GRAND • JUNCTION

Brief for Interpretation Designers for Digital Guides at Grand Junction

Introduction
Grand Junction at St Mary Magdalene Church is a vibrant arts, culture, and community hub housed within a Grade I listed Victorian church in Paddington, London. Alongside a dynamic programme of live events and activities, we celebrate and share the rich heritage of the Grade I listed church and its surrounding North Paddington area.

We are commissioning interpretation designers to create innovative digital guides as part of our Heritage Lottery Funded project, *You Are Here*. This project aims to fuse the stories of people and place, exploring the changing relationship between the building and its community over time.

The digital guides will reinterpret the building's Victorian heritage and local history in engaging, interactive formats, ensuring accessibility, inclusivity, and relevance for our diverse audiences.

Scope of Work
The selected interpretation designers will:

- Develop digital content for self-guided exploration, including audio, video, augmented reality (AR), and interactive images, accessible via QR codes placed throughout the building and its exterior. We will also require a number of physical devices to ensure accessibility for visitors without smartphones
- Collaborate with a panel of local heritage volunteers and the Heritage Manager to co-create digital interpretation that reflects key heritage themes and community narratives.
- Create a cohesive experience that aligns with Grand Junction's brand identity and interpretive messages.

What are we interpreting?
The assets and the overarching messages

- **St Mary Magdalene Church, the Undercroft and the Chapel**
  - The history of the church's construction and architecture, it was built on a narrow site, the clever architecture involved and the social context of the time it was built, focusing on its Victorian heritage.
  - Key contributors: architect George Edmund Street, founder Father Richard Temple West, architect of the chapel Ninian Comper and renowned artists Daniel Bell, Henry Holiday, Martin Travers, Harry Hems, and Thomas Earp.
  - Highlighting key features including the painted ceiling, stained glass windows, paintings, statues.
  - Information about the recent conservation work.
- **Grand Junction**
  - The architecture and design of the new building by Dow Jones Architects
  - Grand Junction as a community arts and heritage centre and past projects.
- **Local Area History**
  - The history and development of the canal and its role in shaping the area.

  - Redevelopment of the North Paddington area, showing its transformation over time.
  - Key figures in local history (historical local residents) such as Dr John Alcindor, Peter Rachman, Mary Seacole, Sarah Siddons, Lucien Freud and Kelso Cochrane and their impact on the area.
  - Significant historical events in the local area
- **Personal Stories and Memories**
  - Oral histories of local residents reflecting their experiences of living, working, and migrating to the area.

Initial interpretation ideas:

We have started exploring themes with our group of heritage volunteers and below are some of the directions we are interested in developing. We are eager to collaborate with experts who can help to realise some of these ideas and bring fresh perspectives. We welcome innovative and creative input on how we can use digital interpretation to transform how we share the story of our building with visitors.

- Hearing from key characters such as the church architect G. E. Street through video or AR
- AR footage of the surrounding area outside the church showing what it looked like in the past (Victorian terraces were demolished in the 1950s and 60s to make way for new tower blocks).
- Footage from the films that have been shot in the Undercroft and Chapel.
- Videos showcasing the restoration and conservation process, with input from those involved, illustrating a before-and-after timeline.
- Zoom functionality to closely examine intricate details, such as the ceiling artwork, chancel area, characters depicted in the statues and windows, and highlighting hard-to-see artworks, such as the William Morris window and Charles Ricketts painting.
- Music playing the musical notes on the walls of the chapel
- A child-friendly interactive game encouraging exploration, e.g., "Can you find this animal in the stained-glass windows?"
- Information available in multiple languages, including Arabic, Spanish, French, German, Hindi/Urdu, and Portuguese.

Project Timeline

- February - March 2025: Content development meetings with volunteers and Heritage Manager.
- March – May 2025: Finalisation of digital guide framework and content
- May – June 2025: Content creation (filming, recording, design, and development).
- July 2025: Pilot launch of digital guides to the public.
- August 2025: Incorporating feedback from testing, finalising adjustments
- September 2025: Full launch of digital guides

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Project Budget

We have a total budget available of **£24,000**, including VAT and to cover all aspects of design (including some time for co-creation meetings with volunteers), software development, content creation, and collaboration with sub-contractors as required.

Submission Requirements
Please include the following in your proposal:

- A cover letter demonstrating your understanding of the brief
- Your approach for developing Grand Junction's digital guides, including a proposed budget.
- Examples of relevant work

Submission Deadline: 24th February 2025 9am
Please submit your proposal to Holly Henry holly@grandjunction.org.uk