

DESIGN BRIEF

Project: Finzels Reach
Project 1: Signage and Furniture
Mentor Design Agency

Client: HDG Mansur
Author: Ginkgo Projects Ltd.
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This brief is for Project 1: Signage and Furniture, producing a legibility proposal and designs for all signage and furniture at Finzels Reach in central Bristol. This project has at its core the delivery of a mentoring project between recent graduates and an established design agency. This brief covers the role of the mentor design agency.

1. Background

Finzels Reach is a large and complex regeneration scheme located within the city centre at the location of the previous Bristol Brewery. This development will provide a new vibrant, 24hour mixed-use urban quarter, through combining the city's aspiration for small and medium size residential accommodation, employment space and leisure space.

Finzels Reach will be of a high physical quality, incorporating a design and palette of materials that reflect the immediate locality's aesthetic and historic vernacular. The size, scale, height, use of materials and detailed design of new buildings will reflect the site's industrial past and the grander elements of the Generating Station – the focal building within the site.

An outline of development elements include:

Creation of a new urban quarter

- Mixed, 24 hour use bringing back underused/vacant land into use.
- Bringing life and vitality to an area that has been closed to public view for centuries.
- Provision of new employment opportunities.
- Extension of pedestrian and cycle permeability through a hierarchy of public and semi public spaces and routes.

Design and layout

- Creation of a compact, high-density urban development with a horizontal and vertical mix of uses.
- Layout is strongly based on pedestrian and cycle routes, through the retention of evident historic routes.
- Retention of memories of routes through the site and haulingways etc.
- Retention and promotion of the key architectural character of the area in the form of the 'cliff wall' rising sheer from the water's edge.
- Retention of all listed buildings and buildings that make a positive contribution to the conservation character of the area.
- Development of buildings of permanence, flexibility and future adaptability
- Creation of a new public square.

2. The Site



3. Project Aims

The aim of this commission is to deliver a site wide legibility proposal leading to an enhanced experience of being at Finzels Reach. This commission will include both signage and furniture, with both coming within the concept of Creative Legibility. The commission is broken down into a number of key areas.

Legibility

By enhancing the legibility of Finzels Reach this project aims to improve peoples' understanding, experience and enjoyment of the site. Creating a "legible place" will

- open up available routes
- give people the confidence to explore a place that may be new to them
- enhance people's motivation to move around
- provide an opportunity to reinforce and enhance the identity of Finzels Reach as a destination.

The core principle of legibility is linked to the concepts of place identity and wayfinding. People who are confident in the knowledge of their routes and destinations are more comfortable, waste less time and develop a rapport with the place much more quickly. The project aims to engender a better understanding of Finzels Reach so that people are offered reassurance and information about the place, its attractions and the routes available to them. This information is given both formally, by signs, guides or maps, and informally by the very nature of the routes, their qualities and characteristics. Natural legibility is established by the relationship between recognisable or memorable places, routes, junctions, landmarks and activities.

It will be the role of the designer to research the site, in partnership with the wider design team, in order to produce a legibility proposal for the site. This proposal will identify locations for both traditional signage and alternative interventions to help guide people around the site. Expert advice will be provided via discussion with an individual experienced in the development of creative legibility.

Creative Signage

Having identified a legibility proposal for Finzels Reach including the locations of key landmarks, natural routes and signage points, the graphic designer will be expected to produce a creative signage proposal for the site. This may incorporate the Finzels Reach existing marketing in some way, but it will go beyond traditional marketing. As part of the public art commissions it is expected that the work will show enhanced design and creativity and a clear understanding of and response to the site.

The signage may take several forms:

- along the lines of traditional signage,
- incorporated into elements of the site such as furniture (being developed as part of this same commission),
- incorporated into buildings or within the fabric of the landscaping.

Upon approval of the signage designs, the design agency will be expected to deliver it's fabrication and installation on site. This will require close working with the client, design team and their project managers in order to ensure connection with their requirements, in particular programme.

Furniture

Site wide street furniture will be developed alongside the signage, also forming part of the legibility proposal. The street furniture may incorporate or form part of the signage. For this reason these two aspects have been kept as one commission, allowing opportunity for beneficial transfer of ideas from one to the other or the development of the signage / furniture as one item. Again, upon approval of the designs, the design agency will be expected to deliver it's fabrication and installation on site.

Mentoring

A key aspect of this commission is mentoring. The design agency will be expected to work with two recent graduates (School of Creative Arts, University of West of England). The design agency will be involved in the selection procedure from a shortlist.

The mentee designers will be involved in the design process from the start, and it is important that their responses to the site and ideas are considered in the final design. The mentees will go on to get a valuable insight into the delivery of a design project including being present at all design team/client meetings.

The mentee will be paid for their work on the project and will also be supplied with a space at Spike Design for 6 months to work on elements of this project (in addition to time spent within the mentor design agency) and to develop their future practice and prospects.

4. Process

The project will progress in four stages:

- Stage 1: Research and outline legibility proposal
- Stage 2: legibility and signage concept design
- Stage 3: Detailed design
- Stage 4: Fabrication, implementation and installation

The completion of stages 2 and 3 will be approval points, requiring sign off by the Art Committee prior to proceeding on to the next stage.

The process of the project is expanded below:

Stage 1: Research and outline legibility proposal

The artist/designer will undertake a period of research, developing an overall rationale for the legibility proposal for the site. This will form the basis for their ideas for the project as a whole.

The designer and mentees will:

- Spend time familiarising themselves with the social, cultural and geographical context of the project. This will involve input from the design team.
- Spend time with the artist working on Project 2: Capturing the Site. This artist will be working on a temporary piece of work that will capture some element of the history, culture or geography of the site. It is important that there is some dialogue between the work that this artist is doing and the designer/mentees.
- Develop the role of the mentees, ensuring that they have ample opportunities to input and develop design ideas for consideration.
- It is expected that the designer will work to develop an outline legibility proposal and context for their work and to agree this prior to developing concept designs. It is expected that a body of research and ideas will be compiled for presentation to the art committee; this can be in any reasonable format.

The output from this stage will be:

- a review of opportunities and constraints leading to the design and creative approach to the project
- an outline legibility proposal

Stage 2: Concept design

Following approval of the proposed legibility proposal and creative approach the designer will develop scheme designs.

The output from this stage will be:

- concept designs of signage within the context of the legibility proposal, showing the form and nature of the proposed work.
- outline costings
- method statement for further design and implementation

Concepts should be original, innovative and be potentially visually exciting, whilst also being sympathetic to the surrounding environs.

Stage 3: Detailed Design

Following approval of the concept design stage, the designer will develop detailed designs.

The output from this stage will be:

- detailed design work for the signage within an overall legibility proposal.
- a detailed budget
- a fabrication/implementation method plan including timescales.
- a list of potential fabricators.

The copyright of all submitted research and design material will be held equally in favour of the designer/HDG Mansur/ Ginkgo. Ownership of all submitted research, design material, models and the final work will be held in ownership of the client.

Planning permission requirements will be undertaken at the end of this stage if required.

Stage 4: Implementation and installation

On approval of stage 3 the designer will be retained to oversee the detailed design, fabrication and installation of the project.

5. Budgets

A total budget for the project of £168,000 ex vat and inclusive of all expenses is allocated for the design, fabrication and installation of the legibility proposal, both signage and furniture.

Stage 1 and 2: £5000

Stage 3 and 4: The remaining fees to be negotiated but are expected to be with 10-15% of the overall project budget including the initial Stage 1 and 2 design fee.

A budget of £6100 will cover the costs of mentee fees and two 6 month desk hires at Spike Design.

All budgets are exclusive of VAT.

It is expected that the design agency will manage the whole budget including payment to mentees and rental of Spike Design desk space.

A number of payment stages will be identified within the contract. These will be tied in to approval points (as above). The client will pay the artist at these points, upon approval of work and on receipt of an invoice. The invoice will be made out to the client but addressed to the project manager at Ginkgo Projects. (Please see contact section for postal information). Payment terms will be 30 days upon receipt of invoice.

Background design information will be made available to the artist on selection.

6. Timescale

The design phase for this project is 14 weeks, beginning on 2nd August 2010. Design work will be complete in the week starting 5th November 2010.

There will be approval meetings following the completion of stages 2 and 3. It is expected that these will be at approximately 6 weeks and 14 weeks into the design stage of the project.

Fabrication will need to be complete by 4th February 2011.

7. Contact

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