



PROJECT IN DETAIL

Project Title	Yate International Academy Drum Projection	Ref.	TO1423
Location	Sundridge Park, Yate, Bristol, BS37 4DX	Date	03.04.12

Purpose:
The purpose of this document is to identify the key aspects of the procurement, appointment and management of an artist for a digital art work to be projected onto the 'Drum' in the new school building.

Primary Team		
Client:	Willmott Dixon Construction Limited	Mr David Glynn – Senior Design Manager (PRIMARY CONTACT) david.glynn@willmottdixon.co.uk 07837065894 Mr Jason Hunt – Construction Manager jason.hunt@willmottdixon.co.uk 07794200969
School:	Yate International Academy	Mr Roger Gilbert – Principal Ms Anna Stevenson – Head of Art Mr John Stubbs – Teacher of Photography
Local Authority:	South Gloucestershire Council	Ms Alison Catlin – Arts Officer
Architect	Aedas (Bristol)	Mr Matt Colclough Ms Katie Bruce
School's Project Manager	MACE	Mr Ashley Thorpe
School's ICT Specialists & Projection Hardware & Software Providers	Navigant IDNS	Mr Jonathan Coyles Mr Jamie Reynolds

Key Stakeholders (other than those identified above):

The project stakeholders, external to the client organisation are listed below:

- The School's Pupils
- The School's Teachers and Support Staff
- The School's Sponsors – The Ridings Federation
- Visitors to the School and the general Public

Scheme Brief:	
Business Case:	The Project comprises a video art work to be projected onto a wall which is curved on plan and approximately 12m wide by 3.21 m high. Hardware and software is by others. The Project should include engagement with the school's Pupils. The background to the projection is a 'dot matrix' map of the world.
Target Capital Cost (Budget)	£3000.00 exc VAT



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Background

Yate International Academy was established in September 2009, formerly King Edmund Community School. Its curriculum is based upon the International Baccalaureate Middle Years Programme, and it prides itself on its international theme and outlook.

Willmott Dixon Construction secured a Design and Build Contract for the redevelopment of the school in 2009 – 2010 with construction starting in 2010 and handover of the new buildings due for July 2012 with occupation in September 2012.

A key element of the new buildings' design, by Aedas Architects working for Willmott Dixon Ltd, is the 'Hub' (sometimes called 'Drum'), a substantial 'feature' internal curved wall at the school's entrance which envelops the school's reception, library and hall / drama studio.

The Hub Wall also serves as a screen for projection of an image / art work. Three projectors will use blending hardware and software to project an image over a (curved in plan) area of approximately 12m x 3.21m. The wall is matt white and also has a 'dot matrix' map of the world which will comprise self-adhesive light-grey vinyl dots, applied by others.

We wish to commission a digital art work, which may comprise still or animated images, to welcome pupils, staff and visitors to the school and encapsulate its identity.

The work:

- o Needs 'wow' factor given its prominence to the school's entrance
- o Needs to convey internationalism of school at forefront of building
- o Could include international dimension with art and photography
- o Captures location of Academy in local and international context
- o Is informative
- o Could be a facility for pupils to show their art too
- o Could reference to the school's science specialism or other factors linking the school to the wider context.
- o May incorporate the school's logo
- o Can link with LCD projectors around the school
- o Imposes the school's identity onto VLE (Virtual Learning Environment)

Key Drivers, Aims & Objectives:
(high level brief....what the art work is providing...school's aspirations... anything special)

The artist should work with the school and the pupils to identify what is important to them and what they want to convey to visitors.





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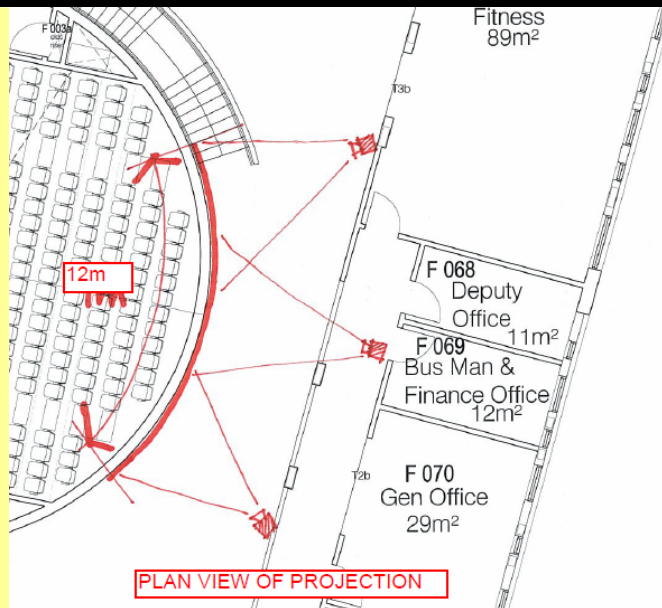
Artists Profile	<p>The Commissioned Artist(s) will have a strong track record in film, photography and digital media. They should have a experience of large scale projection and be able to work effectively with the hardware/software providers to maximise the potential of the technology available. They will be well organised, with excellent communication skills. They will also have a good understanding of access, equalities and social inclusion issues.</p> <p>The Commissioned Artist(s) will be inspiring, dynamic, highly motivated, energetic and enthusiastic. They will also be highly skilled at inspiring and enabling people from a variety of cultures, ages and backgrounds to engage with the visioning and design process.</p> <p>They should have considerable experience of installing works in public spaces and should have good experience of public art project management.</p> <p>Artists should have a current enhanced CRB check.</p>
Software and Hardware	<ul style="list-style-type: none">o The notional projection area is 12m x 3.21mo The software can be used and adapted in the future by the school's ICT technician staffo There will be capability to show separate imageso File formats JPEG, MPEG etc
Target Deadlines	<p>Artist's response to tender and submission of proposals: 5.00 pm 5th May 2012. To be sent by e-mail to David Glynn and be no greater than 5 Meg in size, approximately 6 sides A4.</p> <p>Artist's selection interview: 1st June 2012 TBC</p> <p>Artists engagement with School and Stakeholders: June 2012</p> <p>Artists presentation of draft proposals: 13th July 2012</p> <p>Completion of commission and delivery: 24th August 2012</p>
Artists' tender submission / proposals to include:	<ul style="list-style-type: none">▪ CV▪ Examples of previous work▪ Approach to the commission (1 side A4)▪ Programme / Schedule of timescales▪ Budget breakdown / rates (NB commission is to be on a 'lump sum, all inclusive' basis)
Any other special requirements	<p>The projection will need to be acceptable to viewers with autism and epilepsy.</p> <p>The art work may incorporate / be blended with other elements, streams or pupils' work at a later date</p>



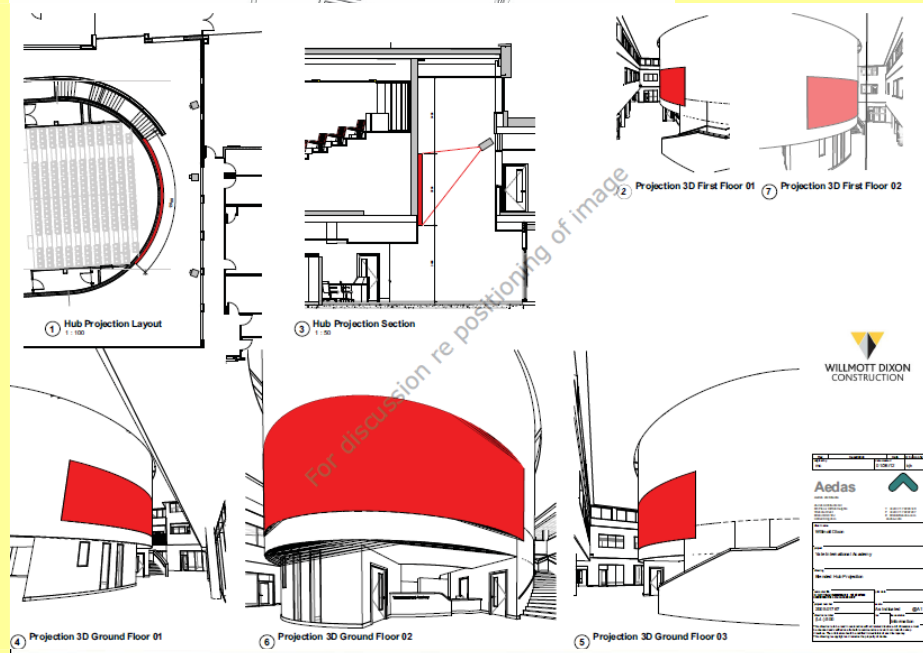
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Images

Indication of Projectors' layout and Projection



Positioning of Image



'Dot Matrix' background to image (NB this is by others, based on a copyright free world map, but the Artist will be invited to contribute / influence its format)





The Ridings' Federation
Yate International Academy

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