

The Return

Website and Identity Design

Invitation for Proposals

Summary of The Return

The Return is a long term project by Leeds based artist Akeelah Bertram, which explores the idea of the African diaspora as physical and social states of separation, and investigates how cultural connections can be facilitated across a range of geographical contexts.

Parallel installations in different locations use kinect sensors to transform body movements into light and sound, allowing people to communicate and influence each other's spaces.

This project will honour what has passed and enhance relationships between diaspora communities in the present through a series of installations connecting audiences on the African continent with audiences of African descent globally.

By developing enhanced emotional and cultural connections through creative technology, The Return advances models for community collaboration and creates shared spaces for reflecting on identity narratives.

The Return was conceptualised in response to the 'door of no return' in Elmina Castle, Cape Coast, Ghana. Since visiting in 2018 Akeelah has reflected on diaspora connections to the continent through sites like this on the West African coast.

After a prototype run of the project in 2019, Akeelah has partnered with York Mediale to produce Return '2', which further explores cultural exchange through technological innovation. The artistic development has been informed by community engagement and remote residencies.

Brief

This brief invites proposals for a designer/s to design and build a web interface and site for the project. The website will be a fundamentally artistic part of the project, vital in providing a recognisable and evolving entry point to the project, in addition to a site which promotes the concept and acts as an accessible 'programme' for updates, physical installations and engagement opportunities.

The objective of this call is to place a contract with a designer or organisation who will supply the services as detailed in this document. Contract duration will be as agreed between York Mediale and the contractor, and key initial project dates are as follows:

- Target website publishing date: 1st June 2021
- Yorkshire Sculpture Park installation opens: 3rd July 2021

The key point of contact for any queries or clarifications will be Tom Higham, Creative Director.

The deadline for proposals is Monday 17th May, 12pm. Please send proposals to info@yorkmediale.com

The indicative maximum budget available for design and build is:

- £4,000

Including retained services for any maintenance/updates to a limited degree over the next 10 months.

Fees are excluding VAT at the prevailing rate.

Suppliers are required as part of their proposal to submit a summary work plan outlining activities, timescales and a full breakdown of all indicative costs.

Further detail

Key aims for the project include:

- Facilitating the representation of BIPOC communities by BIPOC practitioners on a national and international level, within a form that lacks in racial diversity (Digital installation)
- Experimenting with online & live platforms via technology & material innovation, in the production of technically & conceptually groundbreaking interactive experiences
- Pushing the boundaries of how digital innovation can combine with lived experiences to extend our understanding & relationships
- Develop ways to embed audience engagement in the production & dissemination process, with a focus on enriching audience experience & learning about creative production processes
- Removing barriers to access for people who may be excluded due to inadequate provision to support their protected characteristics
- Exploring new ways of working with technology through the development of the kinetic interactive installations & exploration of an app to allow people to create a joint creative experience

For working detail on the role and potential of the website we are seeking, please see the working Miro board [here](#).

The website should:

- be built on an accessible and well designed CMS - so that edits and additions can be made by the artist and YM team quickly and simply
- include high quality and up-to-date design coupled with obvious and effective functionality across platforms and devices
- be industry compliant in design, accessibility and structure
- Additional defined block / style options must be incorporated into the design to keep pages fresh

Related sites and organisations

We would see related festivals as being:

[Sonar](#), [Ars Electronica](#), [MIF](#), [Decibel](#), [FutureEverything](#), [FutureFest](#), [TodaysArt](#), [Unsound Olafur Eliasson](#), [AFROPUNK](#), [Tastemakers](#)

FORMAT FOR PROPOSALS

To apply for this contract, you should produce a submission of no more than 10 pages that includes:

- A written outline of the approach to be taken to deliver all aspects of the work
- A breakdown of costs associated with the proposal, including daily rates
- Summary work plan outlining the activities and timescales
- Examples of recent, relevant, work and experience

Please send proposals to info@yorkmediale.com

SELECTION CRITERIA

Applications will be scored based on the following:

- Covers the scope of the work as set out in this brief
- Evidence of an understanding of the project
- Capacity to meet delivery timescales of the project
- Appropriateness of the skills and experience of the project team
- Track record of successful delivery on comparable assignments
- Testimonials/case studies
- A realistic and viable outline budget

STANDARD CONDITIONS

By submission of the proposal you agree that:

In no circumstances shall York Mediale incur any liability whatsoever or be liable for any costs or expenses incurred by you in generating your submission.

Any responses received and any consequent communications will be treated in confidence.

You may be called to a short interview to discuss your proposal or to make appropriate presentations to the selection panel. No invitations to discuss or present should be deemed as an award of contract.

Decisions made by York Mediale will be final.