

Dundee Christmas Trees

1. Introduction

In cities all around the world, festive tree displays are a highlight of the season. Beautiful and inspiring trees are created by designers who combine festive traditions and contemporary design.

This year, UNESCO City of Design and V&A Dundee in partnership with Dundee City Council are looking to commission five designers or creative practitioners to create bespoke and unique 'Christmas Trees' as part of Dundee's Festive Celebrations.

2. Concept

Following on from our successful 'Dundee Festive Windows' project where designers transformed empty shop windows, this opportunity presents local designers and makers with an opportunity to create a contemporary Christmas Tree display.

Rather than simply decorating a tree, this brief seeks designers who will create a 'tree' which tells its own story. The design must use the 'Christmas Tree' as the central focus and inspiration, but final designs can take any form.

The 'Trees' will form part of a display located beside Dundee's Living Christmas Tree at City Churches.

As you would expect in the home of the only UNESCO City of Design designation in the UK, and the first dedicated design museum in Scotland, the final installations must represent the highest quality of design.

The project is seeking creative, unique designs which respond to the concept of a central Christmas Tree in festival celebrations. While the main inspiration for this brief is the Christmas Tree, we are looking for responses that celebrate the diversity of the winter period from different perspectives.

Considering the environmental impact of large-scale festivities and the commitment from the city to celebrate our own living Christmas tree, this project centres the principles of reduce, reuse and recycle. All elements of the 'tree' and its decoration must be made from 100% reused or recycled materials.

3. Eligibility

This opportunity is open to:

- Designers and makers who live or work in Dundee (defined as living or work address with a DD1 – DD7 postcode)

- Designers from Dundee (defined as DD1 – DD7 postcode) and recent graduates (graduating in the last 4 years from a Dundee university)

4. Award

Five successful designers will be awarded £2,500 each to cover all materials, production, installation and fee.

Additional support in ensuring the trees are safely secured will be provided by the UNESCO City of Design team.

5. Essential considerations

- The tree must be between 1.6m minimum and 3m maximum in height.
- All elements making up the tree and its decoration must be made from 100% reused or recycled materials.
- If the design requires a real tree, you must demonstrate how this is sustainable. Single use trees are not permitted.
- The trees must be transportable and suitable to be stored.
- There is no power supplied. The display area will have general floodlights for illumination of the trees unless that is not required by the designer. If the design includes lights then details on how these are reused and sustainably powered must be provided.
- Each tree will have a brief explanatory text displayed which will tell the story of the design, its designer and context.
- The 'tree' will be required to be secured to protect it from adverse weather. The UNESCO City of Design Dundee team will work with those selected to ensure the structure is safe and conforms to Health & Safety requirements.

6. Installation / de-install

- Tree's will be installed on the grass area by City Churches.
- Exact location and positioning is at the discretion of the UNESCO City of Design Dundee Team and can not be negotiated.
- Installation will be the responsibility of the designer. This process will be supported by the UNESCO City of Design Dundee team.
- Trees must be installed on the morning of Thursday 17th November and must be ready for public view by 3pm on the same day.
- Trees will be dismantled on the 29th December. The UNESCO City of Design Dundee will carry out this work. You will need to provide instructions regarding the dismantling.

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7. Look and feel

The installations must be design-led, cool, contemporary and eye-catching. They can be fun or edgy, or anywhere in between, as long as they uphold the highest qualities of design and are accessible to the audiences listed above.

8. Submission - How to apply

Submission is via the application form below, and must be completed by all applicants:

<https://www.smartsurvey.co.uk/s/DesignerTreesApplication/>

9. Deliverables – Elements to be delivered by awarded designers to complete the project.

- Design, production and installation of a tree within dimensions between 1.6m and 3m high, with a diameter no more than 2m, though stability solutions such as guy ropes, wide bases etc may exceed this footprint.
- 50-100 word text outlining your inspiration for your design; 50-100 word biography, both for public display.
- 300dpi JPG images of previous representative work in square, landscape and portrait format. Provided with clearance for promotional use for the project including but not limited to website, social channels, events listing sites, on site screens and e-news.

10. Budget

£2500 to cover all materials, production, installation and fee.

11. Indicative Schedule

Activity	Date
Designers applications close	Wed 5 th October
Designers awarded	By Monday 10 th October
Install	Thurs 17 th Dec
Destall	Thurs 29 th Dec

12. Equalities, Diversity and Inclusion

We actively encourage applications from across all communities in our city and from a range of life experiences. In order to monitor whether we are reaching as widely as we could, we ask that you complete the Equalities Monitoring Form by using the link below. This will not be shared with the evaluation panel.

<https://www.smartsurvey.co.uk/s/EqualDundee/>

13. Intellectual Property

The organisers retain permission to use images of the installations with clearance for promotional and reporting use including but not limited to website, social channels, events listing sites, on site screens and e-news.

It is expected that images of the displays, and some design drawings or mock ups will be used on social media and organisers' websites, and for future promotion of the organisers' activities.

The organisers will store the trees and retain permission to present the Trees in public for up to 5 years. Should the Trees require remedial work, or repair this will be negotiated between UNESCO City of Design / Dundee City Council and the designer.

All intellectual property rights, computer files and paperwork remain the property of the designer.

The physical artworks and displays remain the property of the designer. They will be held in the care of UNESCO City of Design Dundee / Dundee City Council for a maximum period of 5 years at which point they will be returned to the designer, or further negotiation will be carried out.