Mapping Irish Design: brief for research, design and video

Mapping Irish Design is a significant research and communications project being undertaken by the 100 Archive in 2019 with the support of Creative Ireland. We are calling for expertise in research, editorial/curatorial, design/data visualisation and videography to help us complete the project.

Background to the project

Since our foundation, it has been the mission of the 100 Archive to capture, present and contextualise contemporary design in Ireland and the individuals, studios, clients and collaborators who make it happen. With a focus to date on communication design, we have used our annual open call and assessment process to make annual archive selections of 100 design projects which provide a snapshot of life in Ireland and the impact design has on it. Over 1800 projects have been submitted to the 100 Archive, made since 2010. More than 1000 designers are registered on the site and they have indicated that they work (or have worked) in 700+ workplaces in 20+ countries across the globe. Within each year's archive selection you can see communication design work spanning a host of media, outputs, sub-disciplines and client contexts.

Despite gathering this much material, however, to date we haven't had the resources to run the numbers, compile the statistics, find the threads running through the archive selections or glean insight from what's been submitted. Creative Ireland funding is our opportunity to do this research, gather this insight and communicate it, both within the design community and far beyond.

Scope of the project

'Mapping Irish Design' is a research and communications project: we wish to find out what's in the 100 Archive, who's making it and why and share this to wider audiences. Some things we're interested in:

— how does design affect/reflect Ireland's **changing economy**? What's in the archive that shows us how and where money is made and spent? What does the archive tell us about Irish businesses and Ireland's place in the global economy?

— how does design affect/reflect Ireland's **changing society**? Do our archive selections reflect recent changes in Irish society? Does design play a role in social movements?

— what is the relationship between design and Ireland's **changing culture**? Is Ireland's cultural sector still the most significant commissioner of design? Does design have a place in Ireland's cultural heritage, and can the 100 Archive help articulate that?

— what does the 100 Archive tell us about Ireland's **changing design industry**? Who works in design in Ireland, where are they from, where are they based, where did they study? How are women represented in the 100 Archive, and what do new career paths mean for the future of designers in Ireland?

We would like for this project to help us discover compelling stories and conversation starters from the data on the site and identify further areas of research. We wish to create repositories of data and stories which can be adapted and molded to different audiences via visual/data presentations, talks, lectures, videos et. We also want to reveal how design is shaped by many: designers, collaborators, clients and end users, across all sectors.

Some things we envisage the team doing to reach our goals:

Research and editorial/curatorial
— gathering and analysing data from 100archive.com: those registered on the site, those submitting regularly, the studios involved, the geographic locations where submissions occur, the work submitted (what it is, who it is for...) and so on
— surveying and/or interviewing designers, collaborators and commissioners of design
— developing engaging editorial content for the site that speaks to the identified themes of the project (changing economy, changing society, changing culture, changing design industry) and, crucially, offers a 'route in' to non-specialist audiences
— considering how to gather data on the site from here on in: are there gaps in the information we have currently; are there tools we could be using to streamline this process in the future?

Design and data visualisation
— creating a means of visualising and communicating the findings of the project. This will mean giving space to the project, in some shape or form, on 100archive.com, as well as creating a range of assets to be shared across the 100 Archive's channels (email, social media etc)
— considering both digital and analogue means to visualise 100 Archive data: do you plug something into the site to extract and visualise data, do you create bespoke visualisations for key insights, or do you employ a combination?

Videography
— creating a video, or more likely suite of short videos, that communicates the findings of the project. This could take the form of animated visualisations of data and statistics, interviews with designers, clients etc, visits to sites of interest or a combination of materials

Timeline and budget

We have a budget of €21,600 plus VAT for the project, which we suggest is broken down as follows:

— €9,600 for research and content production, likely for 40-50 days over a period of max 6 months
— €6,000 for design and data visualisation
— €6,000 for video creation

We would like for the research portion of the project to begin as soon as possible in February, with the project to be completed in full (findings, communications, microsite, videos and recommendations from the team on how to approach future data gathering and analysis) by September 2019.

Application

We welcome applications from individuals and teams interested in collaborating on the project with us. Please get in touch with a CV and a cover letter explaining your interest in the project, relevant experience and proposed methodology (max 2 A4 pages per role). Attach a small portfolio, if relevant.

Please also let us know if you are applying as an individual practitioner to join a team (i.e. you are the videographer and we will team you up with a researcher and a designer), if you feel you can fulfil more than one role (i.e. design and research), or if you are a group of practitioners applying to take on the whole project. We are interested in hearing from designers, design historians, social scientists, social historians, illustrators, data visualisers, motion designers, animators, videographers, writers, curators and multidisciplinary practitioners and teams.

Applications should be submitted by email to onehundredarchive@gmail.com **by 10am on Monday 14 January 2019**, with research to begin as soon as possible in February. Got a question? Email us by Monday 17 December and we will publish all answers to all questions by Friday 21 December.