

LONDON FESTIVAL OF ARCHITECTURE

Open Call - LFA Brand and Merchandise



1

The context

The London Festival of Architecture celebrates London as the global hub for architecture. No other city on earth has the scale and concentration of world-class architectural and design talent as London.

What makes the LFA unique is that our vast programme of more than 500 unique events is delivered by an amazing community of independent organisations and individuals. Through our work we help to radically democratise the debate about architecture and our city. By increasing the diversity and breath of people who organise events as part of the festival, we ensure that our programme of events has something for everyone.

We want to harness the power of that community to find an organisation or individual to design the LFA's merchandise this year.

We're looking for an individual or organisation with great graphic-design skills, but also an ability to think creatively to use the LFA's limited budget to create a big brand merchandise for festival event organisers to use to create an impact throughout the festival. It's an opportunity not just to design the same old posters and sign boards, but to decide what to design to achieve the most impact.

2

The commission

The LFA began in 2004 and has since grown to become the world's largest annual architecture festival. The festival attracts a vast public audience – well over 600,000 people in 2018 – and a global media audience of millions. The vast majority of events are free, and are staged by a core festival programming team working alongside architecture and design practices and practitioners, leading cultural and academic institutions, artists and many others.

In the past few years the number of organisations staging events for the festival has dramatically increased. In the past our limited resources have somewhat limited the branding and merchandise we've made available to event organisers.

This year we want to make a step-change in festival branding and merchandise – so we can increase the quality, breath and impact of the materials we make available to event organisers. This will both help organisers brand their events and help our audience to identify and find events through improved wayfinding. We're not looking for our branding to respond directly to this year's theme, but to be usable over a number of years with different themes.



3.

Existing Brand

From our founding the LFA has been synonymous with our vibrant pink colour. We currently use two logos somewhat inconsistently – the 'LFA' abbreviation and a full 'London Festival of Architecture'.

We are keen to develop the 'LFA' recognition as a standalone logo but are aware that to a lay audience this doesn't yet have sufficient meaning.

Our dark pink is #e6007e. More recently we have begun to use a lighter pink #ffecf5



We are open to an evolution of the brand.

4.

Design requirements

The competition winner will be invited to:

1. Conceive of a range of high-impact low cost merchandise to help festival event organisers to brand their events and to help their audience find them (expected to be around 400 event organisers holding more than 500 events)
2. Devise a strategy and range of materials to brand key LFA-run events (Press Launch, Opening Party, Patrons Dinner, etc)
3. Manage the design and production of all merchandise and materials to an agreed budget and timetable. Liaise with printers and manufacturers as appropriate.
4. Design and manage the production of our printed materials including our Annual Review, Essays publication and Press Pack.
5. Develop a range of LFA InDesign templates for the LFA team to use for a variety of purposes (e.g. sponsorship documents, letterhead, competition templates)
6. Create Powerpoint templates that can be used by the LFA and event organisers
7. Develop a brand book for festival 'look and feel'
8. Work with our PR team to provide graphics, GIFs, etc for social media.
9. Work with our web developer to evolve the LFA website templates for LFA 2020

5.

The competition

This is a two-stage competition. No design work is necessary for the first stage.

Stage 1 - Submissions for stage 1 must be made via our website and consist of a single PDF document of up to 10 A4 sides, no larger than 5mb. This document should include:

1. Full name and contact details including postal address, contact number and email of project lead.
2. Brief biographies of all the project team.
3. A 200-word description about you, your practice or organisation along with any relevant experience acquired through previous work. You can also use images of your previous work.
4. A short paragraph of max. 250 words on why you are interested in being involved in the project. You may wish to include some thoughts about your vision including any initial written reactions you may have to the brief.
5. No design work is required for the first stage and any included sketches will not be shared with the judges.

Stage 2 - For stage two of the competition, up to five shortlisted individuals or organisations will be invited to develop a design approach based on the information laid out in this open call. Each will be awarded an honorarium of £300 Inc. VAT.

The work required for the second stage of the competition will be reflective of the honorarium sum.

We envisage the shortlisted teams will present up two A3 sheets outlining your proposed design approach to creating merchandise for the LFA in 2019

6.

Budget

We will pay the competition winner up to £9k plus vat (the fee). This will be on a monthly retainer of £1.5k per month payable in April, May, June, July, August and September.

In addition to this the winner will be expected to manage the LFA's print and production budget. For 2019 this will be circa £30k.

This will need to include the printing of our Annual Review, Essays publication and Press Pack.

In the past we've also produced tote bags, balloons, t-shirts, sandwich boards, sign boards, posters, etc. This year we are deliberately not specifying what additional materials we want to be produced. We will be looking to you to think creatively and suggest how to best spend this budget to achieve the biggest possible impact for the festival and event organisers.

If necessary, we are also able to offer desk space for the winner – potentially a great place from which to start and grow your own business. We hope that winning this competition will also provide an opportunity for the right person or organisation to demonstrate their skills to the wider architectural community across London and around the world – potentially acting as a springboard for future success.

7.

Jury

The LFA is run by a small, agile and extremely hardworking team – currently just 5 people. The winners will be working closely with the LFA team throughout the next six months. Uniquely, for this competition it will be the LFA's team that will comprise the jury, along with Steven Harding from Goodfellow Communications, our PR Agency.

The shortlisted teams will then be expected to present their proposals to the jury who will decide the winner. You can find details of the LFA staff team on our website.

8.

Eligibility

The competition is open to graphic designers, architects, designers, artists and other individuals and organisations. We are expecting to work closely with the winners over a number of months and potentially longer. You must therefore be able to be present in London for agreed meetings at your own expense.

9.

Submission

Submissions for stage 1 must be made via our website and consist of a single PDF

document of up to 10 A4 sides, no larger than 5mb. This should include the details laid out in point 5. You will receive an email confirming receipt of your submission.

10.

Schedule and Deadlines

- Submissions open: Thursday 21 February
- Submissions closed: Midnight Sunday 10 March 2019
- Successful shortlisted practices notified: w/c 11 March 2019
- 2nd stage presentation: Thursday 21 March (afternoon).
- Announcement w/c 25 March.

Please be aware of the tight turnaround for shortlisted practices between being notified of being shortlisted and presenting for stage 2.

We are also on a tight turnaround for the winners to have materials designed and produced for our Programme Launch on 1st May and distribution to event organisers during the week of 20th May. There will therefore be a significant amount of work necessary soon after appointment in April. Please make sure you have capacity before applying.

11.

Further information

- Submissions will be judged on originality, demonstration of creativity and relevance to the brief.
- The ownership of Copyright of the submission and shortlisting concept designs will be in accordance with the Copyright, Designs and Patents Act 1988 - that is Copyright rests with the author of the submitted design.
- It is expected that the copyright of the all material commissioned by the LFA from the winner will rest with the LFA in exchange for the fee.
- Please bear in mind that the project requires a fast turn around and may have peak moments when your organisation will need to dedicate sufficient staff to deliver the project on time, on budget and to the high standard expected by all stakeholders.
- Significant efforts are made by all stakeholders of the project to ensure wide media coverage.
- London Festival of Architecture reserve the right to use images from the submissions for promotional purposes in press, social media and publications. All endeavours will be made to ensure accurate accreditation.

12.

Contact

To submit your entry please visit: <https://www.londonfestivalofarchitecture.org/branding>
For general enquires please contact: owen@londonfestivalofarchitecture.org

13.

References

A selection of images of previous brand merchandise can be found on the LFA website.
London Festival of Architecture: www.londonfestivalofarchitecture.org

14.

Disclaimer

The competition organisers are not liable for lost, misdirected, or late entries. Decisions of the jury represent their professional judgments and all decisions are final. While it is the intent to construct the winning scheme, the organisers reserve the right to not proceed with construction for any reason. Material submitted by you shall be your sole responsibility, shall not infringe or violate the rights of any other party or violate any laws, contribute to or encourage infringing or otherwise unlawful conduct, or otherwise be obscene, objectionable, or in poor taste. By submitting such material, you are representing that you are the owner of such material and/or have all necessary rights, licenses, and authorization to distribute it.