



UP STARTS STAR

Design Brief

Culture is Under Attack!

Background

Our cities are slipping out of our hands and into the clutches of developers determined to devour every last inch. Recent reports of cultural institutions closing are deeply troubling, as is the realisation that often it isn't because of a lack of success rather than to further line the pockets of an elite few while community and culture suffer the consequence. The proposed closure of the Science Gallery due to funding issues, the Cobblestone pub being turned into yet another hotel and Chapters Book Shop ceasing to trade citing online competition, all tell a chilling story of cultural erosion. We have to take action and be aware that if we don't maintain and protect what's authentic about our cities, they will no longer resemble the historical, cultural and creative communities that we love.

Context

Over the past number of years Dublin City has seen the demise of a litany of its cultural and community spaces. They are fast being replaced by profit driven developments or simply being neglected to the point of dereliction. We have listed below a handful of these sites, you probably know of more, in this city or your own:

- The Science Gallery
- The Tivoli Theatre
- Smithfield Market
- The House of The Dead, 15 Ushers Island
- Chapters Bookshop
- Iveagh Markets
- The Cobblestone Pub
- The Bernard Shaw
- Andrews Lane Theatre
- Merchant's Arch

Task

City planners have revoked planning permission for an apart-hotel at one of these sites (or another of your choosing) and redesignated it for cultural use. Design the visual identity or communications campaign for this new cultural space. Your solution should take visual cues from the surrounding area, the history of the building and it's locality, paying particular attention to historic imagery, pattern/material/colour and typography/vernacular lettering/signage.

You must explain why you have chosen this particular site, clearly communicate your rationale and describe your design process. This brief is about letting you show what you can do within a loose creative framework. Your application will be judged both on your idea and on the quality of your execution. You should approach this brief using whatever media you feel best showcases your talents.

Deliverables

Choose one deliverable from the list below to showcase your concept for a new cultural space:

- Identity & Branding
- Signage & wayfinding system
- Custom alphabet or bespoke typography
- Website or web app
- Double-sided A2 poster
- 8-page booklet
- Set of shareable social media assets
- 30-second moving image piece