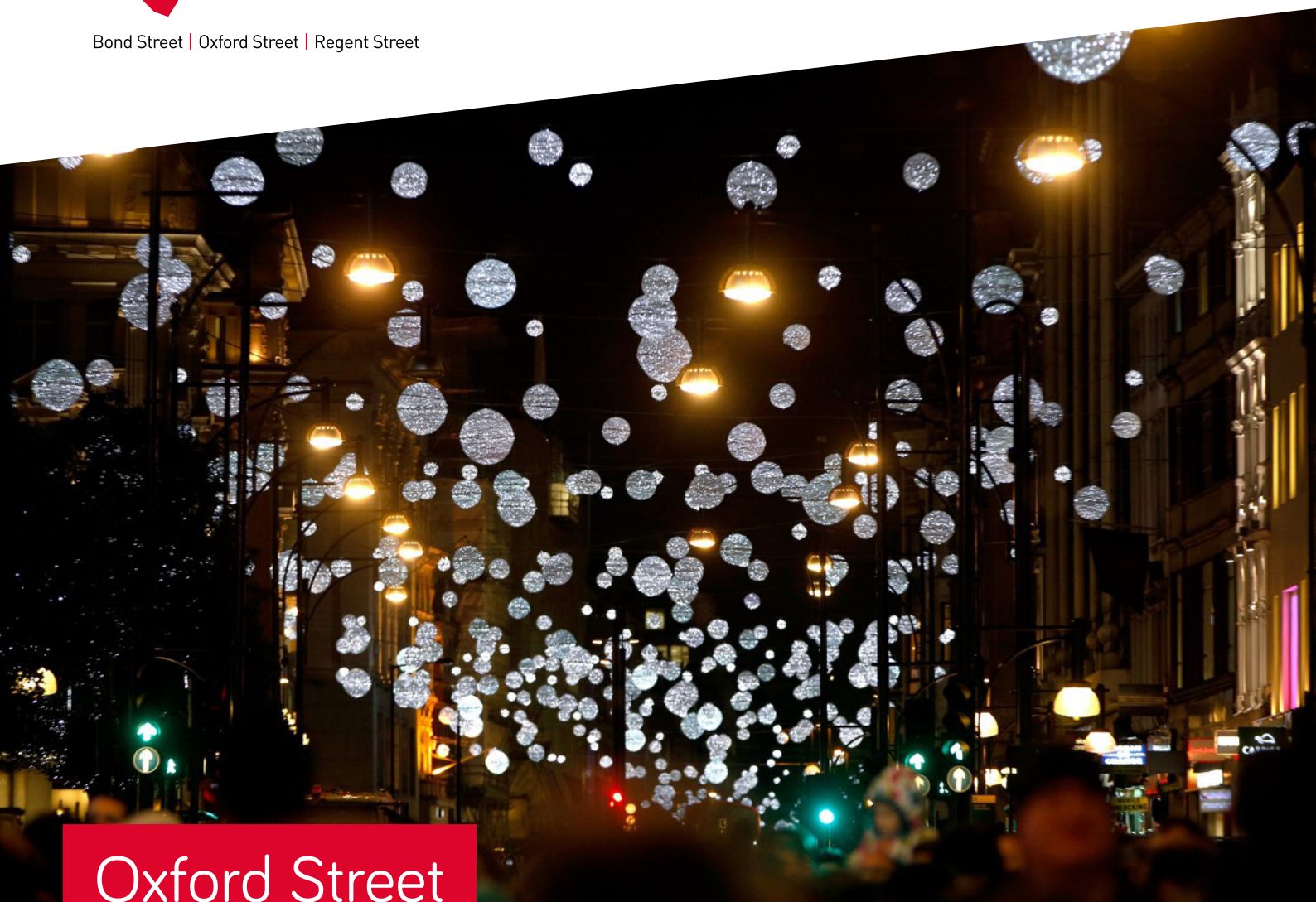




NEW
WEST END
COMPANY

Bond Street | Oxford Street | Regent Street



Oxford Street Christmas Illuminations 2018

International Design Competition

Brief & Conditions



RIBA 
Architecture.com

Introduction

The Oxford Street Christmas Illuminations competition seeks concepts from registered Architects and designers around the globe to design the most incredible illuminations ever seen worldwide.

The Oxford Street district, as a world-renown shopping area, which aims to become the greatest in the world, requires an illuminations scheme that will resonate positively world-wide.

The new Oxford Street Christmas illuminations will create a sense of arrival to the area in a memorable, exciting way. The lighting scheme should reflect Oxford Street district's ambitions to become the greatest shopping, leisure and commercial area in the world and provide an enhanced experience for the millions of visitors .

The Elizabeth Tube line is planned to open in December 2018, bringing new opportunities and growth to the area, with new station entrances within the district. It is envisaged that the New West End Company will launch Oxford Street illuminations in 2018 in an event which will draw on the character, outstanding retail offer, history and heritage of Oxford Street.

Client

The New West End Company

New West End Company is a Business Improvement District, which is responsible for the management and promotional activities for London's retail and leisure heartland. The company promotes, manages and enhances a global partnership of 600 retail, restaurant, hotel and property owners across the world's top shopping and leisure destination anchored by Bond Street, Oxford Street and Regent Street.

A not-for-profit company elected by its 600 members, they work alongside the public sector and business partners, representing, promoting and delivering a range of projects and campaigns to support the West End across 74 streets.

New West End Company aim:

To make London's West End the World's first choice **place** for visitors, businesses and investors. The experience of the West End as a coherent and exciting **place** contributes to our core purpose:

- **To attract customers and clients to the West End**
- **to keep them here longer**
- **to draw them back again**
- **and talk to others about their great experience**

Vision/aim

The primary purpose of the competition is to select a new lighting design for the entire length of Oxford Street and

- To deliver the most incredible Christmas illuminations ever seen world-wide
- A reveal moment, which can be repeated over several nights, that is memorable and talked about world-wide
- To ensure the gateways have a sense of arrival for visitors
- Use light to encourage exploration of the district beyond Oxford Street and dwell in spaces
- Preserve special dark places, providing contrast and protecting residential streets

History and Today's Challenge

Historically Oxford Street has lead the way in Christmas lights

- Selfridges illuminated from 1935
- The tradition of street illuminations started in 1954 on Regent Street
- Oxford Street illuminated from 1959
- Otherwise London was a 'dark' city at Christmas, so the illumination of our district stood out and attracted visitors



© Getty Images



© Getty Images

London's Christmas lights

Today the Oxford Street district faces intense competition from the rest of London and internationally to stand-out:



International comparison of Christmas lights

London faces intense international competition too:



© Image courtesy of Sarah Shearer

Theme

The Oxford Street district, already is a world-renown shopping area. It aims to maintain its reputation as the world's first choice for shopping, leisure and entertainment; the Christmas lights can make a significant contribution to a memorable experience for its visitors.

Brief/site location

The design of the illuminations should aim to work with existing lighting schemes, in particular Regent Street, and ideally the planned illuminations for Oxford Street's four department stores (details will be provided to shortlisted designers). The extent of the illuminations is shown on the following plan and are to cover:

- Oxford Street from Marble Arch to Tottenham Court Road
- Key 'moments', drawing attention – the four main department stores and special locations such as Stratford Place
- Five gateway treatments: Marble Arch, Bond Street Underground Station, Oxford Circus, The Elizabeth Line Dean Street Station and Tottenham Court Road Station entrance area
- Encourage exploration of the district, with consistent new lighting on (or at least gateways to) Priority One streets.

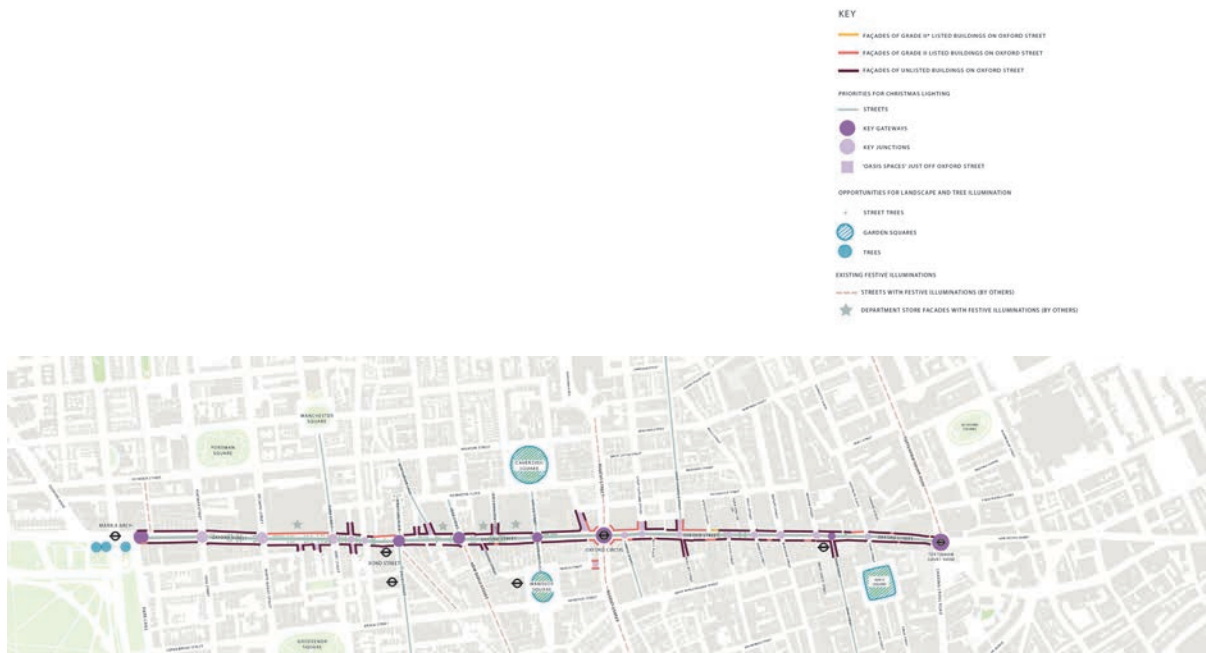


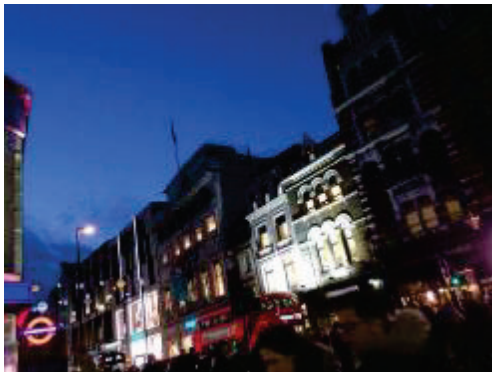
Image courtesy of © Publica 2017, All rights reserved

A lighting scheme that works with catenaries and also other illumination technologies are welcomed. The design for Oxford Street illuminations should be thought of holistically, rather than restricted to catenaries.

In addition, a lighting scheme that can have a daily reveal moment and is also possible to amend in different years, to maintain interest or to improve as additional budget becomes available, is encouraged.

The client is seeking a design that is highly feasible to manufacturer, is affordable, and importantly is safe for use in very high footfall public spaces.

Oxford Street at Tottenham Court Road station in 2017 currently has no seasonal lighting. This is one of the key gateways.



Oxford Street east has large gaps in seasonal lighting. UK Christmas Lighting specialists Field and Lawn is currently working with property owners to identify additional catenary and other lighting (eg projections) opportunities along the whole of Oxford Street.



Some streets in the district are better preserved as comparatively dark places, such as residential streets, without seasonal illuminations. This protects their primary residential purpose and also provides contrast that helps announce the Oxford Street district illuminations.



The Location - gateways

The Christmas illuminations should contribute to fulfilling the Oxford Street Vision principles, including:

- To design creative and delightful gateways into the district to give visitors a clear sense of arrival

And also:

- Distinguish thresholds between Oxford Street, Mayfair and Marylebone, to bring these distinct areas closer together and ease pressure on Oxford Street
- Ensure ease of navigation and connectivity between Oxford Street and surrounding character areas to draw pedestrians off Oxford Street and encourage exploration of the wider West End.

<https://newwestend.com/oxford-street-vision/>

Key gateways to Oxford Street

1. Oxford Circus



- Oxford Circus is a world renowned location and one of the key gateways to the district
- The building architecture is elegant and has retained its symmetrical design, unlike other London circuses
- The design needs to work with The Spirit of Christmas lighting design for Regent Street. In 2017 the two lighting schemes looked and felt entirely different.

2. Marble Arch

Photo unavailable.

3. Bond Street station



- Bond Street Underground station entrances (both north and south sides of Oxford Street)
- On the southern side there are effective footway projections, although these are not part of the current scheme

4. New Bond Street



5. Harewood Place (pedestrian route from The Elizabeth Line station)



6. Dean Street

This is currently a Crossrail construction site therefore a photograph would not be illustrative of the location. The image below is an impression of the new station entrance



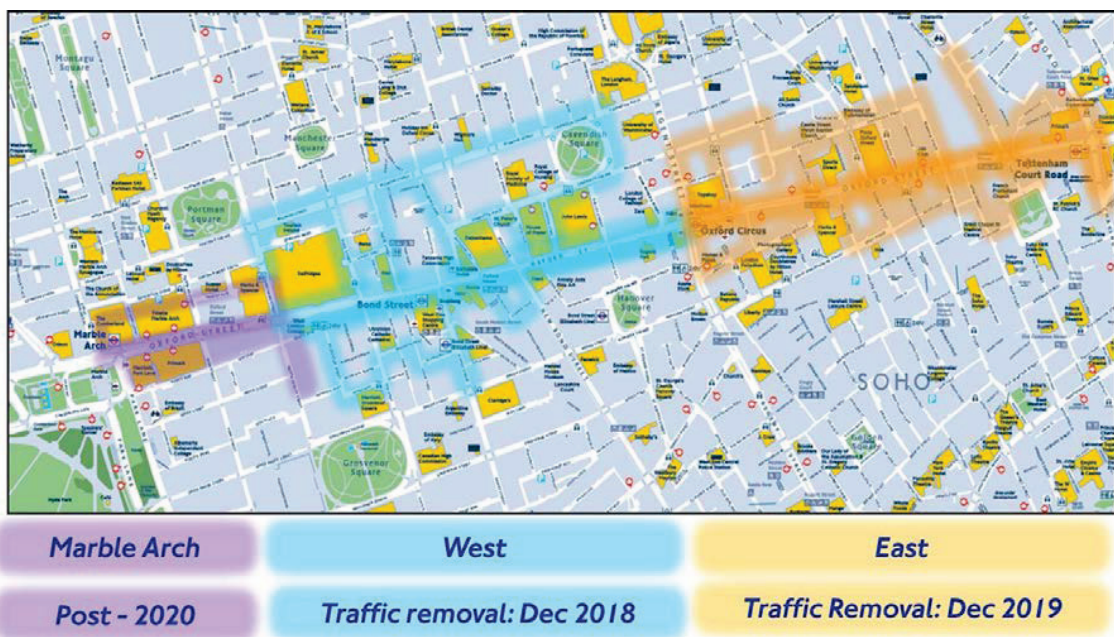
© Image courtesy of Crossrail

7. Tottenham Court Road station



Transport Links

- The new Elizabeth Line is programmed to open in December 2018, bringing at least an additional 120K visitors to the district every day
- The Elizabeth Line brings new station entrances (gateways to the Oxford Street district) on Hanover Square, Davies Street, Marylebone Lane and Dean Street
- TfL and WCC aim to transform the Oxford Street district, subject to approval, starting with pedestrianisation of Orchard Street to Oxford Circus and the remainder of the street will be transformed in stages.
- GLA, TfL and WCC have an aspiration to animate the district throughout the year.



© 170111_Zones map 2_WIDE_PUBLICA.jpg From 'A Future for the Oxford Street District' © Publica 2017, all rights reserved

The Location – illuminating the district

- Key junctions
- Parts of the district are already illuminated at Christmas
 - South Moulton Street
 - New Bond Street (and Old Bond Street)
 - Regent Street
 - Tottenham Court Road
 - And from summer 2018 Old Quebec Street is intended to have festoon lighting
- District opportunities including:
 - Gateways (eg Holles Street and Harewood Place) to the great squares: Hanover and Cavendish
 - John Lewis main entrance is on Holles Street
 - Harewood Place will become a busy pedestrian route from The Elizabeth Line entrance on Hanover Square



Department stores

The four department stores all are located on Oxford Street west:

1. Selfridges



2. House of Fraser



3. Debenhams - the kinetic façade is illuminated throughout the year



4. John Lewis



Illuminating the wider district

The primary purpose of the competition is to select a new lighting design for the entire length of Oxford Street; and secondly a design for 'priority one' district streets, which creates:

- the feel of human and intimate scale;
- a welcoming atmosphere;
- a rhythm to Oxford Street by repeating the design on appropriate streets from Oxford Street;
- a sense of a wider district beyond Oxford Street and;
- Signals and invites exploration of these streets:

Great Titchfield Street



Holles Street



Argyll Street



Budget

The budget is subject to change but currently estimated for the 2018 Oxford Street district Christmas Illuminations as £1m, for:

- Detailed design, manufacture and installation of new illuminations (and their subsequent storage) in 2018 (£700K).
- Infrastructure (catenaries, eye-bolts) (TBC)
- Legal agreements (with property owners) and consents (with Westminster City Council for Listed Building consent, advertising consent, highway works for installation and removal.
- Launch event (£200K)

Competition Conditions

1. Competition Client

The competition client is the New West End Company. The competition is being managed and administered by RIBA Competitions to whom all queries relating to the competition should be addressed.

2. Eligibility

The competition is open internationally to registered architects and designers, in particular those with experience in building, public spaces and events lighting. The competition is not open to students.

No member or employee of the client body, the evaluation panel, or any partner, close associate or employee of them is eligible to compete or assist an entrant.

3. Competition Format

The competition will follow the Open design competition format and will be organised in the following phases:

Phase 1: Submission of concept designs which will be assessed anonymously.

Phase 2: A shortlist of four designs will be selected and the authors invited to develop their initial concepts and submit and present them to the evaluation panel.

4. Evaluation Panel

The Evaluation Panel (which may be subject to change) is expected to comprise:

Chris Wilkinson OBE	Wilkinson Eyre Architects, RIBA Architect Adviser – Panel Chair
Jace Tyrrell	Chief Executive, New West End Company
Cllr Robert Davis MBE DL	Deputy Leader and Cabinet Member for Business, Culture and Heritage, Westminster City Council
Justine Simons OBE	Deputy Mayor, Culture and the Creative Industries
Anya Hindmarch MBE	Designer – Trustee Royal Academy & Design Museum
Jill Entwistle	Editor, Light Magazine
Dave Burt	Chief Editor & Founder @London

Joanne Wallis, Senior Competitions Manager, will attend the assessments to document the competition process and provide procedural support. In the event of an Evaluation Panel member being unable to continue to act through illness or any other cause, the New West End Company, in consultation with the RIBA, reserves the right to appoint an alternative Panel member.

5. Competition Timetable

The anticipated programme, which may be subject to variation, is as follows:

Competition Launch	6 February 2018
Deadline for Questions on the brief	Tuesday 27 February 2018
Response to Questions issued	Tuesday 6 March 2018
Deadline for Phase 1 Design Proposals	Monday 26 March 2018 by 14.00hrs
Evaluation of Phase 1 Designs	w/c 2 April 2018
Shortlist notified & Phase 2 brief issued	w/c 2 April to w/c 9 April 2018
Open briefing session for shortlisted teams	w/c 9 April 2018
Deadline for Phase 2 Designs	Tuesday 1 May 2018
Final interviews and evaluation – winner selected	Tuesday 8 May 2018
Notification and result announced	May 2018

6. Anonymity

All Phase 1 submissions will be evaluated anonymously, via use of the Unique Registration Number (URN) issued at the time of Registration. The URN should be prominently displayed on each of the design submission sheets, report and declaration form. Please refer to the section below How to Register to obtain a URN.

Any submission that has identifying marks (including logos, text, insignia, or images that could be used to identify the submission's authors) will be automatically disqualified.

7. Disqualification

Submissions shall be excluded from the Competition:

- If an entrant shall disclose his or her identity, or improperly attempt to influence the decision;
- If received after the latest time stated under Phase 1 Submission Method;
- If, in the opinion of the Evaluation Panel, it does not fulfil the requirements of the Competition Brief;
- If any of the mandatory requirements of the Competition Brief and Conditions are disregarded.

8. Phase 1 Submission Requirements

There are **four** elements to the design submission, each of which should bear the Unique Registration Number (URN) only. Competitors should refer to the Anonymity requirements and submit the following material digitally:

- i. A maximum of 2 x landscape sheets (equivalent to A3 in PDF format only) to comprise:

Sheet 1: concept sketches and/or diagrams to illustrate your idea;

Sheet 2: your vision for the Oxford Street Illuminations, demonstrating what is unique and compelling about it. Including the memorable reveal moment that is talked about world-wide.

The proposals should be presented in a clear and succinct manner to enable Evaluation Panel members to readily understand the essence and design drivers behind the scheme.

The URN should be prominently displayed on the front face of each design sheet in the top right hand corner, together with the order in which the sheets should be viewed (1 of 2 etc).

Physical architectural models will not be accepted as part of the Phase 1 submission. However images of models used to develop the design proposal may be included on the design sheet(s).

- ii. A written design statement (maximum 1000 words) in support of the submission including:
 1. Your vision
 2. How your design enables the Oxford Street district to stand out in central London's competitive lighting environment
 3. How it deals with practical issues – safe to install and operate in a high footfall area, maintenance, etc.
 4. Simple cost breakdown
- iii. A completed declaration form which should bear the URN in the dedicated section on the form. Please note the team members stated on the declaration form will be used as the credits in all promotional activity so please ensure this is reflected accurately.
- iv. In addition, to the pdf of the design sheets, one visual image of the design concept should be provided for publicity purposes. The image should be representative of the ideas proposed, be readily identifiable as such and may be additional to the images supplied on the presentation boards. The image should be submitted in JPEG format, in a low resolution (72ppi).

9. Phase 1 Submission Method

Each phase 1 design submission should be uploaded to the RIBA Competitions digital entry system before **14.00 hrs on Monday 26 March 2018**. Further details and a unique secure link will be issued to registered competitors.

Please note that the total upload should not exceed 20MB.

Late entries will not be accepted and the digital entry system will not permit uploads after the 14.00 hours deadline. The digital entry system will allow you to amend or delete the information you upload until the stipulated deadline date and time. You are strongly advised to familiarise yourself with the system and to allow adequate time for your submission material to successfully upload.

10. Phase 2

Shortlisted teams will be provided with feedback from Phase 1 and asked to further develop their concept designs. Entrants will be required to demonstrate, as far as possible, the deliverability and viability of their design and invited to attend an interview to discuss further with the Evaluation Panel. In Phase 2 there may be additional technical questions and engineering advice from Field and Lawn which will be made available to shortlisted entrants to assist in ensuring the final designs are deliverable.

The shortlisted designers will be required to demonstrate that their designs are feasible to manufacture and install and also safe to operate in a high footfall public area. They will also need to demonstrate that their lighting scheme can be reused for up to five years.

All entries for both phases must be submitted in English.

11. Questions

Questions relating to the Competition Brief and Conditions must be submitted to RIBA Competitions at riba.competitions@riba.org before close of business on Tuesday 27 February 2018. A statement in response to all questions raised will be emailed to registered competitors by Tuesday 6 March 2018.

12. Evaluation Criteria

Phase 1

- Inventiveness, imagination and impact 30%
- Response to brief 30%
- Deliverability and longevity of the design 30%
- Clarity of presentation 10%

Phase 2

- Quality of the design and response to feedback 40%
- Viability of the submission including safety and longevity of the design 30%
- Team structure and ability to deliver the project including manufacture and installation 30%

13. How to Register and Enter

You may only submit an entry to the competition if you are officially registered through RIBA Competitions and in possession of a Unique Registration Number (URN). The competition is subject to a non-refundable registration and administration fee of £50+VAT. Please visit www.architecture.com/competitions and scroll down the page to select the appropriate competition and click on the register to enter button.

Once your payment has been processed, you will be issued with a Unique Registration Number (URN) and a Declaration of Authorship Form.

14. Declaration of Authorship & Acceptance of Competition Regulations

The declaration form acknowledges authorship of the design ideas, and by signing it, entrants agree to abide by the competition conditions and the decision of the Evaluation Panel as final. The completed declaration form should be uploaded to the digital entry system along with the design submission.

Please note the team members stated on the declaration form will be used as the credits in all promotional activity so please ensure this is reflected accurately.

15. Notification of Result / Publicity

The competition results will be published after all entrants have been notified. Please note that any requests for feedback should be submitted to RIBA Competitions within one calendar month of a shortlist, or a result being announced.

Entrants must not release their designs for publication to any 3rd parties until after the shortlist or result has been officially announced and permission has been granted from the RIBA. Entrants should note that by entering the competition they are expected to honour the request for confidentiality to prevent information of the shortlist or the winning team being leaked to the Press before any official announcement is made.

The RIBA and the New West End Company reserve the right to publicise the competition, any design submission, and the result in any promotional activity, including all social media channels, they consider fit. Illustrations of any design - either separately, or together with other designs, with or without explanatory text - may be used without cost. Once anonymity has been lifted, authors will be credited and recognised in all associated media and publicity. This information will be taken from the declaration form so please ensure the details are accurate.

16. Honoraria

It is intended that four teams will be selected to proceed to the second phase. Each shortlisted team who submits a phase 2 entry will each receive an honorarium of £3,000 +VAT. The New West End Company undertakes to pay the honorarium within six weeks of the conclusion of the competition. Invoices for payment should be submitted to RIBA Competitions.

17. Copyright

The ownership of Copyright will be in accordance with the Copyright, Designs and Patents Act 1988, that is Copyright rests with the author of the submitted design.

18. Post competition

The role of RIBA Competitions is limited to the administration and management of the competition process. The RIBA will have no further role once the winner has been selected and competitors notified.

Following the design competition, it is intended that the competition winner will commence the detailed design stage and will be required to use their own advisers to ensure the lighting designs are feasible to manufacture and safe to install. They should also ensure that they operate within the budget, timescale and public safety constraints.

19. Enquiries

The competition is being managed and administered by RIBA Competitions on behalf of the New West End Company.

All enquiries relating to the competition should be directed to:

RIBA Competitions

No.1 Aire Street

LEEDS

LS1 4PR

T: +44 113 203 1490

E: riba.competitions@riba.org

The New West End Company, the RIBA Adviser, or any other members of the evaluation panel should not be contacted for information as this may lead to disqualification from the competition.

The competition is being managed and administered by
RIBA Competitions on behalf of the New West End Company.

All enquiries relating to the competition should be directed to

riba.competitions@riba.org
0113 203 1490