**CREATIVE BRIEF: PRSF New Music Biennial**

**Background:**

The New Music Biennial is a PRS for Music Foundation initiative that supports and provides a platform for talented organisations and music creators who are pushing the boundaries of new music in the UK. It builds on the successes of the [New Music Biennial 2014](http://www.prsformusicfoundation.com/partnerships/flagship-programmes/new-music-biennial/new-music-biennial-2014/) and Cultural Olympiad programme, [New Music 20×12](http://www.prsformusicfoundation.com/partnerships/flagship-programmes/new-music-20x12/), and creates a world class programme of commissions, performed across the UK, broadcast by BBC Radio 3. It will be performed across various venues in Hull City Centre before going to the Southbank Centre.

New Music Biennial presents new music across all genres, from classical and chamber opera, to jazz, folk and electronic. With the aim to reach new audiences for contemporary music and encourage ideas for short works no longer than 15 minutes duration which are to be performed in a range of settings.

New Music Biennial aims to:

* celebrate and showcase the talent of the UK’s music sector and to raise the profile of composers from every part of the UK
* invest in excellent, new work which is performed more than once
* engage and inspire all kinds of audiences by commissioning and presenting new music in a dynamic and unusual way
* present a snapshot of the diverse and distinctive music which is created in the UK by composers at different stages of their career
* support organisations which are developing local and regional audiences for new music
* strengthen touring opportunities and working relationships between UK composers, commissioning bodies and performers

<http://www.newmusicbiennial.co.uk/>

**Description:**

Design, artwork and print of a mini-brochure to be handed out over the 3 days (30 June – 2 July) and a couple of weeks prior, folding out to a minimum of an A3 sized map (size tba), folded down to A5 (tba) featuring all the host venues, timings schedule and description of each performance / artists (recommendations required for format).

Printed on uncoated stock, 130gsm throughout.  
with fold out map  
Quantity – Approx. 10,000  
Point size of text – 10pt min. - 12pt (accessibility) – perhaps 11pt minimum for finer details if needed.  
  
The brochure will be in the Hull 2017 Brand colours as outlined in the brand guidelines, with provision for Hull 2017 and PRSF New Music Biennial logos. Some assets to incorporate funding and partner recognition.

The ‘image’ / visual identity for the weekend is to develop the look and feel of PRSF New Music Biennial in Hull.

The design needs to be adapted for:

* Site Dressing and way finding signage for the events and venues
* Site Map of all venues / interesting landmarks and information on each artist for the weekend (mini-brochure)
* Website (Hull 2017), online media and advertising to replace the lead landscape image currently here: <https://www.hull2017.co.uk/whatson/events/prs-foundations-new-music-biennial/>
* Square version + image only (no text) with bleed for Hull 2017 website
* Various digital assets to be briefed in individually as / when they may be needed for specific online purposes, advertising etc.
* Short films that capture composers and their work for use and sharing online

The Designs should:

* Use an imaginative and gripping technique to give a sense of the eclectic mis of artists in the line up for the weekend.
* Give the weekend some identity relating to exciting / dynamic new music
* Understand the pioneering nature of each of the composers taking part over the

weekend

* Show the extent of activity happening in just 3 days
* Appeal to lovers of the new, experimental and pioneering
* Need to be able to work with the PRSF logo, Hull 2017 logo, Radio 3 logo and Southbank logo.

**The Mini-Guide**

The front cover will need to be bold, simple and contemporary including the Hull 2017 & PRSF New Music Biennial logos. Something graphical not using artist imagery. An image/ brand / creation for the New Music Biennial to be used across site signage and dressing plus digital marketing, video and advertising.

**Pagination draft**

|  |  |
| --- | --- |
| **PAGE** | **CONTENT** |
| 1 (Cover) | Size / Format TBA Graphical Image for New Music Biennial |
| 2 (IFC) | Background and welcome to New Music Biennial (copy to be supplied) |
| 3 | Timings Schedule / Venue listings |
| 4-5 | MAP |
| 6-7 | MAP |
| 8-9 | PIECE TITLES & Descriptions |
| 10 | PIECE TITLES & Descriptions |
| 11 (IBC) | Partner Info (logos etc) |
| 12 (Back Cover) | Back Cover no info – design / imagery only |

**What are we trying to do:**

To make sure that the audience can find their way around to each venue at the right time with descriptive information on each piece.

**Who are we talking to?**

The audience attending the various performances over the weekend and potential audiences on the lead up.

**Accessibility**

The document needs to be as accessible as possible (meeting our accessibility guidelines).

* Font should be as near to 12 as possible (10 min).
* Clear typeface and spacing, use of bullets

**Call to action:**

Easy navigation to each venue, landmarks and pubs / places of interest more as a navigational tool rather than places to visit per se.

**Tone of voice:**

As per the brand guidelines.

welcoming, celebratory, cutting edge, dynamic.

**Mandatory inclusions:**

Hull 2017 + PRSF New Music Biennial + Southbank Centre + BBC RADIO 3 logos

Partner deck to include: Host, Principal and Major Partners (to go on inside back page – or somewhere that feels appropriate visually) ie: bottom back page?

Website and social media icons/addresses

**Deadlines**

|  |  |  |
| --- | --- | --- |
| **Date** | **Detail** | **Responsibility** |
| 13 April | Collation of text, images, biogs etc | Hull 2017 – Brand and Marketing Team (Gail Cooke) |
| 17 April | Main visual identity / imagery Concepts to be circulated | Hull 2017 - Brand and Marketing Team |
| 19 April | Identity/imagery to be agreed | Hull 2017 – Brand and Marketing + producers and PRSF |
| 20 April | Format, size and layout to be worked up | Hull 2017 – Brand and Marketing |
| 27 April | First weekend mini brochure draft to be circulated | Hull 2017 – Brand and Marketing + producers + PRSF |
| 5 May | Amends to be actioned. Artwork files for ‘image’ to be completed | Hull 2017 – Brand and Marketing |
| 7 May | Amends finalised, second round of drafts | Hull 2017 – Brand and Marketing + producers + PRSF |
| 8 May | Site Signage, wayfinding visuals to be worked up and finalised | Hull 2017 – Brand and Marketing + Producers + PRSF |
| 15 May | Everything to printers | Hull 2017 – Brand and Marketing |

**BOOKLET COPY – DRAFT (NB. We will provide full final copy ahead of design)**