



THE BOWES MUSEUM

Role: Visual Identity, Design and Artwork - *Kith and Kinship: Cornish and Lowry* (Exhibition)

Location: Remote working and at The Bowes Museum, Barnard Castle, County Durham, DL12 8PP

Fee: £4,000+vat

1. Project Overview

The Bowes Museum seeks a suitably qualified company, initially for the Museum's *Kith and Kinship: Cornish and Lowry* exhibition, and with the potential to be preferred suppliers for future projects over the coming 3-5 years. The *Kith and Kinship* exhibition runs from 20/07/24 – 19/01/25. We expect work to start in October 2023.

This contract is issued simultaneously with another contract for a PR and Media Partner. Information for the PR and Media Partner can be found on our website or requested by emailing simone.wain@thebowesmuseum.org.uk

2. The Bowes Museum

Vision: We aim to unlock people's potential to shape a more interesting, equitable, and sustainable world.

Mission: As a future-thinking museum of Artists, Designers, and Makers, and through a spirit of generosity and collaboration, we will support and uplift the North East.

The Bowes Museum is a charity managing a Grade 1 listed, accredited museum and parkland in Barnard Castle. Founded by Joséphine & John Bowes 150+ years ago, this purpose-built Museum brings together an extraordinary, Designated collection of European fine and decorative art as a cultural resource for the people of Northern England, where today we celebrate artists, designers and makers.

Joséphine was a supporter of young artists and a talented artist herself. Our ambition is to build on Joséphine's legacy, giving people across the North and beyond access to high-quality cultural and creative experiences, supporting the region's cultural landscape, uplifting our communities, and increasing people's capacities to thrive.

We are a purpose-led, future-focused organisation that works to sustainably use our unique assets to make a difference in our communities, sector, and region. Through our work people will have increased social and cultural mobility and feel more connected to place, each other, and the natural environment. Visitor numbers are projected at 84k in 2023/24 and 88k in 2024/25. The majority of our audiences are local (living within a 60-minute drive of the Museum). Our aims and objectives drive our work to:

1. Take care of what's important (people, places and unique assets)
2. Invest in the future
3. Make a difference in our communities
4. Create outstanding experiences
5. Support our region's ambitions

3. Kith and Kinship; Cornish and Lowry

Kith and Kinship: Cornish and Lowry will present rarely seen or often overlooked work by Northern artists Norman Cornish and L S Lowry. Over 50 artists' paintings, drawings and sketchbooks will spotlight community: friends, neighbours, passers-by and relatives in familiar scenes from the North of England. The show will celebrate the region's distinctive industry, emotive landscapes and playful recreational activity.

Both artists recorded what they saw and experienced. The Bowes Museum will present this powerful visual journal through their work alongside extended interpretive stories and writings from the artists and our communities. Cornish was born, raised and worked in Spennymoor, a working-class town in the North East. His journey from miner to professional artist is a story of determination and resilience to overcome hardship and prejudice. The North East was also hugely significant to Lowry. Following his mother's death in 1939 and advised by his doctor to take an extended break for his health, he headed north to Berwick-upon-Tweed. Thereafter he was a frequent visitor to the North East, noting in 1960 that the region was what he had "...always been looking for."

Although the artists first exhibited together in 1951 at '*Northern Realists: Realism in Contemporary Art*', at Tullie House, Carlisle, their main encounters were from 1959 onwards at The Stone Gallery in Newcastle. The gallery acted as an agent for both artists, promoting their work and exhibiting their paintings alongside each other in numerous exhibitions including '*The Ambience of the North*' in 1966.

Working with people from the communities that Cornish and Lowry depicted, we will build new and varied interpretations of the works, bringing to life the relevance of these pieces today and resonating with our region's community and people's sense of places, hopes and aspirations.

Linked thematic:

- Championing Artists, Designers and Makers; past, present, and future
- Redressing the balance; social justice – working class culture

Key Works: *Sarah feeding Ann* – Norman Cornish, *Durham Miners Gala* – Norman Cornish, *Cricket Match* (1938) – LS Lowry



4. Objective for this contract

Kith and Kinship: Cornish and Lowry aims to generate local, national, and international interest. It presents an opportunity to reach wider audience groups, secure national/ international coverage and establish new media connections. We want to create a clear, distinctive visual identity/brand concept for the exhibition, which the supplier and Museum will use to produce campaign assets across all marketing platforms and materials.

5. Scope of Contract:

Within the budget available and in agreement with the Museum team, the successful applicant will deliver the following:

Concept Design for Exhibition Visual identity - The identity will include fonts, graphic styles, image usage, colour palette, and tagline and clearly connect to the Bowes Museum brand identity.

Supply of a suite of templates - Utilising the agreed visual identity, the following editable Adobe Indesign Example templates will be supplied to the client:

- A2 Exhibition Poster (portrait)
- 48 sheet billboard
- Instagram advert
- A5 flyer
- Pop-up roller banner.
- Full page, half page (portrait and landscape) and quarter page advert
- Website banner asset
- Preview invitation
- Lamp post banner.

Design and artwork of exhibition materials - The supplier will also produce designs and artwork for the following exhibition materials (costs for production are from a separate budget to this contract).

- 1 Title Board – Dibond board
- 1 lead exhibition Introduction panel OR 4 separate exhibition panels interpreting 4 separate themes (Home, Work, Play and Landscape)
- Labels for 50 works (the collection) or guide option

All designs should give full consideration to accessibility.

The Bowes Museum will retain copyright for all materials.

6. Skills and experience required

The successful supplier will have a record of accomplishment in the following:

- Development and production of high-quality, accessible, brand and visual identities.
- Experience in producing high-quality design and interpretation concepts and artwork for arts/culture/heritage organisations.
- Working in partnership with clients on public-facing projects.
- Use of environmentally sustainable materials and approaches.
- Delivering innovative solutions to project challenges.

- Delivering best value for money.
- Delivering to agreed milestones.

7. Project timetable

Closing date for proposals	15/09/23
Contract begins	01/10/23
Kith and Kinship Exhibition Opens	20/7/24
Kith and Kinship Exhibition Closes	19/1/25

8. Budget

£4,000 + vat

9. Application Process

Please prepare and submit a proposal document, along with **Appendix 1**. Please email your document (or questions before submitting) to simone.wain@thebowesmuseum.org.uk. The closing date and time for the receipt of documents is 5pm on the 15th September 2023. We will not consider any proposals received after this time.

All proposals will be evaluated using a two-stage process:

- An award analysis based on the information provided in the tables below (9A and 9B). In awarding the contract the following criteria will be used - Price-30%, Quality-70%
- Completion of Appendix 1. Pass/Fail

9A – Quality Aspect	Weighting
Details of your experience related to this project, including evidence of previous work and delivering similar or relevant contracts over the past five years.	30
A detailed response on how you will fulfil the brief's requirements (approach and methodology).	20
Capacity and Resource: Confirmation of capacity to complete the work, including a timeline for key deliverables. Confirmation of the organisational team members who would be involved an estimation of the time you anticipate they would spend on the project.	20
Quality Total	70 %
Price Aspect	
Cost breakdown as per the brief, with daily rates	30
Price Total	30 %
Total Quality + Price	100 %

8C: Scoring

Assessed Standard	Score
Very high standard with no reservations	5
High standard	4
Good standard, acceptable with minor reservations	2-3
Low standard with significant reservations	1
Fails to meet requirements	0

As the pre-determined quality/price split for each project is 70/30, the highest score split is allocated the maximum, with the other quotations given a pro-rata score reflecting their lower scores. The quality and price scores are then added together to determine the best score.

We reserve the right to invite shortlisted applications to a face-to-face clarification interview. The interviews will clarify the panel's understanding of the tenderers application.