



CO-OP LIVE ART

DESIGN 2023 - EXHIBIT 2024



UNIQUE PROJECT

- Co-op Live are looking to work with students to provide an educational and practical opportunity.
- We are asking students to respond to a creative brief, showcasing research and design, and providing examples that can enhance portfolios and employment opportunities.
- A selection of work will be hand-picked to be showcased in the Co-op Backstage Club at Co-op Live when we open and will be on display for all visitors to enjoy.
- Successful students will also win two tickets to a show of their choice* in our opening year as a thank you for adding colour to our amazing venue.

*dependent on availability

CREATIVE JOURNEY

We would like students to put theory and digital design into practical applications that enhance skills & create standout portfolio exemplars by researching the *'art of fly postering'*:

- History. When did it start?
- What is its core purpose?
- Why is it banned?
- Is it a lost art form?
- What makes it effective?
- What are the design styles and mediums used?



CO-OP BACKSTAGE CLUB

We need significant poster art in the Backstage Club, a 700 capacity space with a private entrance, bespoke bar, toilets and merchandise areas. Artist impressions of the Co-op Backstage Bar are below, including seating spaces, stage & dancefloors, and bars. Posters will adorn most walls and pillars, alongside an industrial interior architecture comprising metal and ducting, neon signs and spotlights.



CO-OP BACKSTAGE CLUB

The poster art supports the arena's storytelling and creates the backdrop to a great night out in the Co-op Backstage Club.

A video of the Co-op Backstage Club can be found [here](#)



CO-OP BACKSTAGE CLUB

DESCRIPTION: An elevated backstage bar

CAPACITY: 700 guests

THE VISION

You'll be in tune with the beat in this millennial dive bar. Full of insta-ready moments, playful pop-ups, bars, and live acts. The 'coolest' space within the venue will celebrate music, art, and the vibrant culture of Manchester. You'll be rubbing shoulders with the movers and shakers of the city in the coolest pre-show hangout with clubbing vibes post show. The separate Co-op Backstage Club entrance offers exclusivity, yet once inside you feel at home to dance the night away at the hottest place to be seen.

Given its 700-guest capacity, we envision this will be a popular space for external companies to privately hire whether that be for Christmas parties or team building.



CO-OP BACKSTAGE CLUB

THE LOOK & FEEL

- The MCR take on a NY dive bar – edgy, moody, nods to local musical heritage (e.g. Hacienda yellow and black chevrons), street food, and a plethora of meeting spaces and great drinks.
- Laid back atmosphere, including live and rising artists
- Industrial, unpolished, lived in
- Comfortable, informal space with room to be social and dance
- Eye-catching, creative, dark yet glowing with neon hues
- Fly poster treatment – the art that celebrates music like no other format



CO-OP BACKSTAGE CLUB – THE BRIEF

THE BRIEF:

- Design a portrait AO (841mm X 1189mm) and A3 poster (297 x420mm) to be placed in the Co-op Backstage Club
 - Vector format, preferably EPS
 - CMYK colour model
 - 3mm bleed

CONSIDERATIONS:

- Please consider the context in this brief, and design accordingly
- Colour v black and white /grey scale - we will be using both - please use preferred style
- Mostly nighttime viewing so consider stand out in dim light

TIMELINE:

- Artworks to be submitted by Wednesday 1st November to marketingcoop@cooplive.com
- Successful students artworks will be chosen before the end of December and all successful students notified by 12th Jan.
- Artwork will then be installed in the venue in April prior to opening and successful students will get a sneak preview of their posters displayed prior to the doors officially opening.



REFERENCES



