

THE  
**WHITMORE**  
COLLECTION

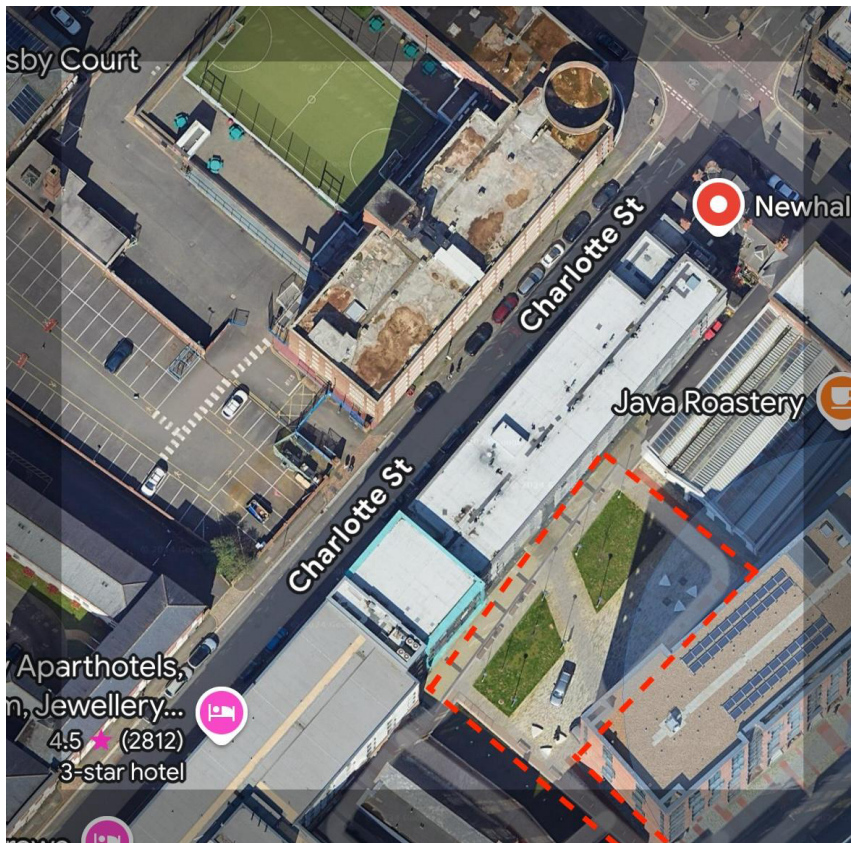


**Project 2: Ideas Happen Here**

**Client:** Legal & General in collaboration with Jewellery Quarter BID and Rough Diamond

**Location:** Newhall Square

**Plan:**



**Accompanying imagery:**





### **Artistic Vision:**

*Newhall Square is a distillation of the Jewellery Quarter's history, present and future; from the retained Elkington Electro-plating Works to the canal's intersection with the quarter. All exist here, in the shadow of the BT tower and opposite the Assay office. Our collective vision is to celebrate and spotlight the Quarter's frankly extraordinary contribution to creativity, innovation and manufacture. In addition, we want this project to encourage the canal-side passer-by to discover more about the Jewellery Quarter, to improve the nighttime environment and also improve perceptions of safety.*

*We will be refining and producing designs that draw upon the call to action "Ideas Happen Here" – these are likely to include a slogan/text element and then an interactive and playful piece based around that "lightbulb" moment. Whilst we are exploring multiple routes – this element will likely involve a lightbulb (or lightbulbs) that can be turned on / off through interaction of visitors the square.*

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 Requirements:**

[Further detail on Sustainability](#)

### **Light**

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
- Colours used within the design (avoid blue and violet colours – use warmer colours)
- Reducing skyglow by using limited fixtures that project light above the installation
- Using light only when needed – using dawn/dusk sensors or timers within specific fixtures
- The use of materials for long term usage / long life lamp fixtures
- The use of timers to ensure the light is controlled and minimised to avoid unnecessary light pollution in daylight hours
- Mindfulness of the potential impact on adjacent homes, hotels and restaurants.

### **Materiality**

Consideration should be given to the use of local suppliers for the supply of fixtures and we are particularly keen to find a manufacturer/designer keen to work with on sourcing some materiality from within the JQ e.g. re-purposed metals / scrap / artefacts.

## **Energy Consumption**

Whilst we will support with access to power and all required regulatory and planning matters, we will be expecting the completed works to be energy efficient and mindful of energy consumption.

### Further detail on inclusivity:

We believe in art for everyone. This means that as a collective we will endeavour to ensure the work speaks to as many as people as possible, and any interactivity is devised in a manner as to ensure accessibility for all.

### Further technical specification:

Consideration must be given to

**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.

**Resilience, reliability and Resistance:** This art should be designed – in addition to the above – to be low-impact in terms of maintenance, cleaning and otherwise intervention required for a period of no less than three years. Especially as we are keen to have this as interactive as possible – which may mean it is accessible to the general public, not behind glass!

**We invite proposals from experienced manufacturers and fabricators to design and manufacture these two light art pieces. We will produce designs but invite applications from design/build organisations that will be able to translate design intent into physical reality.**

**Budget Range:** We are inviting initial quotes up to £10,000.

*Inclusions: All costs relating to manufacturing and install with, as required, design support off the back of provided designs*

*Exclusions: Site preparations, planning & permits, installation and ongoing costs, lead design.*