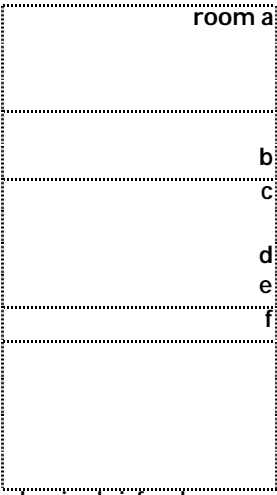



Key Headings for the Brief at Different RIBA Stages

The emphasis of the brief alters as the project develops. Once a design team is appointed the brief will be developed and tested through drawings and detailed in the specification. Elements of the brief which directly affect the future operation of the building will need to be highlighted for detailed review and will be translated into part of the

A/B	C	D	E-H
STRATEGIC BRIEF	DESIGN BRIEF	DESIGN BRIEF	DETAILED BRIEF
the vision			
budget	budget & timescale	cost plan & program	revised cost plan & program
arts activity	arts activity	with the design team test design against the criteria set out in the brief and develop in detail	
existing assets	existing assets		
constraints	constraints		
business case	business case		
the new facility	design aspirations quality & innovation accessibility flexibility sustainability services /energy IT security maintenance	design aspirations quality & innovation accessibility flexibility sustainability services /energy IT security maintenance	materials and finishes ventilation heat and light IT installation security/ fire alarm maintenance manual
	relationships between spaces space standards	relationships between spaces outline designs	operation in detail detailed design
			
	planning brief and regeneration context	planning application & urban design strategy	
the decision making framework and procurement plan			
		design team appointed to develop design	
		DRAWINGS	
		outline specification	detailed drawings specification

maintenance manual.

Design Brief Exemplar

The new Walsall Art Gallery was the subject of an international design competition in 1996. Five design teams were short listed and invited to prepare concept designs based on the design brief developed by the client organization following extensive consultation with stakeholders. The brief, which was subdivided into five principal subjects, may be a useful point of reference.

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1. A NEW ART GALLERY FOR WALSALL

- 1.1 THE VISION
- 1.2 BUDGET AND TIMESCALE

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- 2.1 WALSALL MUSEUM AND ART GALLERY
- 2.2 THE GARMAN RYAN COLLECTION
- 2.3 Working with the Garman Ryan Collection
 - 2.3.1 The Status and Arrangement of The Collection
 - 2.3.2 Extending the Collection
 - 2.3.3 An Alive collection
 - 2.3.4 Information Technology
- 2.4 List of Artists represented in the Collection
- 2.5 PROBLEMS OF THE CURRENT WALSALL MUSEUM AND GALLERY
- 2.6 THE NEW ART GALLERY
 - 2.6.1 The building
 - 2.6.2 Promoting Quality
 - 2.6.3 Welcoming Innovation
 - 2.6.4 A National Model of Flexibility
 - 2.6.5 Ensuring flexibility
 - 2.6.6 The Role of Artists
 - 2.6.7 The Budget
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 - 2.6.9 Maintenance
 - 2.6.10 Security

2.6.11 ACCOMODATION AUDIT AND SPACE STANDARDS

- A INTERNAL SPACE ARRANGEMENTS AND CIRCULATION
- B Relationship of 'Gallery Spaces to 'Commercial' and office spaces of the new Art Gallery
- C VISITOR FACILITIES
 - Entrance/Reception
 - Introductory Gallery
 - Garman Ryan Collection Galleries
 - Exhibition Galleries and Project Space
 - Children's Gallery
 - Education facilities
 - Interpretation Facilities
 - Meeting Spaces/Conference Suite
 - Trading activities
- D BEHIND THE SCENES
 - Storage Facilities
 - Workshop Facilities
 - Staff Facilities? Administration
 - Service Areas

2.6.12 External Spaces and Masterplanning

3. PLANNING BRIEF

- 3.1 Urban Context
- 3.2 Planning Background
- 3.3 Site Boundaries
- 3.4 Site Ownership
- 3.5 Levels
- 3.6 Pedestrian Access
- 3.7 Public Spaces
- 3.8 Public Transport
- 3.9 Car parking
- 3.10 Services
- 3.11 Historical Notes

4 THE COMPETITION

5 ACOMPANYING PLANS AND BACKGROUND DOCUMENTS

'The Brief: A New Art Gallery for Walsall, Competition to Select and Architect' is available from Sue Parkin at The New Art Gallery Walsall, Gallery Square, Walsall, west Midlands, WS2 8LG. Price £10 – cheques should be made payable to Walsall Metropolitan Borough Council.