it., We are a world-renowned home for the curious, creative and progressive and this should be reflected in the work.

**DELIVERABLES & FORMAT**

describe key pieces to be produced

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 and embrace new technology, but the piece should have longevity to last the full 10 month period in situ.

The art piece will need to be installed in and around the 'tunnel' created by the crash deck and hoarding with an approximate size outline below, which is subject to change at this stage.

We are open to suggestions of materials as long as they adhere to our Health and Safety policy.

A written and visual proposal should be submitted to [kate.turnbull@rpmt.org.uk](mailto:kate.turnbull@rpmt.org.uk) by 10am on 1 July 2024. The proposal should include:

- Portfolio of previous work
- Written and visual outline of Brighton Museum proposal
- Timescales
- Any additional requirements
- Information on how you will help us market the work

**SCHEDULE**

projected timeline,  
important dates,  
deadlines, etc.

RFP open 7 June – 7 July  
Shortlisting and artist chosen: w/c 8 July  
Work complete and installed by mid September 2024

**BUDGET**

Circa £8,000 including materials

Tunnel is the blue line outlined below







