

open invitation to pitch on brief

project

Daddy Long Legs Moving Rooms brought to you by the creators of the Daddy Long Legs Art hotel on Long Street, Cape Town.
www.daddylonglegs.co.za

concept

Moving Rooms:

A Mobile Airstream Hotel to be stationed at various locations around South Africa. Artists and designers will have the chance to interior decorate one of many Airstream Land Yachts which will be stationed on the banks of the Eikenhof Dam, outside Elgin.

brief

Artists and designers will be required to Interior decorate a vintage Airstream Land Yacht. Each one of the Airstream trailers will be Interior designed prior to your receiving it, and will be fitted out with cabinetry, couches, bathroom fittings etc. Please note, you will not be required to present any concepts for built in components and are only required to decorate the trailers. Concepts for the decoration of the cabinetry eg. wood finishes / paint effects on cabinetry / door handles etc, are permitted. All interiors should have a strong conceptual foundation, should not be copy cats of existing designs and should communicate an original idea. The living experience each trailer will create is also of importance, and should be considered in your proposal.

proposals

Proposals are to be submitted as 'mood boards' no larger than A2. Mood boards are required to outline the concept for your interior with samples / images of:

Flooring

Upholstery: Fabric & Style of Upholstery

Accessories: Clocks, Art, Vases etc

Linen: Duvet, sheets, pillows etc.

Lighting: Only freestanding lighting is permitted

Cutlery, Crockery & Stemware

Soft Furnishings: Cushions etc

Appliances: Kettle, Fridge, Toaster, Radio,

TV, Computer etc

Cabinetry finishes: Surface finish, handles etc

In addition to this, a short written explanation of your concept will also be required.

constraints / considerations:

1. Due to the mobile nature of the Airstream trailers, it is important you consider how movement will affect your interiors. Any freestanding or fragile objects need to be protected from breaking when the trailer is in motion.
2. The size and style of your trailer, will have no bearing on your proposal. Interior decoration concepts will be matched to the most appropriate trailer.
3. Due to its location of the edge of a dam, materials need to be hard wearing, as dirt resistant and as easy to clean as possible.
4. Your material and manufacturing decisions should be as eco friendly as possible. And absolutely no harmful or unethical materials will be allowed into the trailers eg. polystyrene, non FSC approved Timbers, noxious paints
5. As far as possible, all raw materials need to be locally grown, or produced.
6. Trailers will be parked at a location in or near Cape Town, and you will be required to work on the trailer at the location provided.
7. No alterations will be allowed on any built in components, electrics, plumbing or the exterior of the Airstreams.



selection

Artists and designers will be judged on:

The strength of the concept

- Presentation
- Attention to detail
- Eco-Friendliness of the concept
- Its appropriateness within the Daddy Long Legs brand
- Ease of manufacture



Deadline:

for proposals

Monday May 05 2008

budget:

R35 000 (this amount is a guideline and will depend on the size of the trailer you are allocated)

artist fee:

R8000

program:

May 05 2008: Deadline for submissions

May 15: Announcement of successful proposals

July: Planning Phase

August: Installation

support:

Liam Mooney at Whatiftheworld / Design Studio

will be your contact for implementation of your design.

Photographs: Professional photographs will be taken of your finished work

Media campaign: The trailer and your interior will be launched to the media .

Please forward confirmation of intention to submit a proposal to :
(all queries may be addressed to the above address)

CONTACT: Liam Mooney / liam@whatiftheworld.com

SUBMISSIONS : proposals may be submitted by
Monday May 05 2008

CONDITIONS:

Ownership and rights : 'daddy long legs' will retain full ownership of all works implemented.

'daddy long legs' will undertake to take all reasonable measures to maintain the integrity of the artists' work for as long as the exhibit stands.

(to this end, ideas must be sustainable and practical)