

Design Brief (January 2018)

Budget £1,000 (inclusive of any VAT and costs)

1. Introduction

Over the past six months, Addenbrooke's Arts (AA) and Cambridge Curiosity and Imagination (CCI) have jointly delivered a poetry residency at Cambridge University Hospitals. The result of this is a collection of 15 new poems written by established poets in response to time spent in and around the hospital. The aim is to commission a graphic designer to plan and create high quality print that can celebrate and share some of these poems as widely as possible.

Cambridge University Hospitals NHS Foundation Trust is one of the UK's top academic clinical centres, with 1,100 beds and 7,000 staff. As well as being the local hospital for the community, providing emergency, medical and surgical care through its hospitals (Addenbrooke's and the Rosie), the Trust is a leading national centre for specialist treatment in organ transplantation, cancer, neurosciences, paediatrics and genetics.

The poems themselves are beautiful, offering thought provoking and touching reflections on the hospital experience and spaces. We wish to celebrate how these new works can illuminate for everyone this important institution – one that touches all our lives at some point. Working with a designer we want to create appropriate print that shares the collection for free across the hospital community (staff, patients and visitors), the AA and CCI networks and within the city of Cambridge.

The collaboration between CCI and Addenbrooke's Arts has developed through the project Taking Note - images and more information about this project are at <https://www.cambridgecandi.org.uk/projects/reimagine/events#poetry-in-moments> and there is currently an exhibition in the hospital (until February 19th). This stage of the project is supported by Addenbrooke's Charitable Trust, Awards for All and the Cambridgeshire Community Fund.

1. The brief

CCI and Addenbrooke's Arts would like to appoint a designer to create full completed artwork for print. We would want to work closely to identify the ideal format but expect it to be in colour and to use all 15 poems, bringing together images and poetry.

2. Budget

A budget of £1000 is available for the design. There is a further budget of £600 - £800 for printing (again including VAT) depending on the final format that is selected. The fee for design must be inclusive of VAT and all expenses.

3. Timescale

28/2/18	Deadline for expressions of interest from graphic designers
8/3/18 & 9/3/18	Skype interviews with shortlisted designers Appointment confirmed
1/4/18	Submission of initial designs
End April	Sign off

6. Submission

Designers interested in being considered for this project should submit the following information to Damian Hebron (details below) by midday on 28th February 2018

- Curriculum Vitae - showing experience of creating print and of creating visually engaging work
- Details of two referees/ previous clients
- Documentation of previous work preferably via J-Peg (no more than 3 images) or by a link to a website.

We commit to responding to all expressions of interest received. We will review submissions and shortlist appropriate candidates to interview via Skype/telephone.

7. Further information

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Cambridge University Hospitals **NHS**
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