

BRIXTON DESIGN TRAIL

BRIXTON ROAD BRIDGE DESIGN COMPETITION



INTRODUCTION

Lambeth Council and the Brixton BID are launching a design competition as part of Brixton Design Trail 2017. We are looking to commission artists/designers to create and install a design for a new 'gateway feature' at Brixton Road Rail Bridge.

The prize for the winning design will be £10,000

CONTEXT

As part of the Mayor's High Street Fund project the Council is required to deliver three Brixton street market 'gateway features'. To date two have been delivered a) the Electric Avenue sign and b) the Pope's Road bridge sign.

A third gateway feature is needed for the Brixton Station Road market. This presents the opportunity to also look more widely at the Brixton Road rail bridge and a suitable replacement for the 'B OUR GUEST' sign.

In parallel the Brixton BID, working with Lambeth Council, has developed the Brixton Design Manual which includes the Brixton Road rail bridge as part of proposals for signage and gateway features in the town centre.

THE COMMISSION

Artists/designers are invited to submit concept proposals for the opportunity to design and install a new gateway feature for the Brixton Road rail bridge.

Our ambition is for the designs to manifest the positive spirit of Brixton, its people, culture and heritage, now and with a nod to the future. It should be an abstraction of Brixton's essential spirit – a new style for Brixton that moves us on from the mural designs and street art in a way that is fresh, bold, modern, joyful and irreverent.



Brixton Station Road side



Atlantic Road side

THE BRIXTON ROAD RAIL BRIDGE

The maximum area for the design is demonstrated in the diagrams in red.

THE AIM

The bridge parapets display the 'B OUR GUEST' mural, which is now in a state of disrepair. The bridge abutments are unattractive, poorly maintained and subject to uncoordinated advertising, both official and unofficial. To accommodate the new design, the Council will remove the haphazard advertising, including the Prime Site advert hoarding on the Brixton Station Road side, clean up the abutments and remove the parapet signage.

The bridge design should become an impactful landmark, signalling arrival into the area, creating a sense of event. The Brixton Station Road side (or part of it) should function as a gateway feature signalling the Brixton Station Road street market. It should be a complete and coherent design where the abutments complement the main bridge patterning on the parapets.

For road users it should be a bold and graphic landmark noticeable from afar, visible at night, but which deters vehicle speeding and is not distracting to drivers. For pedestrians there should be enough detail to discover on the abutments to spark curiosity and delight.

Assumptions to factor in:

- The 'B OUR GUEST' artwork will be removed and the bridge parapets repainted in one colour by the Council's appointed contractors, allowing the design to be installed onto the surface directly.
- The design should be painted onto the bridge parapets and abutments. This is a response to the installation needing to be delivered in a cost effective manner, be put up quickly and require no maintenance. Other solutions may be considered, but will need to meet these criteria and will be subject to Network Rail's approval.
- The design will need to consider how best to deter, or hide the inevitable tagging and graffiti that will take place. The appropriate priming/preparation of the substrate (parapet metal, brick walls etc.) should be done prior to the design being painted onto the bridge. Paint should be long-lasting and appropriate for the surface. The finished design should then be coated in permanent anti-graffiti varnish.
- The design will be installed onto the bridge by the selected design team under the supervision of the Council's contractor. This work will be conducted at night due to road closure restrictions. The design must, therefore, be relatively simple to install over a maximum of 4 nights in total.
- No lighting features should be proposed.
- The design should be inclusive and not offensive.
- Lambeth Council will be responsible for seeking all necessary licences and permissions for the installation.
- The installation/construction budget, including materials and any equipment hire/insurance (but excluding design fees) is a maximum of £20,000.

SELECTION PROCEDURE

Once applicants submit a concept proposal, the winner and shortlisted entries are to be showcased in a public exhibition.

Stage 1

Applicants are first required to submit an initial design concept for the site, presented on an A2 poster (submitted in pdf format). Each submission and should include the following requirements:

- An elevation indicating the concept for the work in the context of the site –This can take the form of drawings or photomontages etc. indicating the proposed concept in situ (illustrating surface, application/technique, construction, colour, orientation etc.)

Applicants are also required to submit the following (separate from the A2 poster):

- Written statement describing the artistic aims of the proposal and why they are relevant and contextual to Brixton – no more than 400 words
- Specifications of proposed materials
- Outline of anticipated costs of materials and time frame for the works
- At least one, and up to a maximum of three, examples of other relevant work undertaken by the applicant

Applicants are encouraged to attend a “direction of travel” meeting, which will be held on 16th October 2017. These will provide an opportunity to ask Lambeth Council and the Brixton Design Trail team any points of clarification ahead of the final submission. Please email hello@brixtondesigntrail.com to find out about available slots.

The submission date for the Stage 1 concept proposals is 5pm on 24th November 2017. Each submission should be sent electronically to hello@brixtondesigntrail.com with the subject heading Brixton Road Bridge Design Competition.

Stage 2

The designs and submissions will be reviewed for basic eligibility by Lambeth Council and the Brixton Design Trail. All designs that conform to the criteria will then be published online, with the winning and shortlisted entries to be put on display as part of a public exhibition.

No social media or press briefings by the applicants are allowed during the competition process. All publicity will be undertaken by Brixton Design Trail.

A panel made up of Lambeth Council, Brixton Design Trail, Brixton Society, Brixton BID, Brixton Village and Brixton Neighbourhood Forum will then decide on the winner.

Stage 3

The winning applicant will then be required to work with Brixton Design Trail, Lambeth Council, and the Council's contractors, to work up their initial designs into a detailed plan and implement their design onto the bridge.

Applicants should allow for 3 design development sessions and iterations of their concept before detailed designs capable of being installed can be signed off. There may be some delay between finalising the design and installation as the necessary Planning approvals are to be obtained.

PRIZE MONEY

The prize for the winning design will be £10,000

This will be paid in two stages:

- 1) after the announcement of the winning design concept (50%)
- 2) after sign off of the final detailed design of the installation (50%).

Construction/installation costs will be separate and in line with budgets set out above.

TIMESCALE

- Design competition launched: 20th September 2017
- Direction of travel meeting: 16th October 2017
- Deadline for registration and clarifications: 17th November 2017
- Deadline for submissions: 24th November 2017 (by 5pm)
- Winner of the competition announced: 15th January 2018
- Detailed design work: January/February 2018
- Installation of the artwork: March/April 2018 (estimated)
- Completion May 2018 (estimated)