

**The Institute of Imagination:**

The Institute of Imagination (iOi) has been established to champion the power of imagination and to create space for children and families to reimagine the world.

In 2017, we will be launching our Imagination Lab, which will help us to reach more people than ever before. It will be the capital's most exciting space for imagining, exploring, investigating and creating, offering access to cutting edge and innovative activities and materials.

At the Imagination Lab, we will deliver 200 days of activity throughout the year, reaching 20,000+ children, teachers and families. Within these 200 days we will run six theme-based programmes, which will include a range of activities including school workshops and events for families and the local community.

The design and layout of the Imagination Lab will evolve from theme to theme, offering visitors a new and unique experience each time they come to the space. Amongst this flexibility and change, we want to create a fixed installation that will remain in place for the lifetime of the Imagination Lab, acting as a touchstone for every visitor.

**The brief:**

Thanks to the support of the ICF International Charitable Foundation, we are looking to commission an innovative artist or designer to create an inspiring installation at the Imagination Lab. This will help to bring the space to life and spark the imaginations of all visitors into the space.

We want this installation to be visually impactful to everyone who enters the Imagination Lab and allow them to engage with it in a unique way, enabling moments of connection between children and families. It will be interactive and playful, encouraging children to explore and experiment.

We want you to be imaginative and tell us in detail, on no more than two sides of A4 (plus visuals), how you would use £20,000 to design, create and fit an innovative and interactive installation at the Imagination Lab. You can interpret this how you would like - be it physically, digitally or in a more abstract way.

All of the iOi's activities are interdisciplinary, spanning technology, science and the arts, and we would like you to consider how you can include this multidisciplinary approach in your design. Workshops, events and installations are interactive and accessible to children aged 5 - 14 with all needs.

**Key considerations:**

We would like you to think about the following questions when developing your proposal for this commission:

- In what ways can 'interactive' be interpreted - do you see this as digital, physical, transactive, reactive and could the interaction reach beyond the Imagination Lab to other institutions around the world?
- What inspiration can you take from iOi's visual identity?

**At a glance:**

**What?**

An interactive, innovative and inspiring installation, which will spark the imaginations of children and families.

**Where?**

The Imagination Lab, Vauxhall, London

**When?**

Deadline for initial submissions  
Friday 27 January

**Total budget:**

£20,000

**For more info:**

Please visit [www.ioi.london](http://www.ioi.london)



**"Logic will get you from  
A-Z; imagination will get  
you everywhere."**

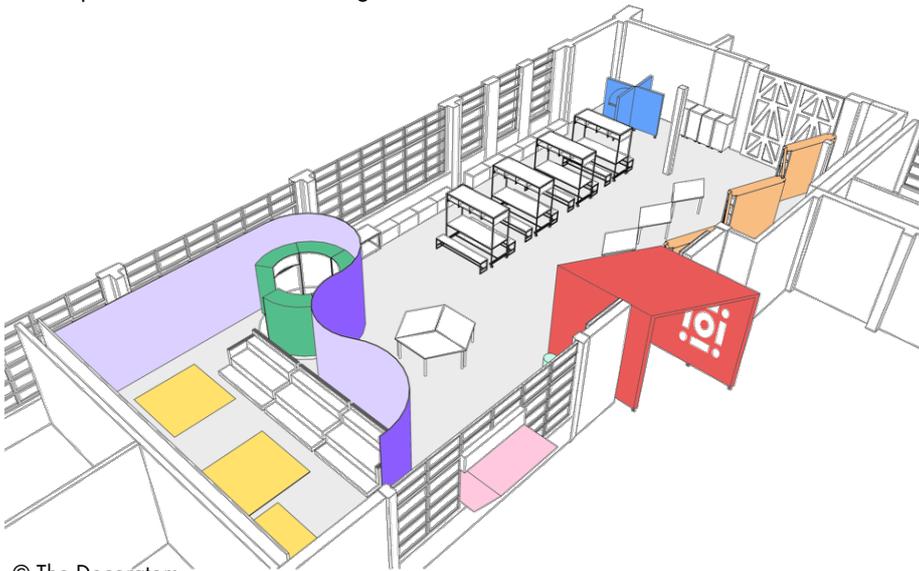
**Albert Einstein**



- How can we best use the limited space available – could the installation be suspended from the ceiling, wrap around the walls, or be less of a physical piece and inhabit the space in a more abstract way?
- How could the installation adapt with the changing themes at the Imagination Lab? (See more information about the themes to the right.)

**Design restrictions:**

The Imagination Lab is 2,700sq ft and at capacity will host approx. 160 people. There will be movable furniture throughout the space, which will be reconfigured depending on the activities taking place within it. The image below gives an example of one of these configurations:



© The Decorators

This installation will be the first piece that will transition from the Imagination Lab to the iOi campus (a permanent, 100,000sq ft, world-class cultural destination to be built in the Capital). As such, the future proofing and portability of the design is an important factor.

**The commissioning process:**

- Friday 27 January: Deadline for initial submissions.
- Friday 3 February: Shortlisted applicants notified.
- Saturday 11 February: First Lab Live event at the Imagination Lab, where shortlisted applicants will be invited to share their ideas with children and families for feedback. If you are applying, we ask you to save this date.
- w/c 13 February: Interviews with panel and final design chosen.
- Tuesday 5 April: Deadline for completion of the installation.

**Contact:**

Please submit your proposal via email to [commission@ioi.london](mailto:commission@ioi.london) by 5pm on Friday 27 January.

**Imagination Lab:**

The Imagination Lab will be programmed through a series of dynamic and broad themes. Some examples of these themes are outlined below.

**Recode**

Exploring 'code' through body and movement, language, the brain and technology.

**Metropolis**

Exploring the city: its past, present and future and its sustainability through the eyes of children and families.

**Future me**

Exploring the skills of the future, from crafting and making, through to emerging technologies like robotics and artificial intelligence.

All of our workshops and events are child led and driven by imaginative thinking and creative application.

