

VALLETTA DESIGN CLUSTER



CALL FOR HOARDING DESIGN

..... to be installed during the conversion of the Old Abattoir Building into the Valletta Design Cluster

IMPORTANT NOTICE: Please refer to the terms and conditions applicable to this call which are downloadable from the Valletta 2018 website together with this document. By participating in this call, entrants will be confirming their awareness and acceptance of the applicable terms and conditions.

THE CONTEXT

The Valletta Design Cluster is a community space for cultural and creative practice. It supports and promotes user-centred design as a catalyst for innovation, and as a multi-disciplinary approach that can create positive impacts for communities and individuals.

The Valletta Design Cluster is an initiative led by the Valletta 2018 Foundation aimed at providing space and opportunities to Malta's burgeoning creative industries. It is a project steeped in the rich history of Valletta, providing a bridge between 450 years of urban activity and Valletta's future. The key human contributors to this major regeneration effort are the Valletta residents and neighbouring communities together with creative professionals in design-intensive industries. The Valletta Design Cluster is harnessing this energy, tapping into national and European funds and expertise in the creative economy, and building on the legacy of the Valletta 2018 European Capital of Culture.

The site of the Old Abattoir [il-Biċċerija] in Valletta has been identified for regeneration and conversion into the Valletta Design Cluster. The Old Abattoir is one of Valletta's earliest buildings, but has undergone many changes since its first use as an abattoir in 1636. During the early 18th century, the building was used as soldiers' barracks and, following that, light industrial uses were introduced, including cotton spinning and bakeries, with some of the bakers' ovens still in use until the late 1980s and in evidence on site to this day. Although earmarked for housing improvement in the latter part of the 20th century, the identified interventions never took place and the building has stood in an advanced state of disrepair for the past decade.

Following a three-year process of community engagement in the development of the concept and in-depth analysis of the needs of the sector, as well as interaction with the various communities that constitute the living link between the vibrancy




of Valletta's past and future, the major works on the conversion of the Old Abattoir site into the main base of the Valletta Design Cluster are set to start in 2018. The project's strategic objective is to contribute to the urban regeneration efforts being carried out by government in the Grand Harbour area, and specifically to improve social, cultural and economic well-being through investment in improved cultural infrastructure that generates new common spaces for the community to interact, as well as sustained economic activity and employment. The direct physical and infrastructural upgrading of the Old Abattoir site in Valletta shall entail the following interventions:

- Upgraded physical facilities covering a total net space of approximately 3212m², and consisting of co-working and studio-based facilities in modular / flexible outlay supported by storage, security, IT, and full technical provision, workshop and meeting room facilities, project and services lab facilities, and supporting ancillary facilities / services;
- A landscaped public area on roof level of main building, vertically connected to ground floor area through dedicated publicly-accessible lift;
- Basic upgrades to public areas immediately adjacent to the building [Bull Street and St Charles Street], including necessary upgrades to basic services infrastructure.

The spatial functionality of the renovated building shall consist of the following typologies:

Common areas: these are spaces that can be accessed by anyone and serve as informal meeting spaces, hangout spaces, relaxation spaces, and food spaces. The central courtyard of the building, which runs along the whole length of the building and forms its central axis, is the main common space at ground floor level, and together with the food spaces [canteen and café], forms the core the building in terms of human interaction and exchange. The other key common space is the roof garden, which is a new public garden in Valletta, and one of the very few green spaces in this neighbourhood.



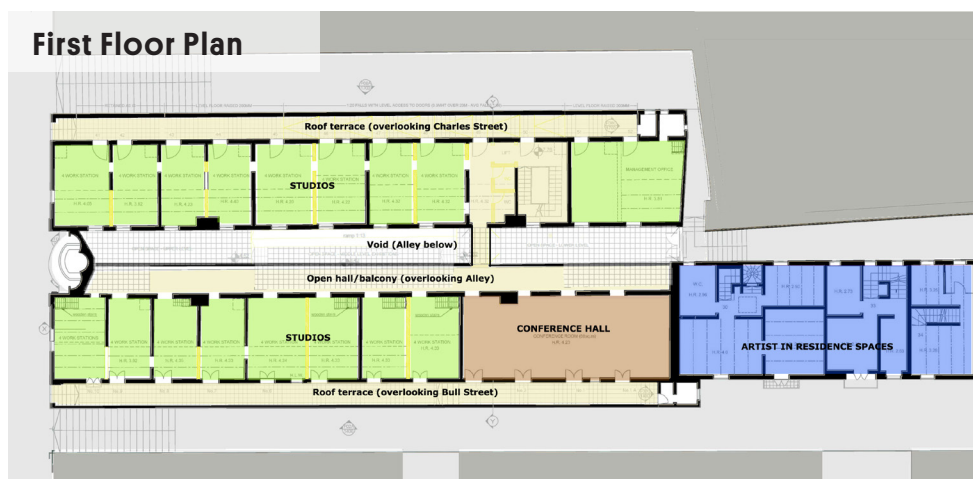
Makerspace: this area will house technical equipment that may be accessed by all the Cluster's tenants and users, and shall also be accessible to the wider community of potential users that may need access to prototyping tools and expertise in the application of such tools for problem-solving and creative practices.

Coworking space: this area is dedicated to students, freelancers and other individuals who require temporary work spaces on a hot-desking basis, or who wish to work in an environment of shared interests in creative practices, while focusing on their own areas of research or interest.

Meeting spaces: these facilities include small to medium sized rooms for small gatherings, meetings, workshops, and collective sessions, as well as a large conference room for larger meetings. Spaces will be accessible both to regular users of the Cluster as well as to the wider community and stakeholders.

International Projects Labs: the Valletta Design Cluster will also be running an International Projects Lab that will be able to house international project partners, researchers, artists, and practitioners, within two independently accessed townhouses adjacent to the main building. Organisations interacting with the Valletta Design Cluster may also make use of these additional facilities that can double up as studio / residential spaces.

Studios: The first floor of the building is mainly dedicated to modular studios that may house micro / nano enterprises and organisations following the Cluster's capacity building programmes on a longer-term basis. Up to fifteen studios are available in this area, which can be used by small-scale start-ups, social enterprises, creative practitioners, and other independent organisations while developing their entrepreneurial skills and refining their capabilities and outputs towards a viable business proposition.




Site plans of the ground floor and of the first floor of the Valletta Design Cluster are presented below.

THE OPEN CALL FOR DESIGN OF PROJECT SITE HOARDING

The Valletta 2018 Foundation invites designers and graphic artists to submit design proposals to be used for the hoarding that will be erected along the St. Christopher Street façade of the building. The dimensions of the façade and of the space that may be covered by the hoarding is shown in the diagram in annex.

Proponents may opt for either of two options:



Option 1: Hoarding cover only on the blank façade areas on either side of the fountain / niche, extending to – but not blocking – the terrace entrances flanking the building on either side. In this option, the hoarding will be split in two sections, one on each side of the fountain.

Option 2: Hoarding cover over all of the building's St Christopher Street façade, including the fountain and niche area, in a continuous manner from the corner of Bull Street to the corner of St Charles Street, but not blocking the entrance to the staircases to side terraces.

The submitted design needs to take into consideration two key dimensions of the project:

The emphasis and valorisation of the Valletta community in its multiplicities, complexities and richness and of the transformations it is currently undergoing. The social, cultural and urban fabric of Valletta are the source of the new narrative that the the Valletta Design Cluster will be nurturing in this new incarnation of the Old Abattoir building.

The emphasis on making as an all-embracing and empowering approach towards creative practice is to be highlighted. This dimension strengthens the message of accessibility and of relevance to various spheres of practice, ranging from generic problem-solving techniques to highly specialised disciplines, as well as the potential of cross-fertilisation between various areas of expertise.

Entrants are requested to take note of the following:

- The submitted designs need to take into consideration the Valletta Design Cluster branding guidelines, which are being provided as a separate downloadable document. Entrants are asked, as a mandatory requirement, to integrate the Valletta Design Cluster logo in the submitted designs. Furthermore, entrants may also opt to integrate the following text in the submitted design: "The Valletta Design Cluster is a community space for cultural and creative practice."
- The applicable terms and conditions are downloadable as a separate document with this call. By participating in this call, entrants will be confirming their awareness and acceptance of the applicable terms and conditions.

EVALUATION TIMELINE

Design proposals are to be submitted in *.eps [vector format] and *.pdf to the Valletta 2018 Foundation by the submission deadline in the timeline below. Submissions are to be made electronically via email on info@vallettadesigncluster.org and should include the following:

Full name, address and contact details of the submitting artist;

A Bio note / artist CV of the submitting artist;

A functioning [protected] link to the submitted designs on a file sharing platform;

A declaration, signed by the submitting artist, that the submitted work is the original work of the submitted artist and that full copyright and any associated rights belong to the submitting artist.

The Valletta 2018 Foundation shall evaluate the proposals through an appointed jury of independent design experts and practitioners. The sum of €2,000 [two thousand Euros] is being allocated for the proponent of the winning design. This amount is exclusive of any applicable VAT."

Proposals will be assessed on the following criteria:

- overall strength, originality and effectiveness of the design proposal;
- effectiveness of the design to communicate the continuum that the Valletta Design Cluster represents with the building's history as a hub of mixed residential and small industrial activity;
- effectiveness of the design proposal to communicate the accessibility of the Valletta Design Cluster to its various target communities and stakeholders;
- effectiveness of the design proposal to communicate making as a shared value and practice of the cultural and creative communities that will be bringing the Valletta Design Cluster to life.

The timeline of this call is stipulated below:

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| Launch of Call for Design Proposals: | 4th June 2018 |
| Site visit for interested parties | 13th June 2018, 16:00hrs |
| Deadline for receipt of submissions: | 6th July 2018, 12:00hrs [noon] |
| Release of evaluation results | 20th July 2018 |

For any additional information relating to this call, please contact the Valletta Design Cluster team on info@vallettadesigncluster.org or on 21242077 or 22582441.

