



# Future Everything



## CREATIVE BRIEF\_

### this place [of mine]

FutureEverything, in partnership with GM Arts (via the Great Place Scheme), are seeking an experienced **creative web designer/developer or agency** to collaborate with our Creative Team to co-create a **bespoke, multilayered online platform** for our **this place [of mine]** project. The online platform will be created with and for young people reimagining the future of their towns and high streets.

**Fee:** £9,000 (incl. VAT)  
**Start date:** w/c 21 Sept 2020  
**First phase site launch:** w/c 3 Nov 2020  
(project duration until Feb/March 2021)

**Location:** Working remotely, with project meetings and creative workshops taking place online.



# CONTEXT

**this place [of mine]** is a new creative engagement programme and art commission as part of the Greater Manchester Great Place\* Scheme. The project will engage young people (aged 13-19) in exploring the future of the 'high street', using digital art, culture and creativity to express their visions and influence change.

Taking place across five towns – Oldham, Rochdale, Wigan, Beswick and Stalybridge – **this place [of mine]** will engage young people through creative collaboration and online workshops, culminating in the production of:

- ⦿ Youth-led creative digital content (*created with FE's Creative Team*)
- ⦿ An online hub / website
- ⦿ 5 x online digital artworks by local artists
- ⦿ A large-scale physical, touring artwork (*by Tine Bech Studio*)

**We're now seeking a creative web designer/developer to work with us to design, build and deliver the online hub/web platform strand of the project.**

\*See **Appendix A** for more info about the project partners and the Great Place scheme.



## The web designer/developer will\_

Collaborate with FutureEverything's creative team and a group of Young Producers to co-design the online hub/website.

Build and deliver the online hub/website by the specified launch date.

Offer tech/website support for duration of the project and physical artwork tour.

## FutureEverything will\_

Lead the wider programme of work for **this place [of mine]** inc. creative direction, production, client liaison and team support.

Act as creative leads for the online hub strand of work, including: youth engagement, artistic/creative direction and stakeholder management.

# OBJECTIVES

## Objectives for the online hub\_

- ⦿ To create a vibrant website that can act as a hub for the project content and experience, somewhere people want to stay a while and explore
- ⦿ Create an online experience that reflects the wider project: bold, exciting, socially connected, creatively innovative, story-driven, youth-led
- ⦿ To empower young people to take a lead and amplify their voices and ideas
- ⦿ To encourage direct audience participation through the hub
- ⦿ To create an online legacy for the wider project – including building in practices, tools and processes to enable sustainability of the online platform beyond the end of the project and physical artwork live tour

See **Appendix B** for inspiration and references to the kind of experience we'd like to create.

# AUDIENCE



**COLLABORATORS** [young producers 13-19, and wider youth audience post-launch]



**STAKEHOLDERS** [local authority council stakeholders, arts & culture programmers, policy makers]



**WIDER AUDIENCE** [local residents, art, place & culture enthusiasts, live tour attendees]

## Audience experience\_

### Young Producers

- ⦿ Co-design online hub
- ⦿ Create digital content for the hub and social media
- ⦿ Local advocacy within their networks

### Wider youth audience

- ⦿ Access/explore content
- ⦿ Attend/interact with live activities (e.g. live streams)
- ⦿ Create and submit content
- ⦿ Connect with artwork tour

## Audience experience\_

- ⦿ Access/explore content
- ⦿ Hear youth perspectives
- ⦿ Local advocacy with their networks
- ⦿ Legacy and succession planning towards their own priorities

## Audience experience\_

- ⦿ Access/explore content
- ⦿ Hear youth perspectives
- ⦿ Find out about artwork tour
- ⦿ Interact during artwork tour

# APPROACH

## CREATIVE COLLABORATION

FutureEverything, the web designer/developer and artists working together as a creative team

## COMMUNITY PARTICIPATION

Empowering young people as collaborators and co-creators

## ETHICAL TECH

Creating a level playing field for young audiences through open source, accessible tech and safeguarding

# WHO WE'RE LOOKING FOR\_

## Key qualities\_

- ☉ Highly skilled at web design/build
- ☉ Prepared to work as part of a collaborative team
- ☉ Comfortable embracing the unknown/spirit of creative exploration
- ☉ Capable of managing your own budget and task list
- ☉ Comfortable running co-design activities as part of creative workshops with FutureEverything's Creative Associates
- ☉ Interested in contemporary creative web design and artistic online spaces or playful online experiences



## Notes on working with young people\_

- ☉ Experience of working with young people is not mandatory. You will be working with our Creative Associates on all youth facing aspects of this project.
- ☉ The safeguarding of our young participants is absolutely crucial to this project, as such we will provide you with a DBS check upon contracting. If you are subscribed to the DBS Update System, or are in receipt of a recent DBS certificate (up to 6 months prior to March 2020), we will request evidence of these. FE are responsible for all safeguarding aspects.
- ☉ You will need to be prepared to articulate your thoughts, share your practice, take feedback and be flexible and responsive to young people's ideas.
- ☉ Young people will be working on ideas for content design, visual design, navigation and UX with you, they will not be working with you on programming or technical website build.

# DELIVERABLES\_

## ONLINE HUB\_

### You will lead on\_

- ☉ Design and build a new website / online hub
- ☉ Produce relevant documentation for input and feedback, e.g. sitemap, wireframes, page templates, design concepts, etc.
- ☉ On call for technical support and bug testing/fixing post-launch for the duration of the project (until Feb/March 2021)
- ☉ Core technical, documentation & training/handover for key stakeholders
- ☉ Attend 1 x project debrief and handover meeting with the project team at the end of the project

### You will collaborate with us on\_

- ☉ Collaborate with FE and YPs to outline the design of the site (e.g. discussing structure, scope and functionality)
- ☉ Collaborate with FE and YPs on the visual and UX design elements
- ☉ Work with creative ideas and content generated by the young producers

## YOUTH ENGAGEMENT ACTIVITIES\_

### You will collaborate with us on\_

- ☉ Attend 1 x online meet & greet session with the Young Producers co-hort to share your practice and skills, supported by FE's Creative Associates
- ☉ Work with the Creative Associates to design & deliver 1 x co-creation workshop around creative web development for the Young Producers
- ☉ Be ready to take input, gain feedback and share progress on the web development with Young Producers (through weekly online updates and 2-3 formal user testing/feedback sessions with YP online)

## TOURING ARTWORK INTEGRATION\_

### You will lead on\_

- ☉ As technical lead for the online hub you will advise on ways the online hub could integrate with the touring artwork.

### You will collaborate with us on\_

- ☉ Collaborating with young people to advise from a technical perspective.
- ☉ Work with Tine Bech Studio's technologist to ensure technical compatibility with the physical artwork

*We will do this through regular online project catch-ups with the team.*

## Creative tech R&D\_

Our Creative Associates have undertaken a period of technical R&D for this project focusing on World Building, Gaming, AR, Mapping, Layering & documenting, and Meeting environments

They have explored numerous potential open source and accessible platforms and technologies that could form part of the online hub.



### Content formats\_

- ☉ Video embed
- ☉ Image gallery
- ☉ Blog
- ☉ Core text/image pages
- ☉ Interactive maps
- ☉ 3D models (Blender .obj)
- ☉ Live streaming (YouTube, Twitch, Zoom, Discord)
- ☉ Bots
- ☉ 360/explorable environments (Google Tour, StorySpheres)
- ☉ Playable game embed (Bitsy, Inklewriter)
- ☉ Content submission form

### Integrations\_

- ☉ Social media
- ☉ Chat platforms (Discord/Zoom embed)
- ☉ Twitch
- ☉ Event ticketing widget (e.g. Eventbrite)
- ☉ Google Analytics
- ☉ Touring artwork integration\*

### Considerations\_

- ☉ Accessible for all users
- ☉ Must work on mobile devices / fully responsive
- ☉ Safeguarding in mind
- ☉ CMS-based (e.g. Wordpress)
- ☉ Stable, secure and futureproof
- ☉ To include Privacy notice and T&Cs
- ☉ Cookies requirements

### \*touring artwork integration\_

Our lead artist (Tine Bech Studio) will create a physical touring artwork for the high street. This piece will have the potential to communicate with the online hub, interacting remotely. Integration could take the form of live data feeds/API's, changing or responsive imagery or social media integration. The YP's will collaborate with the lead artist and their creative technologist to develop what this interaction is and consult with you from a technical perspective.

# BUDGET\_

## Fee\_

The available fee for this project is £9,000 (incl. VAT)

There will be a budget for domain and material costs for this project, in addition to your fee.

## Project timeline\_

Week b/g 21 Sept	Web Designer/Developer appointed
Week b/g 28 Sept	Formal announcement of project
Week b/g 05 Oct	Meet & Greet online session
12 - 30 Oct	Delivery of 6 online workshops with Young Producers
Week b/g 16 Nov	Formal announcement of online hub
Week b/g 30 Nov	Launch of online hub
Dec '20 - Feb '21	Online hub is active
Feb/Mar '21	Touring of physical artwork

# APPLY\_

## Send us your expression of interest\_

To apply, please send an expression of interest (EOI) to **Chris Wright, Producer**

**[chris@futureeverything.org](mailto:chris@futureeverything.org)**

In your EOI, please include:

- ☺ Why you are interested in this project
- ☺ An outline of your approach CV/portfolio, including examples of *relevant* projects or experience
- ☺ A breakdown of your time over the project

## Deadline for EOIs\_

**9.00am, Wednesday 09 September 2020**

Interviews will take place week b/g 14 September 2020

The appointment will be confirmed by week b/g 21 September 2020

*We particularly welcome applications from black and minority ethnic candidates as they are under-represented within our organisation.*

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# APPENDICES

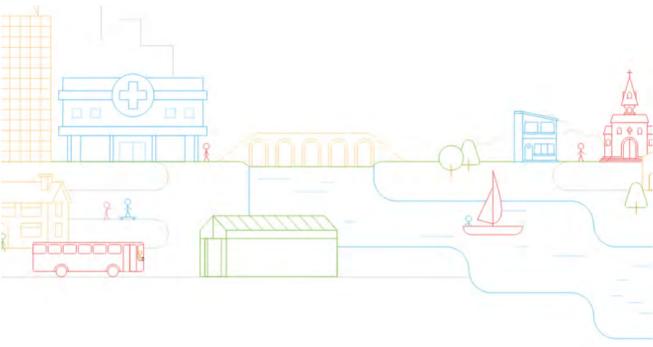
## Appendix A

### About the wider project

Currently there is a significant national interest in the future of post-industrial towns, and in particular the changing role of the high street. Initiatives such as the [Future High Streets Fund](#) have increased awareness of the need to prioritise new and alternative visions for the future. And to work in a collaborative and integrated way.

At the same time, the [Culture is Digital policy progress report](#) recently highlighted: "The use of digital technology within the cultural sector has led to an increasingly integrated landscape of creative activity and unlocked new forms of artistic expression, methods of distribution and audiences." As well as increasing digital skills and participation.

This project is an opportunity to explore the role that digital arts and culture can play in engaging people with a sense of place, and empowering them with the skills to imagine and share their visions for a potential future.



### The Great Place scheme

The [Great Place Scheme](#) is designed to pilot new approaches that enable cultural and community groups to work more closely together and to place heritage at the heart of communities. It's an action research programme led by Greater Manchester Combined Authority and funded by the Heritage Fund and Arts Council England with the aim of achieving recognition for the essential role of culture in the lives of Greater Manchester residents. Great Place is working across the city region through resident engagement, to support the sustainability of the cultural sector, create new links between culture and other sectors, and test and evaluate new models of local delivery. [#greatplacescheme](#)



### Greater Manchester Arts

Greater Manchester Arts is a network that represents the art services and cultural trusts of all ten districts of Greater Manchester. Their vision is straightforward: to bring the arts to everyone, and for more people to be more creative, more often. Celebrating and developing the cultural identity of Greater Manchester, the network collaborates to take the arts to the very heart of communities, commissioning and supporting inclusive activities that both represent and appeal to Greater Manchester residents.



### FutureEverything

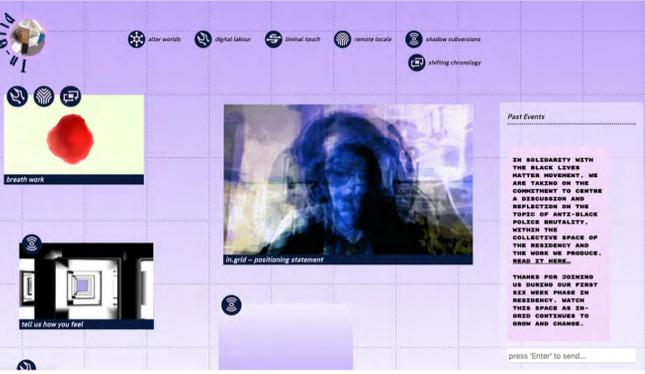
Established in Manchester in 1995, FutureEverything is an award-winning innovation lab and cultural organisation that has helped shape the emergence of digital culture in Europe. Through a curated programme of events, art commissions, critical conversations, collaborative projects and prototyping, FutureEverything pushes creative boundaries and stimulates new ways of thinking, across a diverse range of sectors, disciplines and audiences. Taking an action-research, artist-led and human-centred approach, FutureEverything is passionate about bringing people together to discover, share and experience new ideas for the future, creating opportunities to question and reflect on the world around us.

[www.futureeverything.org](http://www.futureeverything.org)  
@FuturEverything



## Appendix B

### Creative inspiration



### In.Grid

Online collaboration/residency between artists from Goldsmiths Computing Department and arebyte Gallery. The site continuously reinvents itself through artistic intervention, performance, events and live activities.

<https://www.in-grid.io/>



### Likelike

Playful virtual games and environments example

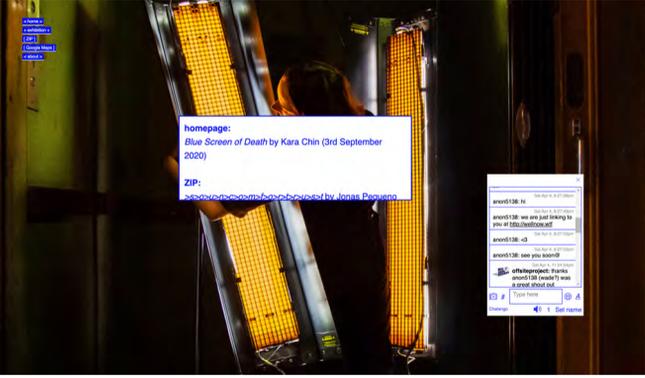
<https://likeliketext.glitch.me>



### FlipSide MCR

Student created website for design degree show (online due to pandemic). Includes work galleries, profiles, creative activities.

<https://flipsidemcr.co.uk/>



### Offsite Project

Online curatorial practice founded by Pita Arreola-Burns and Elliott Burns, which runs a programme of homepage exhibitions; downloadable ZIP shows; and a residency based in Google Maps.

<http://www.offsiteproject.org>