**Nothing About Us Without Us - Exhibition design brief**

**£15,000 Contract**

**People’s History Museum (PHM)**

PHM is the national museum of democracy.

We are based in central Manchester.

Our vision is of a fairer society where everyone’s voices are heard and people can make a difference.

We will give floorplans of the space to successful designers.

**Project Background**

Nothing About Us Without Us (NAUWU) will explore the history of disabled people’s rights, activism and fight for inclusion in 2022 and 2023.

It includes exhibitions, events and activity developed with disabled people.

A group of four disabled Community Curators are working directly on this exhibition.

The exhibition will use objects, graphics, text and other methods to tell the story of disabled people’s fight for inclusion.

**Ethos, values and definitions**

With our curators and steering group we have developed a particular way of thinking about disability.

This focuses on the barriers disabled people face, not their impairments or perceived impairments.

‘Impairment’ means a difference in mind or body to what society expects. Some people do not view their difference as an impairment.

‘Disability’ means the barriers people with impairments face in society. These barriers can be because of people’s attitudes, how the world is physically built or how the world is organised and services provided.

Having these different meanings for ‘disability’ and ‘impairment, and focusing on how barriers can be removed instead of trying to change people to ‘fit in’ is known as the Social Model of Disability, which uses the term ‘disabled people’.

This includes anyone who identifies as a disabled person, such as (but not exclusively) deaf, autistic, neurodiverse and/or learning-disabled people; people with first hand lived experience of mental illness, chronic illness and fatigue, survivors of mental distress, and/or mental health service user; movements, communities and individuals.

**Design Brief**

We are looking for a designer or design studio to develop and deliver all elements of the exhibition design.

The designer will be responsible for graphics production or managing the relationship with the graphics producer (if they choose to subcontract this work package).

The designer is expected to regularly meet with the programme team and include time in the schedule for feedback and drafts.

**The designer or studio will be responsible for the following**

* Exhibition identity including colour palettes, materials and concept for the space and public areas.
* 2D and 3D designs including a detailed gallery layout, labels, panels, vinyls and image reproductions
* Marketing assets including print ready files for posters, exhibition preview invitations
* Digital assets including gifs, email footers and social media banners
* Design and artwork for 2-sided vinyl for glass balustrade outside the museum entrance to promote exhibition. Supplied as PDF.

**Budget**

The budget for the designer is **£15,000**, this includes expenses and graphics production.

We think roughly half of this will be spent on graphics production.

We are open to designers recommending another way of splitting this budget.

This budget does not include the build or purchasing of new cases, plinths, frames and mounts however this budget is also limited to approximately **£10,000.**

We are keen to reuse as much of our existing stock as possible and look forward to working with designers who can do this.

**Design Challenges**

* **Flexibility**

The object list including AV will not be confirmed until the end of June at the earliest. Designers will need to produce a flexible design treatment that can embed this detail later.

* **Schedules**

**The Community Curators work for one day per week** and must be consulted regularly, designers need to work around this schedule and know that immediate feedback is not always possible.

* **Audience**

**The exhibition is by and for disabled people**.

Designers need to help us present information that honours this and also welcomes people with limited prior knowledge on the topic.

The exhibition is not designed for a family friendly experience although families do make up a big number of PHM’s visitors, the Curators are especially passionate about the exhibition attracting young people aged 14+.

**PHM’s Design Principles**

* **Always accessible**

We think access is central to our work and want designers to share this belief and have experience in making creative access suggestions this includes things like ample space, rest areas, colourways, lighting and collaborating to produce accessible formats.

* **Always sustainable**

PHM is conscious of our impact on the climate crisis.

We expect designers to share these values and to minimise our carbon footprint, reduce waste and reuse materials and stock of plinths, cases and frames across multiple exhibitions rather than purchasing or building new items regularly.

* **Always collaborative**

Designers will be expected to work closely with the Community Curators, steering group and PHM staff.

**How to apply**

This project is led by a steering group and curatorial team of disabled people and non-disabled allies. We actively welcome applications from exhibition designers who self-identify as disabled people alongside design studios with staff who self-identify as disabled people. We also welcome applications from non-disabled designers and design studios who can demonstrate experience of and a commitment to accessible design practice.

If you would like to submit an expression of interest please return the following by email to [exhibitions@phm.org.uk](mailto:exhibitions@phm.org.uk) by Monday 16 May. You can also reach us here if you have any questions.

* **Full contact details**
* **Relevant examples from your portfolio**
* **A statement no longer than 500 words outlining your approach to one of the design challenges and expressing how you are aligned with at least one of PHM’s design principles with relevant examples**
* **A preliminary budget**

**Interview / Selection process**

The programme team will assess all applications with a consistent scoring system that will prioritise designers who are able to work within budget and respond with specific examples and ideas in relation to the design challenges and principles.

Up to three designers or studios will be invited to pitch and paid a fee of £200 per application to do so.

Candidates will be appointed based on their transferrable or relevant experience and their commitment and practical examples of embodying PHM’s design principles.

We want our workforce to be representative of all sections of society and we actively welcome candidates who are currently underrepresented in the arts including people who face discrimination as a result of racism, those who self-identify as LGBTQIA+, those from lower socio-economic backgrounds and those who self-identify as disabled.

**Key dates / Schedule**

This schedule does not outline every detail of the process however it does highlight the estimated time between each stage. The designers will work with the team to create a detailed schedule when appointed.

* Design brief live- 21 April
* Deadline to send expression of interest- 16 May
* Shortlisted designers contacted- 18 May
* Shortlisted designers present to PHM- W/C 30 May
* Successful designer notified- End of W/C 30 May
* Designer begins work- June
* Designer submits design concept options- July
* Design concept agreed, detailed design begins- End of July
* Detailed design including edits and feedback- August
* Detailed design agreed, text given to designers- September
* Designs signed off, production and installation- October
* Exhibition open- October

**Intellectual property rights**

PHM will require EITHER a perpetual assignment (or transfer) of copyright OR a perpetual exclusive license to use the design including digital copies specifically for PHM’s purposes

If copyright is assigned to PHM, a royalty-free, non-exclusive license will be granted to the supplier for demonstration purposes for clients/portfolio

The supplier will be responsible for rights clearance of all content it supplies that is owned by third parties, including documenting and recording these permissions in line with General Data Protection Regulations (GDPR) and supplying this information to PHM

PHM will be responsible for clearing copyright of objects and archives supplied from its collection as well as items the programme team select from individuals, artists and other organisations’ collections and archives.