



Answer a co-operative Design Brief in a co-operative way ...

Rochdale Pioneer's Museum

The co-operative college, Holyoake House,
Hanover Street, Manchester.

Answer a Co-operative Brief in a Co-operative Way...

- To engage the community in the Rochdale Pioneers Museum
- To generate innovative and creative uses for the temporary exhibition space/education space
- To create using the co-operative values and principles as inspiration and guidance
- To raise the profile of the museum and the archive

Creative Brief

The ROCHDALE project is a regenerative program that is happening between now and the end of 2012. The first successful co-operative store was Toad Lane Rochdale. The Rochdale Pioneers established this store in 1844 and it is now a museum and pilgrimage focus for the co-operative communities all over the world. It is a site of extreme significance for over 8 Billion people around the globe and it is having a face-lift!

Education

The museum is closed and will re-open December 2011. The museum is undergoing major structural work including the addition of a third floor which will act as the educational space with room for 40 “students”, a projector for film viewings and facilities for workshops of all subjects from arts to the academic. See more in “Education Brief”

Curatorial

There will also be a temporary exhibition space which is long and narrow but is an exciting challenge for innovative spatial design and an opportunity to explore a curatorial obstacle (health and safety/ accessibility) and generate truly captivating co-operative exhibitions. See more in “Curatorial Brief”

Volunteer

One feature of this brief orientates around the outreach work that will be taking place throughout 2011 up until the re-opening Dec 2011. Creative workshops, events and projects will strive to engage the local community and build relationships, raising the profile of the museum and developing a sense of involvement for the community to have an input in the museum as a resource. See more in “Volunteer Brief”

Film

The building itself will undergo a “grand design” transformation during this period. This year of community outreach work and evolution must be documented, filmed, edited and composed for celebration of the years journey, with the possibility of a film viewing Jan 2012. See more in “Film Brief”

Archive

The archive of the co-operative is housed at Holyoake House, Hanover street Manchester. This archive needs to become more accessible through digitization and creative interpretation. See more in “Archive Brief”

Bee's

The emblem for The Rochdale Equitable Society is the honey bee and bee hive. This as a graphic, installation, guerrilla advertisement, film, animation etc... is an advertising tool that we would like to establish. We want the Bee to be recognized as the Co-operative Museum's logo. See more in “Bee's Brief”

Jam Jars

The concept of “preserving” history in jar's as a preserve is something we are eager to explore. Possibly a shorter project for some. See more in “Jam Jar Brief”

The Co-operative Way

When approaching your chosen area of this brief we would like to you to conduct yourselves in the co-operative way using the values and principles as the core for considerate, grounded and thorough work.

1. Solidarity – Member will support each other and other co-operatives (groups)
2. Self Help – Help each other whilst helping yourself by working together for mutual benefit
3. Self Responsibility – Act responsibly and play a full part in your group
4. Democracy – The structure should ensure all members have control over whole group. One member – One vote
5. Equality – Each member has equal rights and benefits (according to contribution, divided)
6. Equity – Members are treated justly and fairly
7. Ethical Values – Honesty, Openness, Social Responsibility, Caring for others

Using these guidelines for the nature that you conduct your work, refer to these in evaluation of processes and have them at the core of your daily practice. Within the commercial design industry it will be a rare opportunity that you work alone and for this process of co-operation and collaboration to work successfully you must each exist happily within that group in order to meet the creative requirements set.

Examples of Creative Co-operatives in contemporary creative practices today are –

The Mill Co, FlytheCoop, The Graphics Company design co-operative, The Very People marketing and PR group, New International Publishing, The Actors Group, Single Cell musicians consortium

Education Brief

1. To engage the community in within workshop activities that will reach a wide range of people
2. To use the co-operative values, principles, collections, archive or history (narrative) as the subject of these workshops.
3. To consider the practicality, health and safety, wellbeing, diversity, budget and timescale of executing workshops outside of the museum during the time the museum is closed to the public.
4. To promote the museums multifaceted character and creative possibilities of the collection/archive.
5. To generate appropriate and responsible programmes which reflect and represent the co-operative Museum well.

The North West and particularly Rochdale has a history that is saturated in creative skills. Combinations and comparisons of arts/crafts/design/performance from years gone by, and the new wave of interactive/digital/communicative design that our brilliant creative communities are producing is an exciting and innovative setting for some co-operation to occur!

To generate creative workshops that fit the brief of the Co-operative College, you may wish to pilot your designs with steering groups and document you findings through any means. Preferably not an essay!

A large part of working with groups in community outreach programmes, is being aware and documenting your audience development (how you chose each group you work with. Are you focusing on Key Stage 2 for example? Or on a particular ethical group?) This will affect the design of your sessions. Justification of how each session is appropriate through research, piloting, other artists workshops is necessary.

Your understanding of how a co-operative works will direct your own workshop plan. You may wish to focus on one value or use the general nature of co-operation as a style.

This brief could be an in depth project or a shorter side-line to work already underway that may fit well. Successful workshop plans may be used in our community outreach program in the Rochdale area or in the Museum when open.

Curatorial Brief

1. To engage visitors of the museum in an innovative and contemporary exhibition/installation.
2. To utilize an un-orthodox space in an innovative and exciting way
3. To meet health and safety and accessibility requirements
4. To be aware of audience diversity
5. To use the values, principles, collection, archive or history of co-operation as your subject

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The Temporary exhibition space sits within the large 1st floor of the Museum. It is roughly 6 meters in length, has a wall break in the middle and has another wall sitting opposite one half of it which makes the space that the audience stands relatively narrow at this point. (see enclosed diagram)

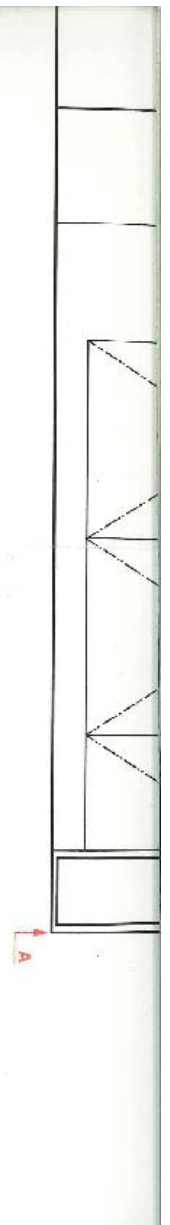
The boards that will be attached to the wall will naturally lend themselves to 2D displays and we would like creative variations to be proposed in visual mock ups. Three dimensional installations will be a curatorial challenge as there will be school groups visiting the museum and not many museum staff per day to monitor exhibitions. Also consider that there is wheelchair access to this floor so there won't be opportunity for placing objects on the floor. The ceiling is not particularly high (normal class room height).

There is also a space within a glass display cabinet that can house objects – possibly items from the archive that may link to the temporary exhibition?

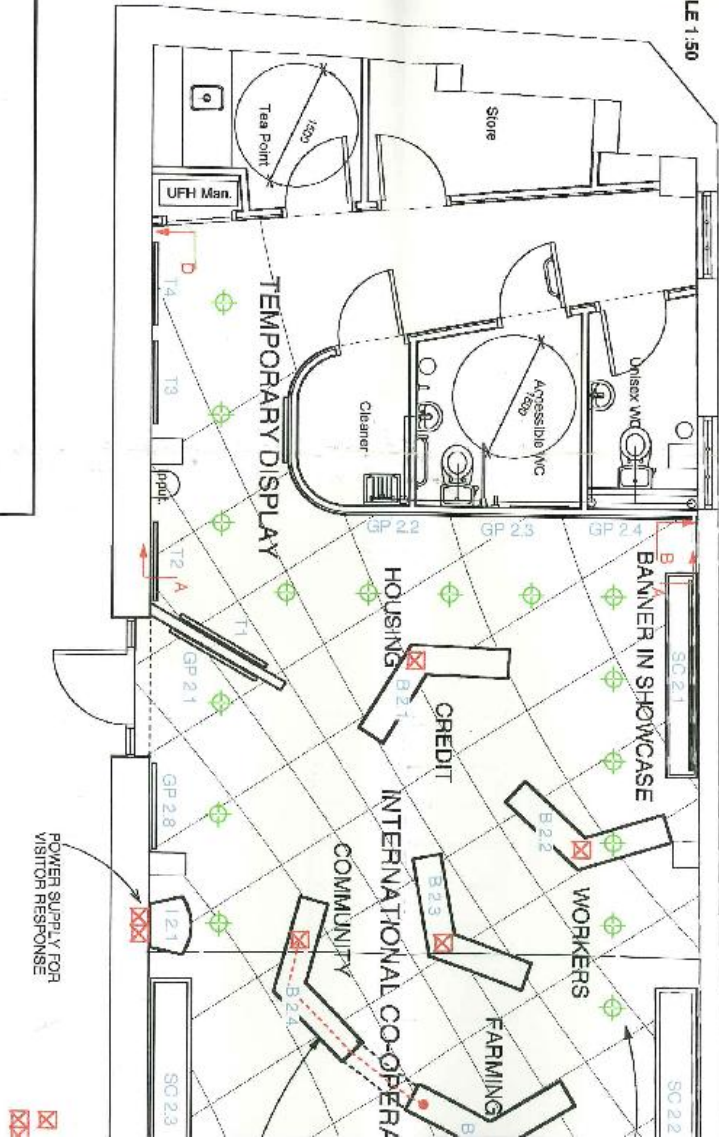
Piloting your exhibition may be a good idea in a space of similar dimensions (or in your studio/school).

A cabinet measuring roughly 8ft long, 1 ft deep and 6 ft high in Middleton Arena, in co-operation with Link4Life who own the arena, is a possible focus point for an installation to promote the launch of the new museum in nearby Rochdale. This would be a possible sight of interest as well.

In this years lead up to the re-opening in December we will be carrying out events in the Rochdale area. These are not planned yet however there may be opportunity for installation at one of these events. This brief pairs well with the Bee's Brief and the Jam Jar's Brief. Work done on those this year could become a temporary exhibition in the museum next year..... See other briefs.

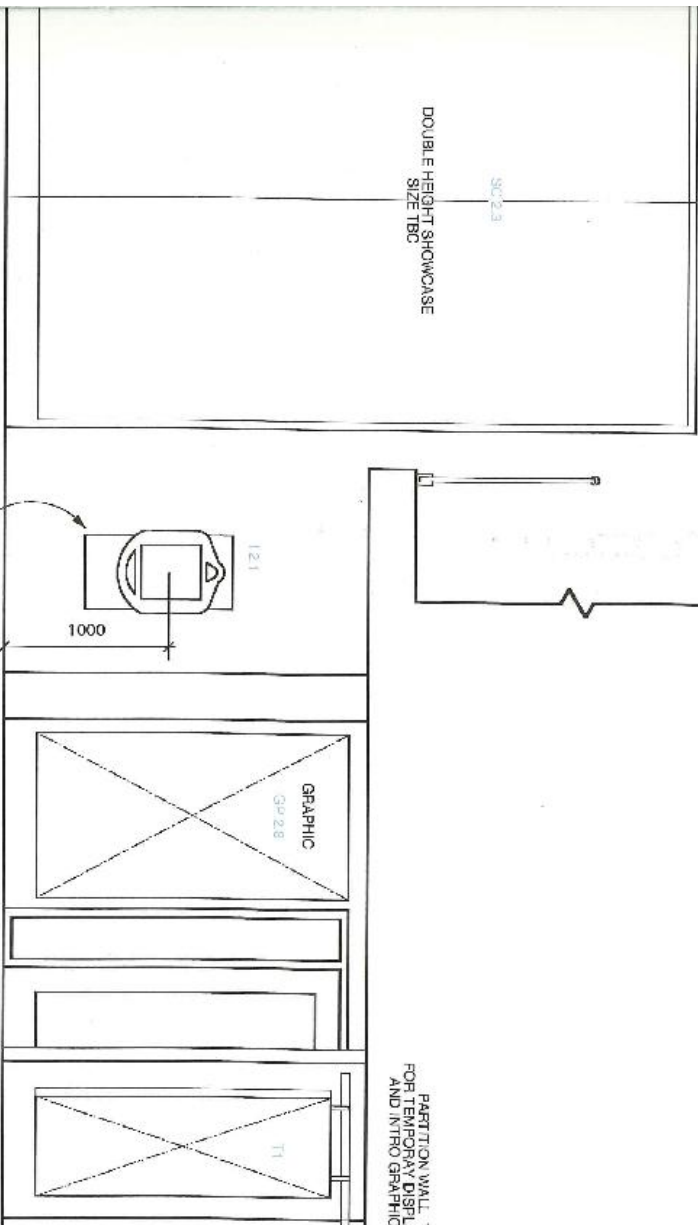


PLAN SCALE 1:50



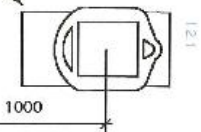
DOUBLE HEIGHT SHOWCASE
SIZE TBC

PARTITION WALL
FOR TEMPORARY DISPL
AND INTRO GRAPHIC



VIDEO BOOTH
FOR VISITOR INTERACTION

EXIT TO
OTHER FLOORS



GRAPHIC
Gp 2.8

TI

Volunteer Brief

1. Become involved in the possible voluntary opportunities in the ROCHDALE Project over the next 2 years
2. Work within team situations in creative, active and academic sessions
3. Contribute in the co-operative way using the values and principles as guidance
4. Assist in communicating the benefits of co-operation and collaboration
5. Gain recognized awards for specific area's of work
6. Develop work based skills

Volunteering as part of this project will allow you to explore professional skill based learning, working as part of a community within Rochdale but also the co-operative community.

Become involved in external events, workshops, walks, projects, ongoing programs and investigations during 2011. Following this there is opportunity to be involved with workshops and sessions in the education space at the new Rochdale Pioneers Museum from 2012.

Assist in the constant documentation of outreach work and possibly focus on one area of outreach work. Eg. Art focused workshops.

Recognized awards possible –

Arts Award Bronze/Silver (Arts Council) Aged 11-25 . Eg 1x Silver Award = 1 GCSE grade A-C

V50 Vinspired and Vinvolved- If you're aged 16-25 and you spend your time giving "a big hand" to other people, your community or the environment, you could get official recognition for the amazing voluntary work you do.

This brief is what you make it and would give experience of working on a project where the "goal posts" will continuously change depending on funding, venues, people, availability, weather...all sorts! But it will be good fun! Good experience for those wanting to work in community outreach, education, events, heritage and museum/galleries.

Co-operative Film Festival

- To use the co-operative values as a structure for your group
- To interact with the Co-operative Group, College and Film Festival as the client
- To create a film/animation to be used by the Film Festival at the National Media Museum in Bradford on 6th and 7th October 2011. A 3 min production that can also provide “stings” for the beginning and end of each screening at the festival.
- To design a short film/animation/production that can be used by the Co-operative Film Festival and any other interested parties within the Co-operative Group which discusses what a co-operative is and what the values of co-operation are.
- To meet the deadline of sept 2011 set by the client and present your work

“The Co-operative Film Festival is a non-competitive and not-for-profit youth initiative run by the Co-operative to encourage young people to co-operate, develop creativity and express themselves. It is one of the longest running film festivals in the country and a huge celebration of young people’s creative film-making! It’s been going for a massive 45 years, which means we’ve been showing films made by young people for nearly half a century”

A high-profile yearly event takes place at National Media Museum in Bradford every October over a two day period where the most successfully co-operative films are screened, workshops take place and guest speakers deliver enlightening presentations. Each film maker receives an award following their film and large audiences attend.

1. The Co-operative Film Festival requires a number of short (30 second or less) “stings” to be viewed at the beginning and end of each 20 min screening. There are up to 10 screenings per day.

2. A 3 min film/animation is also required at the beginning and end of each longer session or days viewing.

These two challenges could be the same piece of work or approached separately.

Additionally, the Rochdale Pioneers Museum will be re-opening after a period of restoration on 21st December 2011 and will be an opportunity for a screening of successful film/animation creations.

3. We require a silent or wordless film that tells the story of the Rochdale Pioneers. This is aimed at spreading the message of co-operation and the origins of the co-operative movement to people who don't speak English as a first language. We're hoping to use this along with other learning resources to provide materials for consultation and learning opportunities in the future.

Your film/animation/production should discuss the values of co-operation, what a co-operative is and how a group can be a creative co-operative such as a film making co-operative. You will be representing a global organisation at a public event. The beliefs, achievements and character of the co-operative movement are positive, pro-active and innovative and this needs to be reflected in truly contemporary and exciting design.

Consider the Copyright issues involved in producing a commercially received piece when involving audio – visuals. Please see the Terms and Conditions on www.theiac.org.uk .

Due to the current economical environment, more and more people are establishing their own creative co-operatives to achieve their career aspirations on their own terms in a collaborative and self-sufficient format. This is an opportunity to experience that process first hand within your specialism (or not!) and to work alongside the Co-operative Group as guidance and inspiration.

Film Brief (under 19 yrs)

1. To create a film/animation that responds to one of the three concepts, see below
2. To work with the Co-operative Film Festival as an aim
3. To meet the deadline of 10th June for submission of the competition
4. To generate work of 6 minute's maximum length
5. To work within the values and principles of co-operation

This brief is a flexible approach to documentation and film. There are different opportunities to become involved in the ROCHDALE Project and The Co-operative Film Festival

- A documentary style production of co-operation in your community
- A short film/animation telling the narrative of the Rochdale Pioneers creation
- A production discussing the values and principles of co-operation using a subject of your choice.

Create a production of your choice and design within a group that works using the values of co-operation as a backbone. Consider how your film will be viewed at the Festival on a large scale silver screen! Consider an appropriate subject for your film.

How could you be creative in your approach? If you don't have film equipment you could consider stop frame animation (digital flick books). Could you collaborative with illustrators/musicians/editors/actors/voiceovers/ members of the public.

Is it going to be fictional or a documentary?

Be aware of copyright, Intellectual property and data protection laws, consider sound involvement or the use of text.(see www.theiac.org.uk about Terms and Conditions)

Could you engage the community in the creation of features of your production? Could you collaborate with someone/another group who is answering a different brief?

Consider the diverse audience that may view your production (local residents of the Rochdale area, members of the co-operative, peers, people viewing it on the Co-operative Film Festival Website, educational groups, Co-operative Film Festival...) There may be opportunities to show film/animation's produced at the Museum in Jan 2012 or in this year's outreach events.

The most successful co-operative creation will be chosen as the winner of the Co-operative Film Festival at the National Media Museum in Bradford on 6th and 7th October 2011.

Archive Brief

1. To generate creative possibilities for increasing access to the archive and raising the profile
2. To digitise the collection in the museum and in the archive
3. To consider innovative and exciting platforms that could help people without access to the museum
4. To work with co-operative values and principles at the core of your practice
5. To consider the diverse audience that you are generating resources for

The archive at Holyoake House, Hanover street in Manchester City Centre is not physically large but contains a vast collection of graphics, photographs, text (hand written and typed), ledgers, minutes from meetings, personal histories, stored memories, objects and much more, all with significant historical importance.

The collection of the Rochdale Pioneers Museum is currently in storage (by Touchstone, Rochdale, Gallery) in Rochdale however there is a temporary exhibition in place at Touchstones (close to the museum) displaying the character and info.

The collection of handmade textile banners by the Women's Guild, spans the whole countries regions where co-operation was of importance. This is held at Rochdale store, this has been photographed but not been developed into anything further. This is something to be focussed on.

Investigate the stories, facts, journeys that the archive holds and develop into useful resources for raising the profile. Mock up creative possibilities for digitisation.

Identify items of significance that may compliment a temporary exhibition in the museum.

Possible collaboration with others working on different briefs



Bee's Brief –

1. To raise the profile of the museum by developing the honey bee and hive as our symbol in new, innovative and exciting designs
2. To use the co-operative values and principles as the model to work in
3. To engage diverse audiences through considerate design
4. To explore work for the Plan Bee Campaign of the Co-operative group as an additional client to the Rochdale Equitable Society and Pioneers Museum.
5. To communicate the co-operative structure of the hive/bee
6. POSSIBLE – To collaborate with the Falinge Park gardening projects in Rochdale.

The Rochdale Pioneers used the bee hive and honey bee as their symbol and we would like to bring this recognition back. Also the national crisis in bee population is something that the Co-operative Group are campaigning for – 'Plan Bee' There are 2 clients for this brief – 'Plan Bee' and Rochdale Pioneers Museum.

what's happening to bees?

Bee populations are in severe decline all over the world, but beekeepers and scientists are unsure what is causing these losses. This matters because bees pollinate a third of the food we eat, so without them there would be no apples, onions or even tea!

The bee hive and honey bee is a model of the structure that co-operatives work in - one bee cannot achieve much or keep a hive but a whole swarm achieves a vast amount by working equally together and maintains the hive.

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Research and explore the bee hive and bee as the Rochdale Pioneer's and Equitable Society symbol as well as the current bee population situation and how you could raise the profile of the bee hive (as the Rochdale Pioneers Symbol) in an innovative, relevant and new way.

Consider –

Installation, outdoor installation, event based concepts, traditional crafts, digital media, international communication, humour, drip-feed advertisements, workshops, film, photography, fine art, social networking etc...

You may wish to pilot your work/event/installation and document it etc...

An ongoing programme with Rochdale Council is focussing on Falinge Park in Rochdale as a re-generative project. 8 acres of grand lawns, gardens, buildings and paved spaces has been made available for the local community to take responsibility for as a co-operative. The first stage of this is to transform one area of the land into working allotments. Promoting "grow your own" and local, fair-trade produce. This is a potential sight for outdoor installations and as another additional client for the Bee's Brief.

Multiples – The concept of the bee's and their hive is something you could carry on into your design and have multiple groups input to one final creative output.

Jam Jar's Brief

1. To raise the profile of the museum by exploring the concept of “preserving co-operative history”
2. To use the co-operative values and principles as the model to work in
3. To engage diverse audiences through considerate design

POSSIBLE – To collaborate with the Falinge Park gardening project in Rochdale

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Multiples – The concept of “preserving co-operative history” is something you could approach individually, then have multiple groups input to one final creative output.

Contacts

Main contact through design projects –

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This is an opportunity for a live design experience. Timelines, budgets, events, dates, audiences, venues will all change and vary according to project development, input from others, building development, economic environment etc...

The ability to be flexible and dynamic is a key feature. Immediate rewards may not occur but professional relationships that you can create will benefit your future. Developing an understanding of how creative projects are co-ordinated, funded, executed and assessed is key for working within public or private design. Developing a commercial design portfolio can be translated for different clients and assist you evolve your own character and route within the creative industries.