

## **Creative Brief:**

We are looking to commission a digital artist to deliver a new projection mapped on to the Almonry Museum, Evesham as part of the Enlighten creative lighting trail.

## **The Creative Lighting Trail:**

Enlighten is a creative lighting trail in the town of Evesham that will;

- Provide a high quality visitor experience centred on the Abbey Site
- Create new connections between the parks and town centre
- Enhance the town's built heritage, reveal and promote the town's history
- Improve lighting to public areas
- Encourage families to visit the town in the evenings
- Improve and raise the profile of the Almonry Museum

## **Background:**

Phase 1 included illuminating the War Memorial for the Centenary of the end of WW1 and thereafter, updating the Bell Tower lights which included a colour change facility and lighting the previously unlit fourth wall. In 2019 a projection was mapped on to the facade of the Almonry Museum that displayed imagery from defining moments in Evesham's history. This projection was subject to a one-year trial period from Worcestershire Highways. The remaining phases of the project will include lighting All Saints Church, St Lawrence's Church and the Cloister Arch of the Abbey gardens.

## **The Almonry:**

The Almonry Museum is a 14th century building that was once home to the Almoner of the Benedictine Abbey founded at Evesham in the 8th century. The origin legend goes thus: Eof, a swineherd living in the village of Homme on the banks of the Avon, lost some of his pigs one day. While searching for his pigs a vision of the Virgin Mary with 2 attendants appeared to him. In his excitement and rapture, Eof ran to the Bishop in Worcester, Bishop Ecgwin, and told him of his vision. Ecgwin decided to visit the site and see for himself. Following a period of fasting and praying he too had a vision but this time the vision spoke to him saying 'this place I have chosen'. Ecgwin took that to mean that he should raise an Abbey on the site and that he should be Abbot. The name Evesham may derive from Eof – Eoveshomme - Evesham.

As an incredibly pious man Ecgwin had criticised locals for their lack of spirituality and in response some took to criticising him to the Pope and King. The Pope summoned Ecgwin to Rome to account for himself. Before setting off on his journey Ecgwin clapped himself in irons and threw the key into the Avon declaring that his sins had not been forgiven until the chains had been removed. He then proceeded to walk to Rome. On arrival in Rome, Ecgwin sent one of his servants to catch a fish from the Tiber for supper. While it was being prepared they discovered the keys to Ecgwin's chains in the fish belly. Ecgwin was exonerated by the Pope on the basis of this miracle and he returned to England and his post as Abbot. He was canonised in the 8th and the abbey coat of arms shows chains and fetters in relation to this legend.

## **The Project:**

Building on the learning from the trial period we are now looking to commission a new projection for the Almonry Museum. We would like the projection to create a visual spectacle that signifies to visitors that are embarking on the trail that the Almonry is the start. The projection should bring to life the legend surrounding the founding of the Abbey. The projection will need to gain planning approval before being realised and therefore the successful proposal will need to take this in to account both in terms of budget and time management.

## Community Engagement:

The successful applicant will work with a local youth group to achieve the following aims which can be completed remotely across 3 sessions plus preparation time.

- Introduce the group to projection mapping and what a career working in this sector looks like.
- Introduce the project and work with the youth group leader to integrate visual submissions from the young people into the creative process for the projection.
- Share the work with the group at a suitable point to facilitate further discussion and input.

## Timeline

The deadline for applications is Thursday 12th November by 5pm. We anticipate that the successful applicant will have worked with us to provide enough information to support a planning application by the end of November. During December and January the successful applicant will work remotely with the young people from a local youth group incorporating their ideas. We hope to have received a decision on the planning application by the end of January. Once planning consent has been received the remainder of the work can be finalised with an intended launch late February.

## Format and technical requirements:

The body of work will be projection mapped onto the Almonry museum shown below. The projector on site is a Panasonic DLP projector PT-RZ 970.

The projection should run for 1 to 2 minutes.

The projection can not include any text, strobe effects, flashing lighting or any shapes that might be construed as road signage. Due to the nature of the site on a main road the projection should not distract drivers and therefore will require slowed movement and more subdued colours. The maximum illumination level will be 106 cd/m<sup>2</sup>.

The projection design will need to take in to account the areas where imagery may get lost in the complex surface of the Almonry frontage.



## Eligibility

The successful candidate will have prior experience of completing large scale projection mapping projects preferably on to historic buildings. You will need to provide evidence of your experience of community engagement and we are particularly interested to hear about any work you have completed with young people. Applicants do not have to be based locally but visits to the site will have to be made to test the projection.

## Submission Process:

An application form can be downloaded from the Enlighten website and completed application forms should be emailed to [caroline.tredwell@wychavon.gov.uk](mailto:caroline.tredwell@wychavon.gov.uk). Receipt of complete forms will be confirmed via email.

## Fee:

The fee inclusive of all costs is £4000.