

Competition to Design and Develop the External Spaces at  
**Imperial War Museum North**

*Expression of Interest Document*



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*The sense of experimentation and daring design that is enshrined in the architecture of IWMN continues to be an important consideration for the museum and the development of the external spaces.*

*Imperial War Museum North is about people and their stories, about how lives have been, and still are, shaped by war and conflict.*

## Introduction

Imperial War Museum North (IWMN) is the 5<sup>th</sup> branch of the Imperial War Museum and, the first outside the South East of England. Designed by Daniel Libeskind and opened in 2002, the concept for the building is that of a globe shattered into fragments and then reassembled as an iconic emblem of conflict. The overall effect is of disorientation, with sloping floors and unusual angles throughout, reflecting the disorientation of war.

The visitor experience at Imperial War Museum North is potentially intense and emotional, and it is hoped that this experience can be extended into the spaces around the building. It is intended that these external spaces will become an integral part of the museum, introducing, reflecting and developing the museum's content and message whilst responding to and enhancing its architecture and location. These spaces must **attract** visitors, **direct** them around and into the building, introduce them to the message and content, and **reward** them with a memorable, unique museum experience, whilst offering a clear and distinctive sense of destination within The Quays regeneration area in Trafford.

Anchored by the strong architecture of IWMN and The Lowry, the Quays blends together the areas of Salford Quays and Trafford Wharf into a single destination as Greater Manchester's dramatically rejuvenated waterfront. Currently under development is MediaCity:uk, a major digital campus that will host five BBC departments and much more besides. This provides an exciting opportunity to capitalise on the international focus that will soon be on the area, and to create something that is dramatic and spectacular, that at the same time successfully integrates with the context and has a clear rationale.

IWMN won a prestigious Silver Award for "Large Visitor Attraction of the Year" at the Enjoy England Awards for Excellence 2007 and was named as one of the top 10 buildings of the last century in the 2008 Rough Guide to England.

The competition will take the form of a two-stage process which in the first instance seeks expressions of interest from multi-disciplinary design teams with exceptional design skills.



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## Project Background

Imperial War Museum North is a hub for learning in the region with many innovative outreach programmes such as its award-winning volunteer scheme in addition to its exhibition and events programme. It also has a growing business development focus. All of these elements will benefit from the development of the external spaces.

The various spaces around the museum have very different characters, largely dictated by the weather, sun and other external factors such as the road, fencing, and the relationship between the building and the space around it. The site area is 20,000 sqm of which 5,000 sqm is the footprint of the museum itself.

At this stage the intention is not to be prescriptive, rather to give an outline of the hopes and ambitions of those closely associated with the museum.

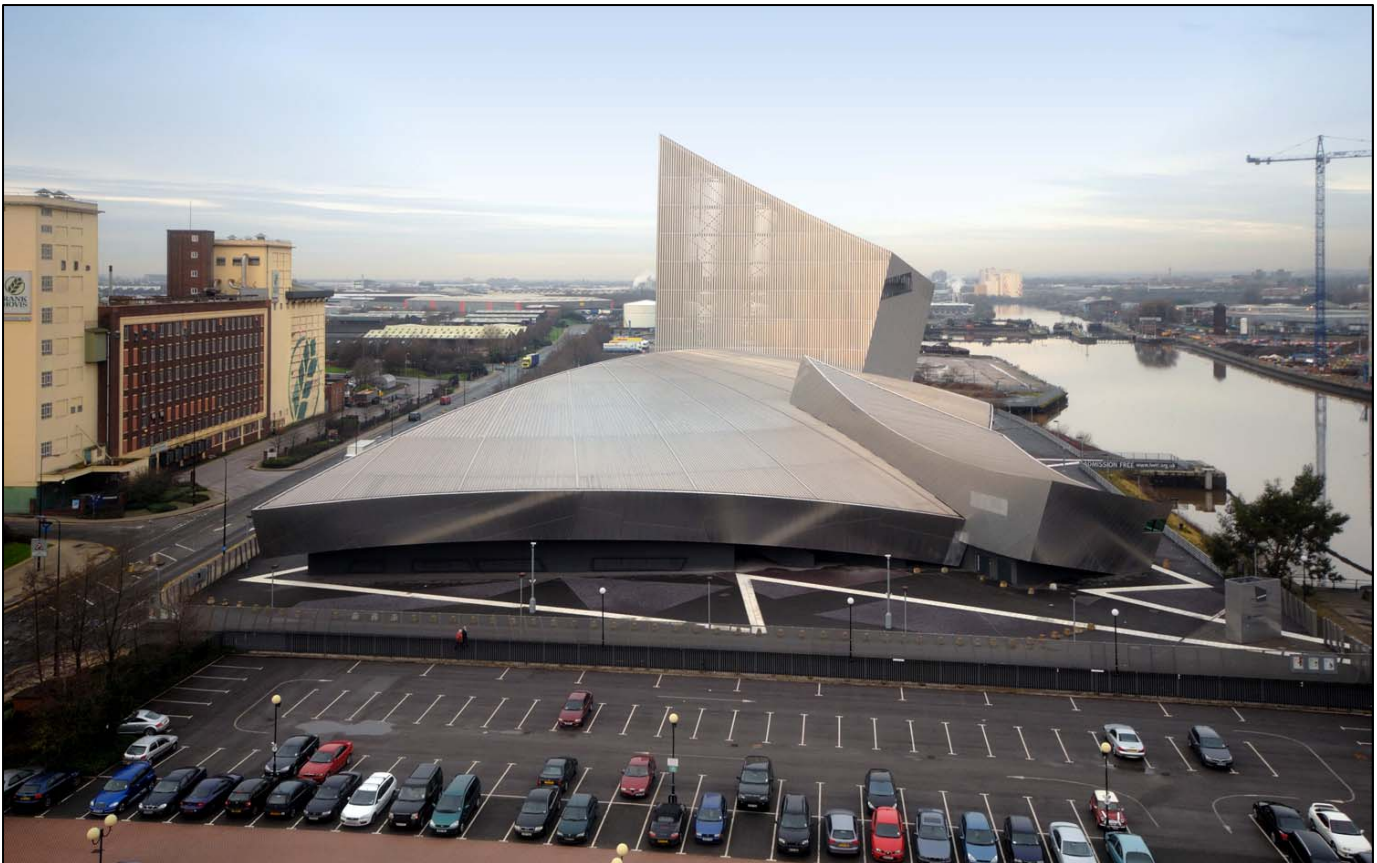
Key objectives can be summarised as follows :

- To clarify and introduce the content and message of the building in order to complement and balance the iconic architecture and nature of the building.
- Responding to the clear message inherent in the architecture of the building, reinforcing and possibly explaining or further exploring the ideas of the world shattered by war.
- Enhancing the accessibility and the welcoming nature of IWM North.
- Exploiting the waterfront location. This could include the possibility of a landing stage for water taxis. There are plans for a new pedestrian bridge from MediaCity:uk and the potential for development on the neighbouring plot of land will need to be taken into account.
- Developing the relationships with other organisations, through partnership working and openness.
- Accommodating the full range of visitors to the museum, all of whom should have the possibility of having their visit enhanced by the development of the external spaces. Of particular importance to the museum are school groups and veterans and the families of both groups.
- Offering a space for personal and emotional responses to the museum; the content and message of the museum are uncompromising, emotionally challenging and deal with a difficult subject. The building itself is disorienting and reflects the challenging

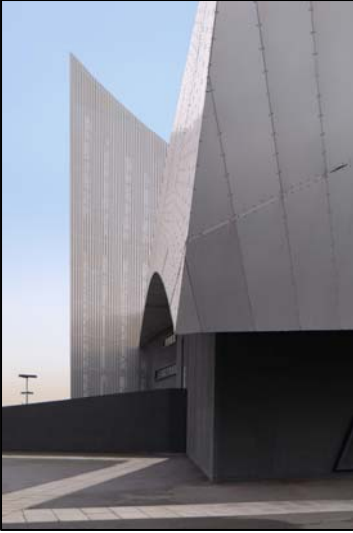
nature of the content. There is a need for an area for peaceful reflection as this is not currently provided by the museum.

- Softening and informalising the first impressions of the museum; the building can give the impression of austerity and be perceived as unwelcoming. It is also deliberately disorientating with angled floors and walls and low-level lighting. The external spaces should address these issues by offering a gentler approach to the museum and some preparation for the nature and content.
- Giving an appropriate context to the architecture and message of the museum when seen from across the water.

In order to capitalise on new audiences on the Quays, the development of the external spaces should be completed by the opening of MediaCity:uk in January 2011.



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## Budget Information

There is no specific budget and the expectation is that a full costing will be included in the application process for the design and delivery of the work. It should be noted however that the museum is currently relatively low-maintenance, and any external developments will inevitably have an impact on staffing and the costs of running the museum.

Fundraising for the project will take place once the competition has concluded and a successful concept has been chosen.

## Competition Format

The competition will take the following format :

- Stage 1 : Expressions of Interest (requirements set out below)
- Stage 2 : A shortlist of up to 5 teams invited to produce initial concept designs.  
Assessment will involve an interview with the judging panel.

## Timetable

The timetable, which may be subject to change, is :

- Competition launch : w/c 15<sup>th</sup> September 2008
- Expression of Interest deadline : 14.00 hours, 23<sup>rd</sup> October
- Assessment of EOI's : w/c 3<sup>rd</sup> November
- Brief issued to shortlist : w/c 10<sup>th</sup> November
- Deadline for concept designs : 15<sup>th</sup> January 2009
- Final judging (including interviews) : w/c 26<sup>th</sup> January

## Jury Panel

The Jury Panel will include the Museum Director and other senior IWM representation, a Quays stakeholder representative and the RIBA architectural adviser, Maggie Mullan of Austin Smith Lord Architects.

## Honorarium

A payment of £12,000 (plus VAT) will be shared equally amongst the shortlist (maximum five).

## Criteria for Selection

**Stage one** selection will be based upon the following criteria :

- Design Quality
  - o demonstrable inspiration and creativity in recent work
- Resource & Experience
  - o team experience and ability
  - o experience in the design of similar projects
  - o evidence of capacity to deliver the project
- Communication
  - o response to and compliance with requirements set out in this briefing paper
  - o experience of an approach to community consultation

**Stage two** selection criteria will be :

- Design Quality
  - o quality of the design
  - o inventiveness and flair
- Response to Brief
  - o compliance with brief
  - o response to site, context and constraints
  - o deliverable and appropriate response
- The team
  - o ability to work in partnership with the client team
  - o ability to engage, clear straightforward communication

## Expression of Interest: Requirement for Submission

Expressions of interest should comprise no more than 20 single sided A4 pages, bound, providing the following information :

- 1) Full contact details of the lead consultant (ie the architect or landscape architect), identifying one point of contact for the competition.
- 2) Introduction to the lead consultant and motivational statement.
- 3) Details of the proposed consultants and examples of where the team has worked together previously.
- 4) Three client referees for the lead consultant.
- 5) Details of relevant projects, including illustrations.
- 6) Details of the lead consultant's current level of Professional Indemnity Insurance.

Note : 3 hard copies must be provided, in addition 4 CDs containing an accompanying electronic copy (in high-resolution pdf format).

This information should be submitted to the RIBA Competitions Office to arrive by 14.00 hours on Thursday 23<sup>rd</sup> October 2008.

Late submissions will not be accepted and it will not be possible to submit entries via email. Competitors should note that first class post does not necessarily guarantee next-day deliver and should plan their submission schedule accordingly.

## **Eligibility**

The competition is open to multi-disciplinary teams which may be led by an architect or landscape architect. Collaboration between disciplines is encouraged.

## **Enquiries**

The competition is being organised by the RIBA Competitions Office on behalf of the Imperial War Museum North. All enquiries should be addressed to the RIBA Competitions Office and not the promoter.

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