

BREAKING THE MOULD 2

A celebration of Stoke-on-Trent and Staffordshire's engaged business community

BRIEF FOR AWARD TROPHY COMMISSION

Breaking the Mould gives a spotlight to the growing innovation-led organisations that have benefitted from a suite of innovative support programmes available from Keele University. The awards are about recognising and celebrating some of the remarkable achievements of our business partners and graduate employers, and the work we do together. Businesses that enrich the life of the university, our research and its impact, education and how we prepare students for their lives beyond university. The second Breaking the Mould awards event will take place on Wednesday 2 December 2020, this year's event will be virtual.

Breaking the Mould wishes to commission the creation of 8 awards which will be presented to the winners of the various categories (**see Appendix 1 for list of categories**). An all-inclusive fee of £2,250 + VAT where applicable will be paid for this commission. The fee will cover all design, making, packaging and transportation costs.

Criteria:

- The awards should be distinctive and celebrate some of the remarkable achievements of our business partners and graduated employers, and the work we do together. They should take inspiration from the awards title in some way 'Breaking the Mould'.
- Please refer to **Appendix 2. Breaking the Mould Awards overview document** for inspiration and detail on the focus of the awards.
- The awards should be attractive, of value to the recipients and should be suitable for display at the winners' premises.
- 7 of the 8 awards should be stylistically the same but need not be identical. The 8th trophy will be presented to the Collaboration of the Year and should therefore stand out from the others in some way.
- Due to COVID-19 the awards will be presented as part of a virtual awards ceremony. Any thoughts or unique approaches to the virtual presentation are most welcome. Eventually the awards will need to be displayed within the winner's premises so should be easy to display, and of a size and weight that ensures that they can be comfortably delivered and carried.
- Each award must have the space and ability to feature the following wording. The wording can be incorporated into the design of the award itself or can be placed on a plinth or plaque:
 - Breaking the Mould Awards 2020
 - The name of the category e.g Sustainability, Social Inclusion, Bringing Learning to Life etc
 - The name of the winning business
 - The sponsor logo
- The artist must be willing to collaborate with Keele University on any publicity associated with the commission.
- The commission is open to artists living and working in Staffordshire or artists originally from Staffordshire who now live and work elsewhere.

See Appendix 3 for images of our 2019 Award trophies.

TIMELINE

If you are commissioned to undertake this work, we are aiming to meet the following deadlines:

1. A worked up draft proposed design based on your application and discussions with the working group must be shared no later than Wednesday 7 October.
2. The first award must be delivered no later than Wednesday 28 October 2020, this will give time for any required modifications or suggestions.
3. The remaining 7 awards must be completed and delivered no later than Wednesday 25 November 2020 in time for the awards event the following week.

If you have any further queries regarding this brief, please email Kerry and Steph at arts@keele.ac.uk

WHAT WE NEED FROM YOU...

Proposals must be submitted by email by no later than midnight on the deadline date to arts@keele.ac.uk and include:

1. Your approach to the creation of the 2020 awards. This could include rough sketches, links to images which represent your thinking, written exploration of ideas and concept. One side A4 written (max), images can be on separate pages.
2. Your artists biography. Detailing how you are capable and experienced to fulfil the brief.
3. Your CV.

Deadline for submission: Wednesday 16 September 2020