

# CREATIVE BRIEF | Sarah Swift Building Entrance Hall Art Piece

## Understanding People

The Sarah Swift building is the newest building on the University Campus. Home to the School of Health and Social Care and School of Psychology, as well as the College of Social Science Professional Development Centre, staff and students moved into the building in June 2017 and it officially opens in December 2017.



Sarah Swift, born at Kirton Skeldyke near Boston, founded the (now) Royal College of Nursing and pioneered nursing standards during World War 1.

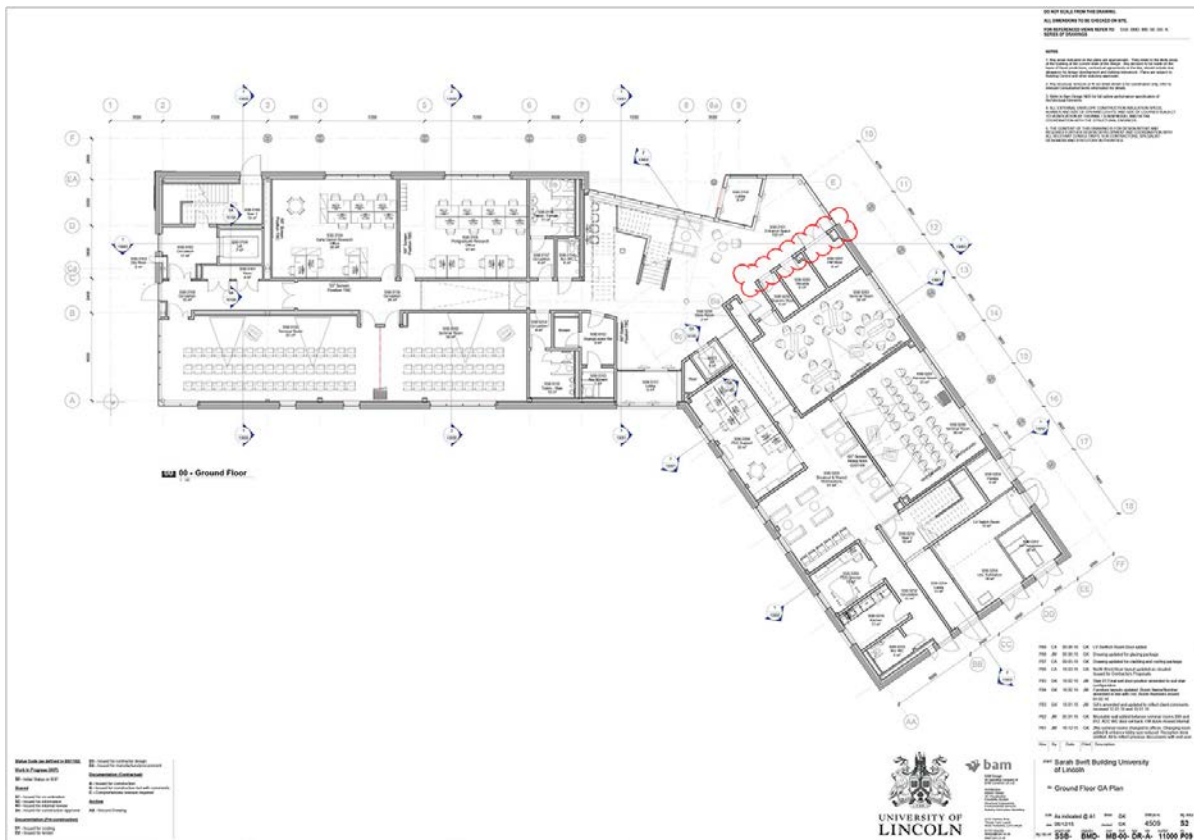
The building provides an opportunity to incorporate dedicated artwork to celebrate Lincoln talents. The University is therefore running a competition to design a piece to fit the large wall available in the ground floor atrium space (see the images at the end of this document).

The competition is open to all students enrolled at the University of Lincoln (Undergraduate and Postgraduate), and we are particularly keen to see staff collaborating with students. The artwork needs to be appropriate to the building and be in keeping with the academic subject and nature of the environment; a theme of '**Understanding People**' has therefore been set.

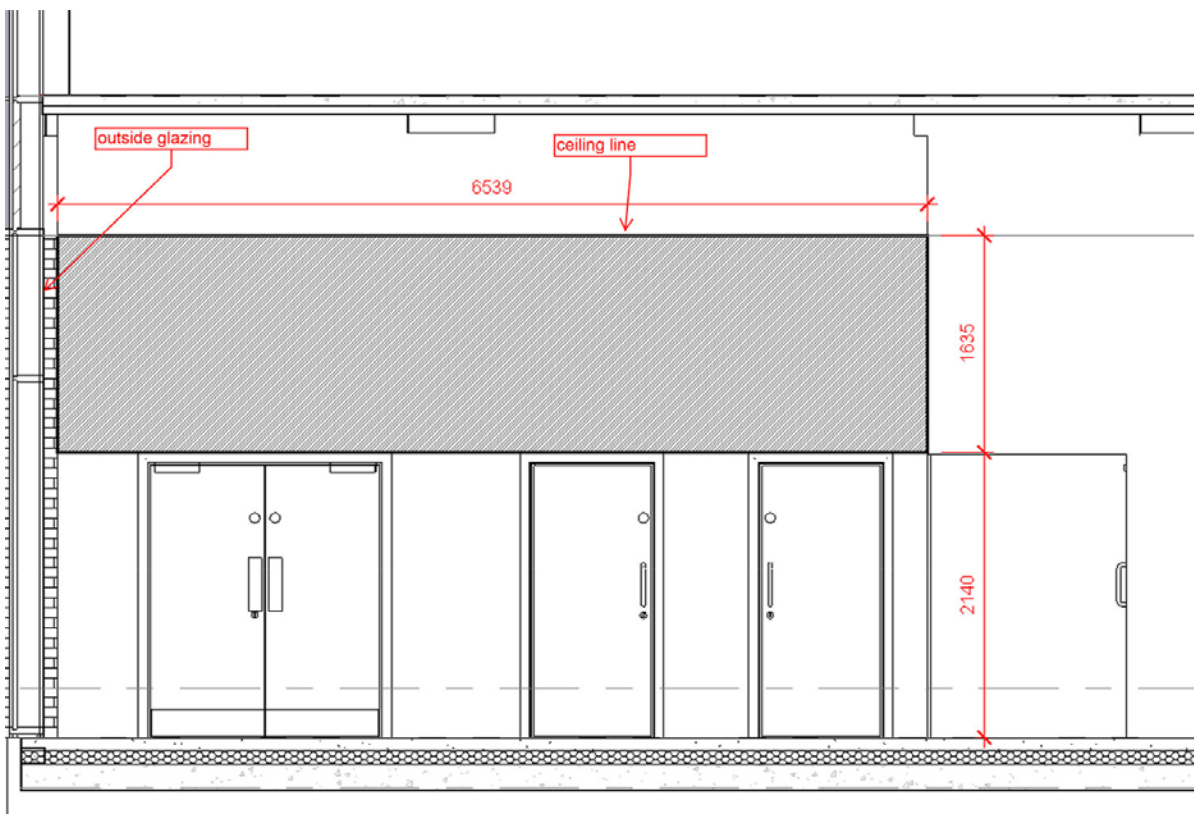
The artwork will fill the width of the large wall (approximately 6.5m wide by 1.5m tall) above the doors in the entrance level. It will need to work both close-up and from a distance. The wall will be visible from the northern approach to the building, including from the railway. It will also be visible including from the central staircase. It will be an arrival statement for people coming into this part of the University.

The competition is open to entries using all styles and media, including but not limited to art, illustration, graphic design, painting, typographic, collage, computer generated, hand crafted, photographic, textiles, abstract, montage etc. While 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, and appropriateness.

**Location of artwork in building (shows ground floor):**



**Location of artwork on wall:**



**Entry details:**

The deadline for all entries is no later than 4pm on Friday 2nd March 2018.

Format: All final artwork must be entered on flat A3 paper with a single visual of the artwork (to match the ratio of 6.5m wide x 1.6m tall) filling the page as much as possible. 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.

Entrants are encouraged to provide one additional page to explain the artwork, how it addresses the theme, and visualize how the piece may look applied to the signature wall. Please do not supply support work, sketchbooks, development work, etc.

Submission: Please submit flat paper entries (not rolled up) to the Sarah Swift Reception Desk. Entrants' name(s), programme, and level of study, must be clearly visible on all pages entered.

Judging will take place as soon as possible after the deadline. The panel intends to select one winner and a small number of runners-up (if appropriate). The winning entry will be awarded a prize of a new 15" Apple MacBook Pro (worth over £2,000). The intention is that the artwork will be installed to celebrate the anniversary of moving into the building in June 2018.

By entering the competition, entrants 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.

**Further Information and drop-in:**

There will be an open Q&A drop-in session to provide advice and guidance on Wednesday 10th January from 1pm to 3pm in the Sarah Swift Building, first floor landing. Please come along to ask questions about your ideas. This is also an opportunity to get a sense of the building, if you are not familiar with it.

If you have any questions, please contact Harriet Gross, Deputy Head of College of Social Science, by email [hgross@lincoln.ac.uk](mailto:hgross@lincoln.ac.uk).