

Art Crush – App Development Opportunity

Background

Sunderland Culture is an organisation that was created to bring together many of Sunderland's most important cultural assets and activities and realise the ambition of a city brimming with creative potential. We operate National Glass Centre and Northern Gallery for Contemporary Art, Sunderland Museum & Winter Gardens, Sunderland Stages, Sunderland Cultural Partnership, Arts Centre Washington and The Fire Station, with a combined audience of over 700,000. In addition, we run cross-city programmes such as the recent UK City of Culture bid and our Great Place Scheme. Our mission is to improve life for everyone in Sunderland through culture.

Sunderland Culture is one of three organisations working in partnership with the Arts Council Collection for the next two years devising exhibitions, creative learning opportunities and digital projects based around their extensive collection of British art. The Arts Council Collection is the most widely circulated national loan collection of modern and contemporary British art in the world. Founded in 1946, the Collection reaches the broadest possible audience through long loans to public institutions, exhibition loans and touring exhibitions, as well as digital and print publications. It can be seen in exhibitions, museums and galleries across the UK and includes important works by all of the UK's most prominent artists. There are now over 8,000 works in the Collection, including paintings, sculpture, original works on paper, prints and moving image.

The Opportunity

Sunderland Culture is seeking to commission:

A web-based app/widget to make the Arts Council Collection more widely accessible to an audience that doesn't typically engage with contemporary art. The aim is to create a fun, appealing experience that will allow a new way for a wide range of audiences to access the collection.

The web-based app/widget will provide users with the option to swipe left or right depending on whether they like the piece of art or not (e.g. similar interface to Tinder). Each artwork has its own attributed characteristics and based on the artwork's they 'like', users will be provided with a special 'art personality'. The app/widget will have a similar feel to social media apps and enable the user to quickly and easily swipe through artworks (from the Arts Council Collection) to discover what their 'art personality' profile is.

Important features

- Free and easily accessible;
- Simple, familiar and on-trend interface;
- Image-led with simple descriptive information;
- Adaptable to work across different platforms such as iPhones, android, touch screen monitors etc;
- A fun experience, but one that respects the work of the artists;

- Ability to present the user with an art personality based on the attributed characteristics of the artworks they like;
- Data capture e.g. number/demographic of users/duration of use/total selections of works etc.
- Able to operate offline on a tablet and kiosk monitor (minus data capture)
- Sunderland Culture will require back-end access to update and add to the app.

Additional requirements

- A package of 'how to' animations or videos
- Selected company must lead on brand, design, build, hardware compatibility and technical support

Budget and timescale

- Budget for brand, design, build, hardware compatibility and technical support is up to £12,000 (inclusive of VAT)
- Prototype developed by summer 2020.

Get in touch

For questions and to register your interest please contact Penny Day at penny.day@sunderlandsoftwarecity.com