

Event Pack 101_01

EASA_HQ COMPETITION



In association with...

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01 Intro

Each summer since 1980, around 400 of the brightest students from every part of Europe have come together for 2 weeks of intense workshops, lectures, exhibitions and events, in the name of exchange of ideas, culture and experience.

Easa is run by students, for students; as such it has no running connections with any academic or corporate institutions.

The EASA summer event is the result of twelve months of planning and collaboration between many individuals, associations and corporations - and this year we are looking for a greater degree of integration between EASA and the city than ever before.

This document introduces the first easa010 build up event - the open competition to design the painting of EASA HQ.



EASA UK2010, in partnership with ASK developers, invites entries to an open competition to design large-scale wall paintings for the façade of easaHQ.

02 EASA HQ

EASA UK2010 are taking over the old Moonfish building, 43 Hulme Street. It has been unoccupied for a few years, and is in need of a new coat of paint – which is where you come in.

The building is seen by 13,000 motorists per day; your job is to come up with a design that lets people know that EASA is coming to Manchester in 2010.



The building is part of ASK's development at First Street, so it'd be advisable to take a look at the identity they've put together for the project, either on the hoardings that surround the site or at www.colourmylife.com.

03 Brief

Entries should be laid out on the A1 layout provided, including entrants name and location, in PDF or JPEG format.

Submissions by CD should be sent to:
Chris Maloney, easaHQ Competition, 2nd floor office, Chatham Building, M15 6BR.

Submission of files via a file transfer service such as yousendit.com is also acceptable.

In view of the risk of loss or delay in posting, all entrants should also submit a lower resolution image by email to:
chris.easamcr@googlemail.com

All entries must be received by the 8th of May 2009.

The entrants will be reduced to a shortlist of six finalists, chosen by a jury made up of the current EASA organising team. Julian Stott, of ASK - and manager of the First Street project - will head a panel to choose a final winner from these 6, whose design will be painted on the walls of EASA HQ.

All entries, including the six shortlisted, will be exhibited at a Manchester Architecture and Design Festival event. The finalists will be invited to an event at which the winning design will be announced.

The team will make every effort to implement the winning design unaltered but reserves the right to make amendments should this prove unfeasible. If the design does need to be altered, we will make amendments in consultation with and agreement of the artist where possible.

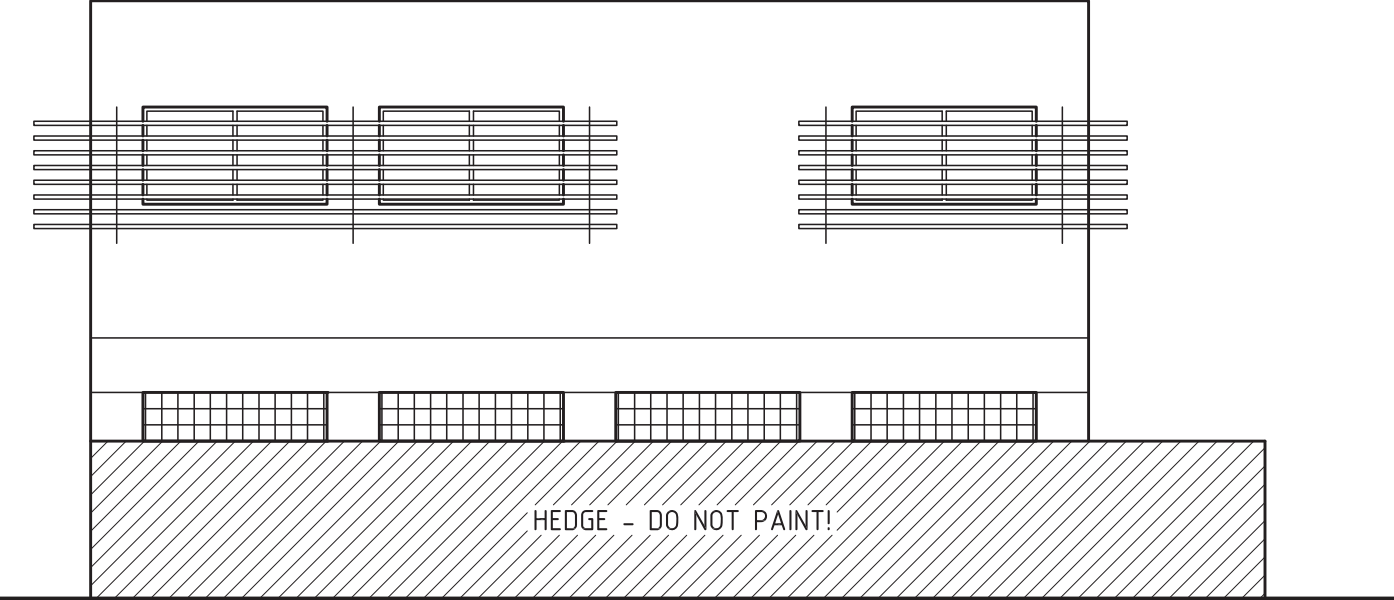
EASA UK2010 will be free to use and distribute all images submitted to this competition as they see fit.

There are no cash or cash equivalent awards attached to the competition; having your work realised on this scale, and the publicity attached to it, will be its own reward.

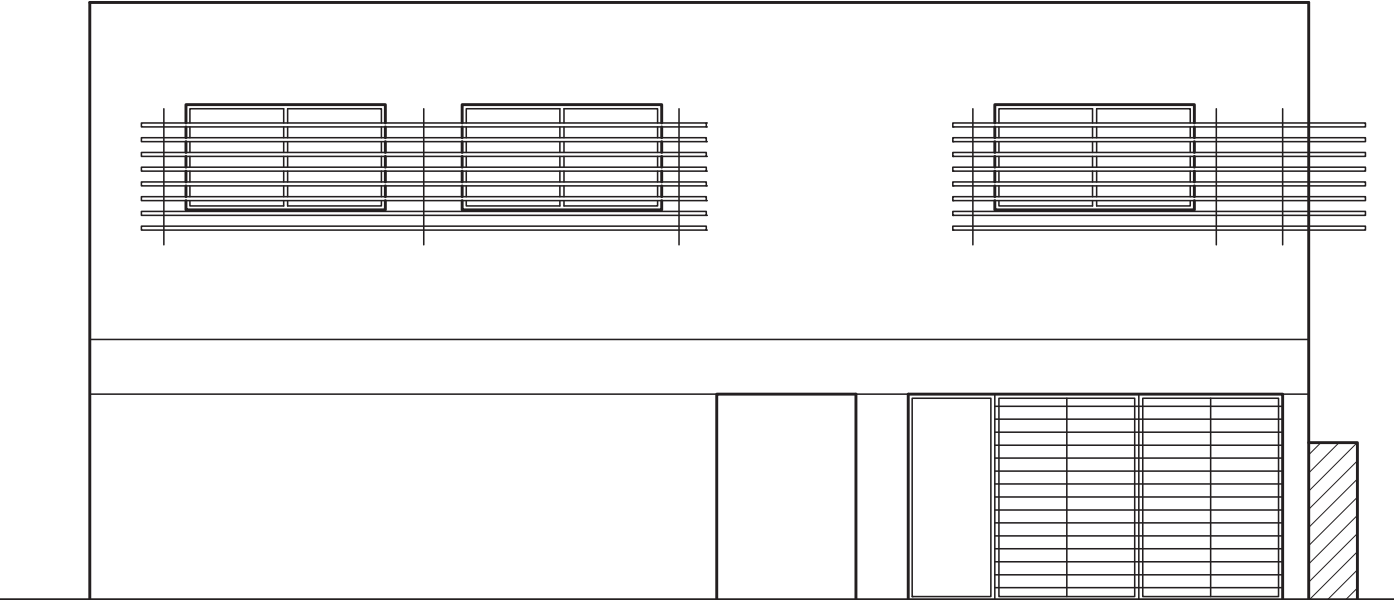
04 Process



Facade A



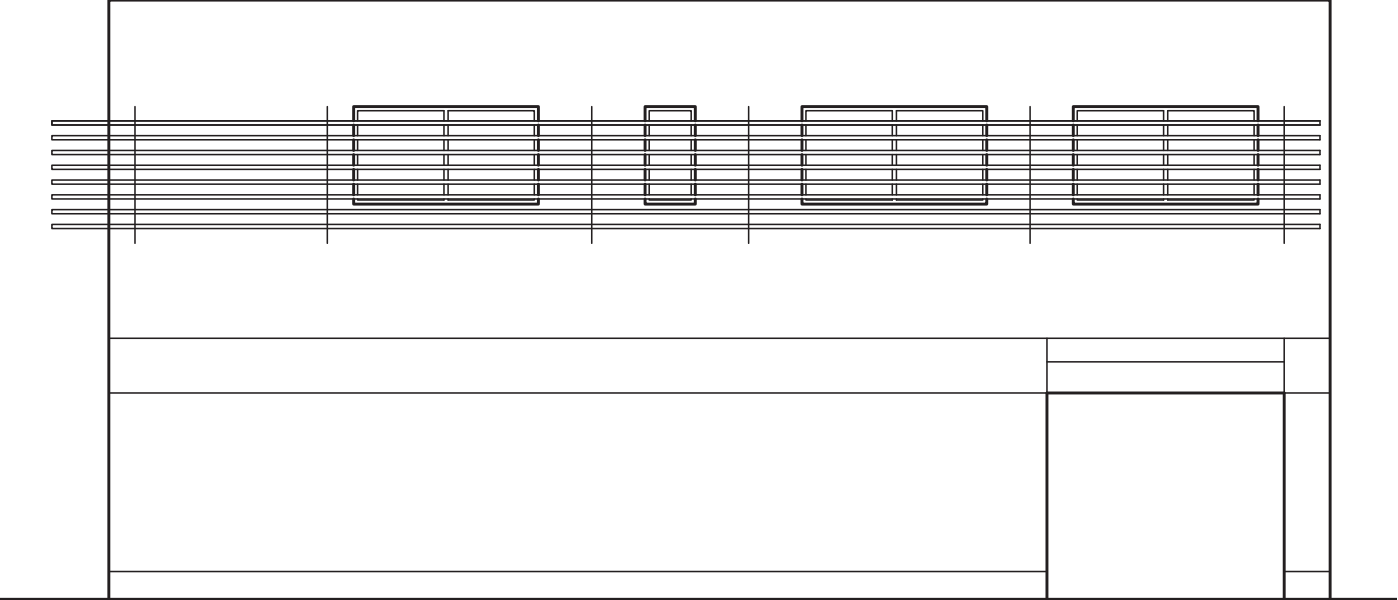
South west elevation 1:100 at A4



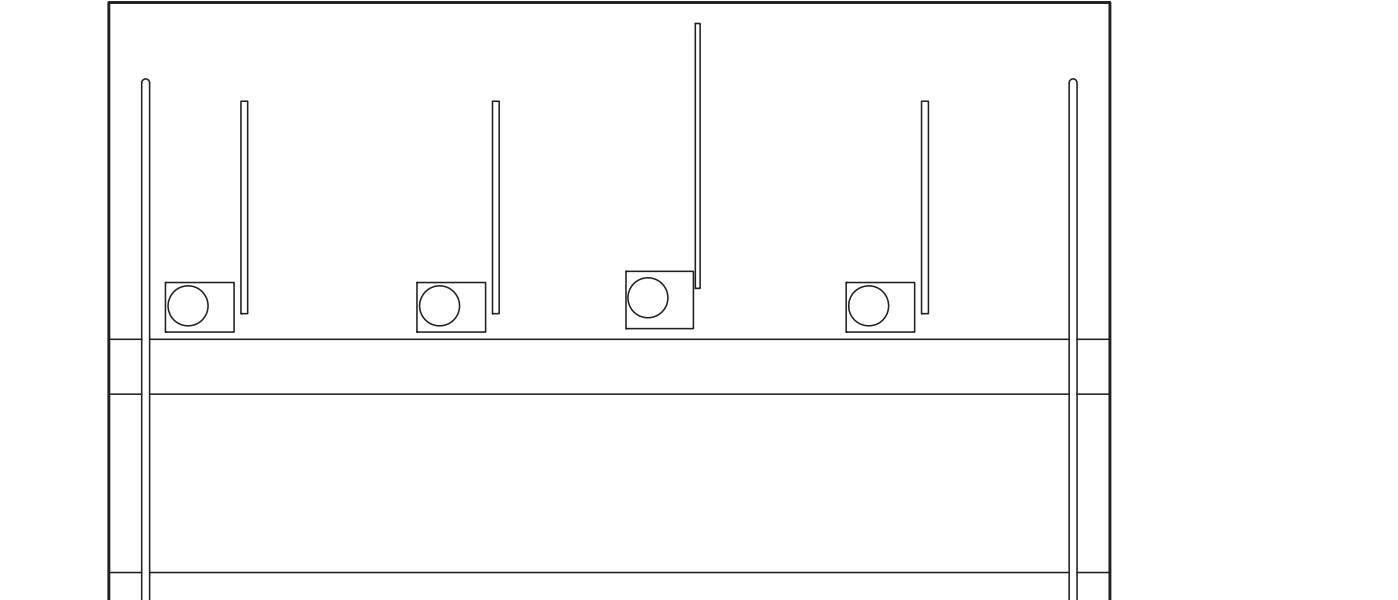
North west elevation 1:100 at A4

Facade B

Facade C



South east elevation 1:100 at A4



North east elevation 1:100 at A4

Facade D

Facade A



Facade B





Facade D

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