



UNIVERSITY OF
LINCOLN

creative brief

ISAAC NEWTON BUILDING 'SIGNATURE WALL' ART PIECE

The Isaac Newton building is the biggest building that the University has developed and is due to open in April 2017. We are running a competition to design a piece of artwork to fit onto the very large 'signature wall' of the atrium space (see the images at the end of this document).

The competition is open to all students of the university (undergraduate & postgraduate), as well as staff collaborating with students.

This will be a key installation in a building that is named after one of the world's greatest physicists (who was born in Lincolnshire). The new building will be home to the College of Science and incorporate the School of Engineering, the School of Computer Science and the School of Maths & Physics. The artwork needs to feel appropriate to the building and be in keeping with the academic subject / nature of the environment.

The artwork will fill the very large wall (approximately 14.5 metres wide by 8.5 metres tall) and will need to work both close-up and from a distance. The large 'signature wall' will be visible from the top of Tritton Road as well as around the Delph Pond, and, along with the building itself, will become both an arrival statement for people driving into Lincoln as well as one of their first impressions of the University.

The competition is open to entries using all styles and media, for example: art, illustration, graphic design, painting, typographic, collage, computer generated, hand crafted, photographic, textiles, abstract, montage etc. Whilst the judging panel will be very open-minded to all ideas and suggestions for the design, there are practical requirements that need to be met (including budget, timing, installation, structural issues, appropriateness etc).

The deadline for all entries is **Friday 3rd March 2017**.

All final artwork must be entered on flat **A3 paper** with the single visual of the artwork (**to match the ratio of 14.5m wide x 8.5m tall**) filling the page as much as possible. Entrants are encouraged to provide one additional page to explain the artwork and visualize how the piece may look applied to the signature wall (please do not supply support work, sketchbooks, development work etc).

If creating the image digitally, please ensure that it is created at least at 300dpi, 297 x 420mm, CMYK. Please do not mount any of the images and only paper entries will be accepted.

Please submit flat paper entries (not rolled up), to **Anna Martin in the College of Arts Office (AAD3W14) by 11am Friday 3rd March 2017**. Entrants' names (including programme and level of study) must be clearly visible on all pages entered.

The judging will take place as soon as possible after the deadline. The judging panel intends to select one winner and a small number of runners-up. **The winning entry will be awarded a prize of a new 15" Apple MacBook Pro (worth over £2,000) and runners-up will each win a new 9.7" Apple iPad Pro.**

Important note: By entering the competition all students are agreeing that the University of Lincoln can use the work for recruitment and marketing purposes. All intellectual property (copyright) of entries will be owned by the University of Lincoln.

We will be holding an open Q&A drop-in session for this competition from 1-3pm on Wednesday 11th January in room AADE09. Please come along at any time during this period to ask questions about your ideas.

If you have any questions, please contact Gyles Lingwood (Director of Education, College of Arts):
glingwood@lincoln.ac.uk.



Architect's visual with placeholder image. What do you think the artwork should be?



The large 'signature wall' as it currently looks, waiting for the new artwork.