

Represent!

Design Brief

Background

People's History Museum (PHM) is the home of ideas worth fighting for – where our radical past can inspire and motivate people to take action – to shape a future where ideas of democracy, equality, justice and co-operation are thriving. 2018 is the 100th anniversary of the Representation of the People Act, in which all men and some women won the right to vote. This monumental anniversary will be marked across the country, and PHM will be a leading voice in championing the heritage of the people that fought for this fundamental right. We will programme a [year long season](#) of exhibitions, events and learning programmes co-curated with marginalised and underrepresented communities on the theme of the struggle for representation. The project has been made possible through Heritage Lottery Funding.

Represent! Voices 100 Years On exhibition

This landmark exhibition, running from Saturday 2 June 2018 to Sunday 3 February 2019, will be designed as a feminist zine, with each interactive, object or display an 'article' submitted by (for example) community partners, school groups, historians, and campaigners, with PHM selecting, preparing and organising the publication. We will marry the history of representation with contemporary issues and debates by looking at the objects and stories of not only the campaign for women's suffrage, but the continuous acts of campaigning for equality and representation. We will also continue contemporary collecting, beginning with banners and placards used at the Women's Marches in 2017 and material from the Repeal the 8th and Reclaim Holloway campaigns.

This is an innovative and inspiring take on the traditional approaches to displaying and curating people's history.

What we are looking for

At the time of writing this brief, the full list of objects for display in the exhibition is not yet finalised, however some examples of possible exhibits are included in **Appendix 2** to give some context. The exhibition will incorporate a mix of 2D works, 3D objects and a strong element of audio visual content

- The exhibition should find innovative and new ways of presenting the numerous voices represented
- The exhibition should encourage a lively, hands-on approach to learning through its integrated interactive displays and activities. The designer will work closely with the Learning Officer, leading on our Family Friendly programme to develop innovative and engaging interactives
- The space and materials should be accessible and must not exclude families and children from the space
- We are very keen for concepts that include interactive approaches and this may extend beyond the immediate exhibition space into the wider PHM galleries, shop, cafe and communal areas

Deliverables

We require an external design company to develop a visual identity for the year long programme and exhibition as well as associated marketing and publicity material and exhibition design.

The **visual identity for PHM's 2018 representation theme** will raise awareness of the programme of events, exhibitions and activities planned for the year with the following requirements:

- To be used across the PHM website, print and social media and for the Wonder Women festival and Creative Tourist website
- Social media headers for PHM's Facebook and Twitter profiles, taking into account the position of the PHM roundel included on these profiles

The **exhibition identity** will be used across the exhibition design and marketing and publicity materials (both in colour and black & white). The work should include:

- Development of an exhibition brand
- Creation of a colour palette (with pantone references)
- Suggestion of fonts to be used in headings, sub-headings and main body text
- Guidelines for use of identity in the exhibition and marketing and publicity materials (including the museum website)

The **exhibition design** will include:

- Development of a unifying concept which draws from the exhibition identity
- Development of a creative and practical space in which the exhibits can be showcased; including audio visual and interactive exhibits
- Please note that the exhibition build can either be managed by the designer or by PHM. The budget will be amended accordingly

The **marketing and publicity** may include:

- Print and email invitations for the exhibition opening/Private View (maximum size of A5) * 1,000-1,200
- Adverts for use online and in print (specific specs to be supplied at a later date)
- PHM foyer/entrance 'installation' (to attract attention and 'bring out' the exhibition into the public areas and galleries)
- Eye catching branding directly outside the museum to draw in visitors

Budget

Exhibition design and production including interactives	£12,000
Framing and mounting (to be managed by PHM)	£4,000
Paint, fixings, etc. (to be managed by PHM)	£600
Marketing design and production	£2,000
Total	£18,600

PHM is happy to hear from both designers wanting to undertake the work on a fee only basis – with the museum acting as project manager – or those wishing to undertake the entire project.

How to apply

We are sharing this brief with a number of new and established designers. We will ask interested people to submit an expression of interest.

Action	Date
Design Brief distributed	Wednesday 6 December 2017
Expression of interest returned to mark.wilson@phm.org.uk	Sunday 17 December 2017
Shortlisting and shortlisted designers notified	Tuesday 19 December 2017
Three designers will be invited to pitch to a small panel at PHM. A pitch fee of £100 will be paid	Wednesday 3 January 2018

Key project deadlines	Date
Visual identity for PHM's 2018 theme and exhibition	Monday 22 January 2018 <i>This is a key deadline</i>
Installation begins	Monday 14 May 2018
Exhibition opens	Saturday 2 June 2018

Expression of interest

If you would like to submit an expression of interest please return a PDF with the following information to mark.wilson@phm.org.uk by 5.00pm on Sunday 17 December 2017:

- Full contact details
- Relevant examples of your portfolio
- A statement outlining your understanding of the brief, your values and why you want to work on this project

If you have any queries or would like to discuss this further, please contact Mark Wilson on 0161 838 9190 or email mark.wilson@phm.org.uk.

Appendix 1:

Background to the People's History Museum

PHM is the home of ideas worth fighting for, telling the story of the development of democracy and celebrating the extraordinary achievements of ordinary people. Over 100,000 people visit annually including Manchester and Greater Manchester residents, national visitors and international visitors. Exhibitions showcase the amazing collections, and an extensive programme of community exhibitions, pop-up displays, events and activities are provided for early years and families to older people and specialist groups. Winner of Kids in Museums Family Friendly Museum Award 2017.

Appendix 2:



