

## **Exhibition Design and Lighting Brief**

Contract No. IWM/Nor/1521

### ***The Enemy: The Wars of Wyndham Lewis* \*working title**



*Portrait of the Artist as the Painter Raphael* (1921) Manchester Art Gallery

***‘Wyndham Lewis was too good at too many things to fit happily into a history of twentieth-century British art’*** Curator at

Manchester City Art Gallery, in the exhibition catalogue forward for the UK’s last Lewis retrospective exhibition, 1980

**Submission Return Date:**

***10.00, Monday 11 July 2016***

## **Scope of Brief**

This brief is for the Exhibition and Lighting design of our forthcoming special exhibition at IWM North *The Enemy: The Wars of Wyndham Lewis* (working title).

Forming part of a new and dynamic programme of changing exhibitions at IWM North, a retrospective of Wyndham Lewis, Britain's only true modernist artist, complements the relationship that emerges between his art and the dynamic spaces of the Daniel Libeskind architecture of IWM North. The Exhibition will be the first major UK retrospective of Lewis for almost 40 years and the first at a UK national institution since the Tate's retrospective in 1956 - during the artist's lifetime. It will occur on the 60th anniversary of Lewis's death and a hundred years after his commission as an official war artist in 1917. The show will form a part of our First World War Centenary programme.

The design will require careful consideration and development of the 'look and feel' of the exhibition to build a picture of Wyndham Lewis, his art and consider his career as a whole.

Working with the Exhibition Curator and Exhibition Manager you will develop the 'look and feel' of the exhibition, graphics, navigation, layout, AV and lighting. You will work alongside the IWM North Exhibition Manager, Principal Designer, appointed Build contractor, and any sub-contractors, to time and to agreed budget. Co-ordination and liaison regarding the production and installation of the exhibition should follow CDM regulations. The Principle Designer role under CDM regulations will be taken on by a third party Fraser Randall <http://www.fraserrandall.co.uk>. The contract for the Build of the exhibition has been awarded to Qwerk <http://qwerk.biz> under a separate contract.

Your response to this brief will take the form of a creative response visually demonstrating your approach to creating a sophisticated, at times immersive and atmospheric design. Wyndham Lewis was a controversial figure who was admired and vilified at the same time. He was a radical force in British art and literature and responded to the most violent and chaotic period in human history. He was a man of many contradictions, and many faces, with his work being powerful, turbulent, bleak, resolute and uncompromising. Conflict was a pivotal moment in his life and career that produced some of the most challenging, experimental, imaginative and, ultimately, misunderstood art. He sought to understand and express the debilitating impact of the conflict on the human psyche.

***'There is for me no good war and bad war. There is only bad war.'*** Wyndham Lewis, 1937

Your tender response should cover all aspects in the brief and the costings for each element must be shown separately. Details of the design approach and aspect requirements can be found in section 5 Scope of Contract. Accompanying documentation can be found in Appendix A.

## **Schedule 1 – Introduction to Imperial War Museums (IWM)**

### **1.0 Introduction to Imperial War Museums (IWM)**

#### **1.1 Who we are:**

IWM (Imperial War Museums) is the world's leading authority on conflict and its impact, focusing on Britain, its former Empire and the Commonwealth, from the First World War to the present.

#### **What we do:**

We are dedicated to recording people's experiences of modern conflict, exploring the causes of war and its impact on people's lives. Our collections are made up of the everyday and the exceptional, and are drawn from people of all walks of life. They reflect the total nature of war and reveal stories of people, places, ideas and events.

#### **How we do it:**

We make our unique collections relevant to contemporary audiences by creating vivid personal stories and powerful physical experiences that engage visitors of all ages with the issues of war and conflict, across our five museums.

#### **Why we do it:**

War changes us and the world we live in. IWM reflects the realities of war as both a destructive and creative force, and challenges people to look at conflict from different perspectives.

- 1.2 IWM is a non-departmental public body (NDPB) overseen by a Board of Trustees and its Chairman. Its sponsor department is the Department of Culture, Media & Sport (DCMS).
- 1.3 Further information about IWM and all of its branches can be obtained from our website on [www.iwm.org.uk](http://www.iwm.org.uk)
- 1.4 IWM is an exempt charity under the terms of the Charities Act 1993 Schedule 2 (u) and (w). As such we do not have a Charity Registration No.

### **2.0 Introduction to IWM North**

- 2.1 Housed in a stunning building designed by Daniel Libeskind, IWM North opened in July 2002 on the south side of the Manchester Ship Canal opposite the Lowry Arts Centre. The new destination known as The Quays has been created on the site of the old Port of Manchester and is a key part of the tourism offer for Manchester city-region. Incorporating a mix of cultural venues, sports arenas, retail, offices and apartments: from January 2011, the £600m MediaCityUK development began to be occupied by broadcasters and production companies led by 5 departments of the BBC, along with parts of Salford University, a major hotel and retail units, all centred on a complex of 7 commercial studios and post-production facilities run by Peel Media Ltd. ITV and Coronation Street also opened studios next door to IWM North in 2013. The Quays is already firmly on the regional map as a centre of excellence for the performing arts and museums, and MediaCityUK will increase both footfall to, and the reputation of, this established cultural centre.
- 2.2 IWM North currently welcomes around 260,000 visitors each year and has established itself as a key cultural player in the North. IWM North, part of Imperial War Museums, explores the impact of war on everyone involved, from the First World War to the present day and brings the national collection to northern audiences and reveal the relevance of personal experiences of war and conflict to our lives today. The iconic building, innovative and dynamic exhibitions, use of digital media and public events explore how war shapes lives and inspire and encourage debate.

IWM North's building was designed by award-winning architect Daniel Libeskind to represent a world torn apart by war and the three fragments that form the building's 'shards' represent conflict on land, in the air and on water.

- 2.3 IWM North's focus is on how 'war shapes lives' and we aim to deliver an innovative, cutting edge public offer to explain this key message. To set the scene for each visitor, we already have the extraordinary architecture of Daniel Libeskind, recently enhanced by substantial works to the quayside adjacent to IWM North in 2010 through a partnership between IWM, Irwell River Park and Peel Media. This scheme which was funded by the Northwest Development Agency was created in partnership with the Irwell River Park. It greatly improves the northern aspect by day as well as creating a new public space with 24 hour access to complete The Quays 'circle' for pedestrians and cyclists.
- 2.4 Special exhibitions at IWM North constitute the museum's principle marketable change. They must have impact to drive both first time and repeat visitors, and must meet their expectations by providing an engaging, enjoyable and fulfilling visitor experience. An impactful exhibition design is critical to achieving the success.
- 2.5 Since opening in 2002, IWM North has fast become one of the most popular visitor attractions in the North West, welcoming over 3 million visitors to date and winning over 30 awards.
- 2.6 IWM North is a different kind of museum. It tackles the themes of war and conflict in innovative ways, using sound and film archives of IWM to great effect. It aims to explain the way that conflict has affected all of our lives and promotes the awareness of the responsibilities of citizenship by telling the stories of men, women and children who have experienced conflict through powerful exhibitions, interactive displays, the Big Picture (a 360° light and sound show), tours, object handling sessions, and family activities.
- 2.7 Together with the Lowry, the arrival of five BBC departments at MediaCity:UK in 2011 and ITV and Coronation Street studios in 2013, IWM North contributes to the regeneration of The Quays area, creating a major visitor destination for the 21<sup>st</sup> century.

### **3.0 Brand summary**

- 3.1 IWM is the world's leading authority on conflict and its impact, focusing on Britain, its former Empire and the Commonwealth, from the First World War to the present.
- 3.2 Our vision is to enrich people's understanding of the causes, course and consequences of war. Through unique collections, vivid personal stories and powerful physical experiences, we engage visitors of all ages with the issues of modern conflict. We tell powerful and extraordinary stories of people and places, ideas and events.

#### **3.3 Brand values:** **COURAGEOUS**

We're always respectful of people's courage in the face of war, but we're not afraid to be provocative or to challenge established perceptions and ideas.

#### **AUTHORITATIVE**

We're proud of our deep knowledge of our subject and the way we talk is authoritative without being patronising or aloof.

#### **RELEVANT**

It's important to address different audiences in a language that's relevant to them and to make connections between the subject matter and contemporary life.

#### **EMPATHETIC**

War is a highly emotive subject and we need to be sensitive to the feelings of all our audiences,

#### **4.0 Special Exhibitions Gallery**

The Special Exhibitions Gallery is an extraordinary and compelling space, unrivalled in the UK.

At 500sq metres it is one of the largest temporary exhibition galleries outside of London and its

unique design provides a powerful setting for a diverse range of major national and international exhibitions. The unpredictability of the architecture – including two aluminium-clad walls that pierce the exhibition space, and a ceiling that plummets in one corner and swoops upwards in another – presents both a challenge and an opportunity in terms of exhibition design and content. Effective design and lighting solutions are crucial to the success of each exhibition. This will be a charging exhibition at IWM North.

#### **5.0 Scope of Contracts**

The Contract covers the appointment of an exhibition designer to undertake the design, lighting and co-ordination of design services as identified in the tender pack, for the forthcoming *The Enemy: The Wars of Wyndham Lewis* (working title) exhibition to be installed at IWM North and to run between June 2017 until end April/beginning May 2018

Please refer to the exhibition brief in Appendix A for more details about the exhibition.

#### **Design approach**

Making the most of the dramatic architecture of the Special Exhibition Gallery, the design needs to create dramatic and beautiful vistas, alongside a natural flow taking the visitor on an engaging journey through the exhibition sections.

The design will require careful consideration and development of the exhibition layout, to suit and respond to the Special Exhibitions Gallery at IWM North.

#### **Key design requirements**

##### **3D and 2D**

Working with IWM staff you will lead on the 'look and feel' of the exhibition, including design concepts and layout (including the exhibition entrance), pace, visitor flow and overall engagement, graphic (including text, wall and case captions), wall and floor colours, integration of the bespoke AV content, and will also input into the final layout of artworks and objects in cases.

You will develop all exhibition graphic design to print-ready artwork, with accompanying graphics specification and schedule.

You will be required to work with all appointed contractors and coordinate all the design developments (3D, 2D and lighting) and lead on the communication of this with IWM staff. This will include presenting at each key stage of the design.

##### **Lighting**

Working with IWM staff, the lighting for the exhibition should reflect the content and provide atmosphere, drama and a sense of theatre where required. Creative use of lighting will be critical to showcasing the artworks and the overall exhibition atmosphere. It must be

considered alongside the rest of the design, both the general atmospheric gallery lighting, lighting for artworks on walls, in cases and for freestanding objects.

Lighting must also take into consideration accessibility, as well as adhering to the correct light levels for the art and objects on display. Showcase lighting must comply with the IWM Department of Collection Management (DCM) guidelines in order to limit damage to exhibits.

There is existing track lighting in the gallery at high level, but this level varies as the ceiling slopes. Please refer to the lighting plan for positioning of the track in the gallery ceiling.

Emergency lighting will need to be considered and designed into the layout and lighting design.

There are a number of existing fittings which can be re-used for the exhibition. IWM technicians will work with the lighting designer and their team to install all gallery lighting fittings and case lighting.

The design is a very important aspect of the exhibition and should be simple, sophisticated, at times immersive and atmospheric. It must reflect both his life and work of Wyndham Lewis as well as the struggles and his developments in each section. Making the most of the striking artworks and the relationship between his work and the buildings architecture.

At all times the design should complement rather than compete with the artworks and strong architectural nature of the gallery, which is in itself a statement on our difficult subject matter. The exhibition should have a sense of pace and each section its own identity reflecting the mood and storyline. Colour can be used carefully to bring the exhibition to life. AV (original film) maybe used to provide context to the content, introduce movement and pace in the exhibition through variations with scale. The height of the gallery should be used and vistas through the gallery should be explored to create moments of more open spaces, mixed with more intimate spaces.

A successful design will need to help create intimate and personal experiences for the visitor engaging with the art in the gallery. The design will need to incorporate a small number of cases for bookworks, journals, pamphlets and other supporting material.

It will be important to consider in your designs how you will create pace change and attract and hold visitor engagement and encourage discussion. The exhibition will require space for visitor engagement and reflection throughout the gallery as well as at the end. The design should enhance the ability for visitor engagement and reflection, creating an environment where the visitor should feel challenged by the exhibitions content, and comfortable to discover and experience the art.

A well thought out design is required to create a simple, sharp, contemporary and sophisticated look and feel to the exhibition, which supports the key messages and compliments the art work without detracting or competing with them.

The successful design will encourage active engagement and deliver clear way-finding (with the clear delineation of the sections throughout the exhibition, either physically, graphically or both) in accessible, innovative and engaging ways, and fitting with the brand values of IWM North. Seating areas throughout the gallery will be important.

## **Text**

The text hierarchy is being developed by the Exhibition Curator, alongside the research and writing of the text.



## **AV and Interactives**

The exhibition will contain audio and film clips of and about Wyndham Lewis and contextual content. We are also looking at developing a 'Talking Heads' film piece for the end of the exhibition containing bespoke interviews with contemporary observers.

As an accompaniment to the exhibition we would also like to explore the possibility of developing a downloadable Curators audio tour which can be played on visitors mobile devices.

There are currently no interactives proposed.

## **Exhibits and Conservation Requirements**

The art and objects within the exhibition will lead the story and need to be displayed in the best possible way. It is crucial that the exhibition design provides an interesting and innovative way to present these to the visitor, lighting and visibility will be key factors in their display.

The exhibition content will mainly be UK and International loans with a small proportion from our own renowned art collection (security requirements tbc). There will be around 130 objects on the final art/object list.

Artworks will need to be displayed on walls and development of layouts will be required. They will also need to be alarmed and may need barriers placed in-front. Exhibits will need to be displayed within showcases which will usually contain captions. Case layouts will be required. There is a stock of existing cases which can be used (please refer to stock list in Appendix A), any bespoke cases will need to allow for pro-sorb cartridges and will also need to be alarmed. Light levels throughout the gallery will need to comply with the IWMs DCM guidelines. Open display objects can be explored but must be out of reach to the visitor and be secure.

## **Practical considerations**

- The gallery has one entrance which needs to serve as the entrance and exit.
- The gallery entrance will be full glazed doors and will need to be kept closed to ensure a stable environment inside the gallery.
- The walls, floor and ceiling all slope so consideration needs to be given on how this will affect the design, build and sightlines.
- The floor will need to be painted.
- The design concept and graphics will need to be accessible to a wide audience, meeting DDA regulations.
- Accessibility issues (heights, fonts, colours etc) will be tested and agreed between the designers and IWM North Exhibition Manager.
- Seating should be provided around the gallery.
- The design will need to cater for groups.
- Your design will fully consider environmental impact and ensure efficient energy usage for the duration of the exhibition run.
- Consideration must be given to provide adequate Fire Exit routes and final Fire Exits. These must be included in the designs and layout.
- Consideration must be given to the positioning of Fire Exit signs (illuminated and photoluminescent). These must be included in the designs and layout.

The exhibition will be built and installed by external contractors, Qwerk. A full build and production brief will be written in conjunction with the appointed designer and will need to follow CDM regulations.

### **Budgets**

Budget for *The Enemy: The Wars of Wyndham Lewis* exhibition design are as follows -

- Exhibition design, lighting and co-ordination of design services – no more than 25% of the Build budget (includes all travel and expenses.)
- Build and on-site installation - £130,000 (including graphics, production, on-site build installation, samples and all travel and expenses)

### **Physical structures**

All structural elements to be:

- Fit for the purpose, in terms of the operation of the spaces and their environment adequate to comply with all applicable safety and fire retardant standards and regulations (Class O standard is the objective)
- Structurally sound to a standard suitable for the environment
- Resistant to repetitive wear, dirt and occasional local impact or abrasions caused by the anticipated normal use of the space
- Easy to clean, maintain and repair
- Secure and tamper proof
- Smooth or bevelled with no sharp corners or edges
- Readily accessible to Museum staff and operators. Access panels should be operational by one person only

To be capable of:

- Physically supporting attached equipment or artworks without endangering the stability of the structure where relevant
- Accommodating equipment in terms of space where relevant
- Providing suitable accessible fixing points for all attached equipment where relevant
- Providing adequate ventilation for all attached equipment where relevant
- Providing proper access for maintenance, cleaning and repair of the structure, finishes, fittings and all attached equipment. Access panels should be operational by one person only.
- Supporting the exhibits at an appropriate height where appropriate
- Should not interfere with fire safety services
- The build and layout of the current exhibition *Fashion on the Ration: 1940s Street Style* should be considered for reuse if possible in areas. Please refer to the plan of the current exhibition in Appendix A
- Any covered showcases will need to be uncoverable for future exhibitions

The design should comply with Building Regulations and the DDA. Access should be planned into the design with the aim of enabling everyone to participate equally, confidently and independently. The design should ensure the exhibition has a lifespan of 11 months with little or no regular maintenance.

### **Sustainability**

Your design will fully consider environmental impact and ensure efficient energy usage for the duration of the exhibition run



## **Exhibition build and install**

Exhibition Build has been issued under a separate contract to Qwerk. The appointed Designers will be required to work closely with Principal Designer, Quantity Surveyor and the selected exhibition build contractor to develop affordable and effective detailed design solutions. You will be required to co-ordinate this process alongside the IWM North Exhibition Manager and the Principal Designer, following CDM regulations and to fully liaise and communicate with all IWM appointed contractors and sub-contractors for the duration of the project.

## **Outline timetable**

We are still confirming the opening date so the programme below refers to 2 sets of differing dates in June 2017

<i>The Enemy: The Wars of Wyndham Lewis</i> exhibition Design and Build overview	
<b>2016</b>	
February - December	Curatorial development (content and text)
7 June	Design tender packs issued via Contracts Finder
<b>10:00 Monday 11 July</b>	Tender submission deadline
Wednesday 20 July	Design Interviews
By 29 July	Appoint exhibition designers
Early August	First design meeting
30 September	3D, 2D & Lighting Concept design delivery
14 October	3D, 2D & Lighting Concept design sign-off
9 December	3D, 2D & Lighting Scheme design delivery
w/c 12 December	First Build meeting (scheme design stage)
16 December	3D, 2D & Lighting Scheme design sign-off
<b>2017</b>	
20 January	Deadline for all text, captions and images
3 February	3D, 2D & Lighting detailed design delivery
10 February	3D, 2D & Lighting detailed design sign-off
20 February – 10 March	Development of build drawings
10 March	Contractor drawings sign-off deadline
13 March – 5 May	Off-site build
31 March	Final graphics sign-off
3 April	Final selection and quantity of paint need for off-site for Little Greene order
24 April	Delivery of CDM information for review
24 April – 12 May	Artwork production
24 April	Final selection and quantity of paint need for on site for Little Greene order
1 May	Last day of <i>Fashion on the Ration: 1940s Street Style</i> (closes 2 May)

2 – 7 May	Demounting and packing of <i>Fashion on the Ration: 1940s Street Style</i> exhibition
8 – 21 May	Build, making good, decoration and graphics for <i>Wyndham Lewis</i> (snagging 18 & 19 May)
Monday 22 May	Sign off and handover of gallery for install
22 May – 9 or 16 June	Art, object and AV installation
9 – 14 June or 16 – 21 June	Gallery, case and object/art lighting
Wednesday 14 or 21 June	Gallery snagged and fully signed off
Thursday 15 or 22 June	Press view day
Thursday 15 or 22 June	Private view
14 & 15 or 21 & 22 June	Staff tours
16 or 23 June 2017	Exhibition opens to the public

### **Communications Campaign**

Details of the marketing and press campaigns and opportunities, including social and digital media are currently being developed.

They will be live for the whole run of the exhibition, with peaks of activity around the exhibition opening, holidays and related anniversaries.

It is important to ensure there is a synergy between the Exhibition and Marketing design, especially at the entrance to the exhibition.

It will be vital that the exhibition Design Company and IWM communications team work together in an open and collaborative manner in order to achieve a strong and clear message for the exhibition.

### **Pitch Process**

Submissions for this tender should be **received by 10:00 on Monday 11 July (2 x hard copies and 1 x full set on memory stick).**

**Response to the brief should include outline proposals with visuals to illustrate ideas, allocation of the budget and timetable and your approach to project management along with information about your agency, any subcontractors and related experience (see the Questionnaire).**

**Submissions should be sent to –**

**Claire Wilson  
Exhibitions Manager  
IWM North  
The Quays  
Trafford Park  
Manchester  
M17 1TZ**

**The return will be assessed against the following criteria (weighting in brackets):**

- Visuals / ideas in response to brief (5)
- Understanding of key audiences, exhibition messages and learning outcomes (4)
- Allocation of budgets, use of timetable and approach to project management (4)
- Agency references (4)
- Questionnaire – including finances and documentation (3)

You will be notified as to your success/ or failure to interview stage on or before Friday 15 July 2016.

**For successful agencies an interview will follow on Wednesday 20 July 2016, at IWM North.** Interviews must be attended by project team members responsible for the delivery of the contract.

At the interview you will be asked to present and discuss your ideas for the design of the exhibition. You will also be asked how you would use the budget, who at the agency will be working on the design, and for a suggested timetable for the project. You will be asked about your approach to project management, about any subcontractors you might use and how you will approach working with a third party responsible for delivery of the exhibition build.

You will be judged on whether you have met the brief (in particular a design appropriate to the space and communicating our key messages to our key audiences), whether your ideas are achievable within the timescale and budget, how the exhibition will reflect the IWM North brand, and your creative approaches and solutions.

**A site visit is recommended as part of your tender preparation and we are very happy to meet with you to discuss the brief and the gallery space.** If you wish to do so, please contact Claire Wilson (details below) to arrange a convenient time to visit on Wednesday 29 June or Friday 1 July. You may of course visit the Museum independently.

### **Key Contacts**

#### **Exhibition design:**

Claire Wilson  
Exhibitions Manager  
0161 836 4027 [direct line]  
[cwilson@iwm.org.uk](mailto:cwilson@iwm.org.uk)

Odile Masia  
Exhibition Coordinator  
0161 836 4026 [direct line]  
[omasia@iwm.org.uk](mailto:omasia@iwm.org.uk)

#### **Exhibition content:**

Richard Slocombe  
Senior Curator, Art  
[rslocombe@iwm.org.uk](mailto:rslocombe@iwm.org.uk)

#### **Marketing and Brand**

Lindsay Ball & Emily MacArthur  
Corporate Marketing Mangers  
[lbball@iwm.org.uk](mailto:lbball@iwm.org.uk) [emacarthur@iwm.org.uk](mailto:emacarthur@iwm.org.uk)

### **Appendix A: Accompanying documentation**

- Exhibition brief
- Draft exhibition content list with images

- IWM brand guidelines
- Special Exhibition Gallery (IWM North) lighting plan – in Pre-Construction Detailed Information document
- Special Exhibition Gallery (IWM North) plan of current exhibition layout and as build drawings – *Fashion on the Ration* - in Pre-Construction Detailed Information document
- MSA survey plans of SEG
- IWM North AV Hardware Stock list - in Pre-Construction Detailed Information document
- IWM North Lighting Stock list - in Pre-Construction Detailed Information document
- IWM North Case stock list
- Design Tender Programme (base on an earlier opening date of 9 June)
- Company questionnaire
- DRAFT contract for reference on terms and conditions