

Glasgow City Heritage Trust

The Knight Map Exhibition

Designer Brief



Summary

As part of our 'Gallus Glasgow' digital outreach project, based on Thomas Sulman's 'Bird's Eye View' of the city from 1864, Glasgow City Heritage Trust commissioned artist Will Knight to create a new, contemporary version of the map. The exhibition will use this artwork as a focus for exploring how the city has changed in the intervening years by comparing and contrasting it with Sulman's map. It will highlight the historic built environment through the buildings that have survived. It will also ponder the present day city and provoke questions about its future.

The exhibition will respond to the needs of our core 'heritage enthusiast' audience, but will also seek to engage further with the artistic/ creative audience we have developed in recent years, and will also appeal to both students and professionals in architecture, planning and related fields.

The exhibition will be curated by the GCHT Activities Team, with support from contractors- designers, producers, installers etc.

Glasgow City Heritage Trust

Glasgow City Heritage Trust (GCHT) is an independent charity supported by Glasgow City Council and Historic Scotland. Established in 2007, we champion the city's unique architecture and built environment and promote and encourage the understanding, appreciation and conservation of Glasgow's historic buildings for the benefit of the city's communities and its visitors, now and in the future.

Gallus Glasgow

This digital outreach project aimed to broaden access to the city's built heritage through immersive storytelling. It explores the development of Glasgow during the 'Gilded Age' of the Victorian period, through the eyes of Thomas Sulman, illustrator of the Bird's Eye View of Glasgow, first published in the Illustrated London News in 1864. The map was restored, digitised and developed into a 3D animation showcasing different areas of the city and following a day in the life of a typical working class family of the time and was nominated for a Scottish Design Award. An accompanying microsite enabled visitors to explore the map through data layers showing lost buildings, surviving buildings, and significant buildings constructed since 1864. The project also included a blog series and an events programme. The project had a reach of over 500,000 across social media. More info here: gallusglasgow.glasgowheritage.org.uk

Aims of the exhibition

- To engage new and existing audiences with GCHT
- To promote Glasgow's built heritage
- To encourage discussion and debate about Glasgow's historic built environment
- To sell prints of the Knight map as an income stream for GCHT as a charitable organisation and as part of our fundraising strategy
- To provide an 'in person' element of Gallus Glasgow, which due to the Covid pandemic has taken place exclusively online so far.

Proposed outcomes of the exhibition

- Increase understanding of and engagement with Scotland's historic environment
- Enhance communities use of the historic environment in placemaking

Our Vision

The Gallus Glasgow project has been incredibly successful online and we believe this can be translated to an 'in real life' event. The Knight map is an astonishing and intricate depiction of the city and this is our opportunity to share it with the people of Glasgow- we believe it will create a 'wow' moment for viewers.

We plan for the exhibition to take place at the New Glasgow Society Community Space at 1307 Argyle Street (info including detailed floor plans can be found at <https://www.newglasgowsociety.org/exhibit>). Content will be provided by GCHT but contractors will be responsible for the design, production and installation of all parts of the exhibition. We envision there being an AV element (projection or screens) and will work closely with the designer to develop this.

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We would expect the exhibition to be self explanatory, friendly, accessible and un intimidating. We would like to create an environment which is informative but not overly academic. In line with best practice we do not want the interpretation to be 'text heavy'. We are interested in exploring simple methods to provide commentaries on the images on display and to support dialogue, participation and the capturing and sharing of different points of view stimulated by the images.

Audiences

We aim to attract an increasingly diverse audience representative of Glasgow's population as well as reaching new audiences through a contemporary, engaging exhibition.

The project will benefit the following main audience groups:

- Heritage enthusiasts of all ages (those already well informed who wish to discuss and share their knowledge)
- Artists/ creatives interested in the artwork itself and Will Knight's process for developing it
- Students and professionals in architecture, planning etc interested in how the city has developed since Victorian times and how it will continue to develop

Practical considerations

- The total budget for the exhibition is £7000 inc VAT.
- The exhibition is due to be installed by late Spring/ early Summer 2023 and will remain in place for approximately 2 weeks.
- The proposed installation should be robust & require little to no maintenance from GCHT staff. There is potential for the exhibition to tour after its initial show, which should be borne in mind in the design ie. it should be relatively easy to transport and adapt.
- The exhibition should include a graphic identity to be applied to the window to attract passers by.
- Visitors to the Trust's exhibitions usually arrive in pairs and small groups and stay approx. 10-15 minutes.
- All fire/ alarm panels and light switches must remain accessible.
- The designer will work closely with the GCHT Activities Team who will provide the necessary support and input to the project.

Tenders are invited for professional services to:

- Prepare and manage the design, production & installation of the exhibition as outlined in this brief.
- Issue production information to printers and appointed sub-contractors.
- Ensure the works are carried out within the agreed budget.
- Communicate regularly with GCHT to monitor progress.

Tenders must include the following information.

- Your understanding of the brief.
- A description of how the brief will be delivered to achieve our aims, including an indicative timetable for the work.
- Proposed costs for design, production and installation.
- Qualifications and experience of the personnel delivering this project (please provide links to previous projects if desired).
- Your full contact details.

Enquiries and submissions should be made by email to: info@glasgowheritage.org.uk