

RIBA Stirling Prize 2022 filming brief

Context

Each year, a jury appointed by the Royal Institute of British Architects (RIBA) selects a shortlist of six buildings from across the UK that they feel have made the greatest contribution to the evolution of architecture. These shortlisted projects are revealed in July, and visited by the jury over the summer. The winner of the Stirling Prize is announced at a live event in October.

You can learn more, and [view previously shortlisted projects and winners on our website](#).

Overview

RIBA would like to commission six short films (of around 3 minutes) that capture each shortlisted building's unique story, with contributions from the architects themselves, the clients behind each project, and the building's users. These will be warm, diverse, inclusive films that tell human stories in the same breath as showcasing inspiring architecture. We'll expect producers to demonstrate this in their choice of crew, contributors and treatment.

They will be played on RIBA's digital channels, at the live ceremony, and may be used by other organisations, including the BBC. For context, you can [view the 2021 RIBA's Stirling Prize shortlist films](#).

This year, we're also ambitious to reach wider audiences on social media with extra content that has been produced and edited bespoke for these platforms, and we're looking for inventive treatments that speak to the incredible creative opportunity this represents. The final shape of this content (including number of deliverables etc) is yet to be agreed. We're open to imaginative pitches that show expertise in producing for these platforms.

This suite of content will serve a dual purpose as both celebration and explainer, inspiring architects and the general public alike to learn more, visit the buildings and engage actively with the built environment. It will also help communicate RIBA's place as an institute of ideas, an advocate of brilliant design, and the UK's centre of architectural excellence.

Production

The production team will need to travel to each of the projects, interview around three contributors, and capture beautifully shot visuals of the buildings. The films will afford viewers the experience of spending time there – showcasing the atmosphere and details of the space – as well as situating each project in its surrounding landscape or streetscape.

The six projects and their locations will be revealed on Thursday 21 July. All projects are UK-based and RIBA will help by facilitating contact and coordinating access. Bear in mind that the projects could be in built-up city locations as well as rural or wilderness areas. Often the buildings are in use, so we may need to work around users and the public.

The static assets available for each project are likely to be limited, but we expect to receive at least initial concepts, including sketches and designs; floorplans; and hi-res photography.

Target audience

Our target audience is diverse. RIBA is a professional membership body for architects, so our core audience has a great technical interest in the details of each project. But the Stirling Prize also represents our greatest opportunity to engage the public with brilliant architecture

– and these films are a powerful tool for non-technical audiences to explore the decisions, design elements and details that have led to a project's status as 'Stirling shortlisted'.

For our social media cuts, the audience will likely be young, diverse and ruthless in their assessment of what merits attention. We're looking for content that is optimised for this audience, and which understands the nuances of each platform to maximise impact.

Treatment

We're open to a range of styles, and would value pitches that show creative engagement with the brief – for instance, in the use of innovative production methods, playful tone of voice or the use of graphics and animation to illustrate technical details.

The core elements that we'll need to see in any pitch are:

- Strong experience using film to bring buildings and spaces to life
- Realistic logistics/budget with proposed cost breakdown and production timeline
- An understanding of the unique place of the Stirling Prize as a major UK arts award
- A dedication to diversity and inclusion – in your team and your vision for the films

Timeline

We're aware the production timeline is likely to be very tight, and production teams will need to demonstrate how they plan to navigate this. Regarding production milestones, we advise factoring in at least two rounds of feedback and a final brand check before delivery.

- **Mon 11 July 2022** – Call for pitches opens
- **Thu 21 July 2022** – The Stirling Prize 2022 shortlist is announced
- **Sun 24 July 2022 (midnight)** – Call for pitches closes
- **Fri 29 July 2022** – Shortlisted production teams are informed, and invited to a 45-min meeting to discuss their pitch
- **W/C 1 August 2022** – Meetings with production teams take place
- **Mon 8 August 2022** – Production team chosen
- **Mid-August and September** – Production (detailed timeline to be agreed)
- **Friday 30 September** – Delivery
- **13 October** – Stirling Prize ceremony

Deliverables

- 6 x 3-min 'hero' films, subtitled and with all GFX (1920x1080 and square)
- 6 x 3-min 'hero' films no subs but with all GFX (1920x1080 and square)
- 6 x 3-min 'hero' films clean (1920x1080 and square)
- Social media assets to complement the above (exact deliverables to be agreed)
- SRT files where appropriate
- Audio stems and selected rushes for re-use (on a hard drive if necessary)
- Media licences

Budget

Up to £24,000 (ex VAT) to include all production costs, Covid protocols, insurance, travel, accommodation and any other miscellaneous expenses.

For more details contact: awards@riba.org