



Project 3: Alright Bab!

Client: Colmore BID

Location: A prominent location in Colmore Business District (contact Mike Mounfield for more information - mike.mounfield@colmorebid.co.uk)

Artistic Vision:

Alright Bab - a welcoming greeting known to every Brummie. We want to use this much loved phrase to create a light artwork that welcomes people to Colmore BID.

We are working in partnership with Brum Box to use their design of 'Alright Bab!' for this installation. Their design features bold, cursive letters that spell out the iconic Birmingham words "Alright Bab!".

The goal is to use this light art to help to create a space that feels welcoming—an installation that radiates the same warmth you'd feel when hearing a friendly "Alright Bab!" on the streets of Birmingham.

The proposed location for the installation is a prominent route in and out of the Colmore Business District for those travelling by train, cars and for pedestrians. This area is frequented by both locals and tourists, making it the perfect spot to showcase a phrase so tied to Birmingham's identity.

The installation needs to be highly visible, inviting people to interact with it, to take photos, and to share. This artwork will need to be installed at a height so consideration needs to be given to the space and to sight lines to ensure visitors can take photos and pose for photos with it whilst remaining safely in pedestrian spaces.

We want people to see this artwork, in an unexpected space, to pause, smile, and feel welcomed by the universal Brummie greeting.

In addition to this specific brief, for all our commissions we have a number of key pillars that guide all work related to Birmingham Light Festival:

PLACE: We will connect audiences with the city in a positive, creative, and playful way through light art that makes connections with Birmingham; its heritage, its USPs and its people.

ECONOMIC: We want to encourage curiosity and creativity - driving footfall and increasing spend in local businesses.

COLLABORATIVE: A festival with collaboration at its heart, with City Centre BIDS uniting alongside both private and public partners to deliver the best for the city.

ACTIVE: Artworks will all be within walking distance of one another, showcasing Birmingham as a walkable city and encouraging visitors to actively explore the city centre.

SOCIAL: Some artworks will be participatory, encouraging social experience – enhancing community cohesion and human connection.

SAFE: We will use the first year of the festival to explore how we can improve perceptions of safety through light.

INCLUSIVE: Light art is accessible to all and resonates with a wider audience.

SUSTAINABLE: Working in an environmentally sustainable way across all areas of the festival, including using sustainability as a criteria for commissions.

LEGACY: Working with partners to brightening and enhance city spaces more permanently over time

Additional Sustainability & Technical Requirements:

We understand that using light will have a general effect on light pollution however ask applicants to consider:

- The luminosity of fixtures to avoid excessive light while still creating a great effect
- Reducing skyglow by using limited fixtures that project light above the installation
- Using light only when needed – this might involve using dawn/dusk sensors or timers within specific fixtures, but consideration must also be given to how this piece looks in the daytime - it must be just as photo worthy in the daylight hours.
- Consideration should be given to the brightness of fixtures and colour temperatures to avoid creating glare issues for the public when using the street.

Consideration should be given to the use of local suppliers for the supply of fixtures.

The following technical requirements must be considered in the response:

Size: The wall is approximately 5m high by 10m wide and we want this piece to be impactful within that space.

Power: Please liaise with Mike for details on power source if you feel this is required in order to quote: mike.mounfield@colmorebid.co.uk

Flashing Lights: Design must comply with restrictions around light decorations nearby to a highway as this location is along side a main road.

Weather Resistance: All components should be designed to withstand outdoor environments (rain, wind, snow, etc.) and have a lifespan of a minimum of three years.

Fixation within design: A critical part of the brief is that it the artwork is designed in a way that allows us to install it with consideration for preventing both vandalism and theft - without compromising the aesthetic of the piece. However, the wall where this artwork is to be installed is a retaining wall structure so incursions must also be kept to an absolute minimum.

We invite proposals from experienced designers, manufacturers and fabricators to design and manufacture this light art piece.

Whilst we aren't yet advertising for site preparation and installation, if your company can also provide this service please outline that in your application.

Budget Range: We are inviting quotes up to £4k.

Inclusions: All costs relating to design and manufacturing

Exclusions: Licensing for 'Alright Bab' design, Site preparations, planning & permits, installation and ongoing costs,