

## **RIBA Stirling Prize 2023 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. The winner is chosen from a shortlist of six buildings (due to be revealed on 6 September) and will be announced at a live event in October 2023.

[View previously shortlisted projects and winners on our website architecture.com](https://www.architecture.com)

### **Overview**

We want to commission two types of films for each shortlisted building, targeting different audiences, with much of the same material used in both.

Six short films, with associated social videos will explain the buildings to the general public (Part one). Six longer films will go into more detail for a professional audience (Part two), making up one film project.

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 on location, and capture beautifully shot visuals of the buildings. This material will be used in both the short and longer films (Parts one and two).

Additionally, the production team will visit the six architects in their studios to record prepared presentations on each project, which will be used in the longer films (Part two)

### **Schedule/coordination**

The six projects and their locations will be revealed confidentially under NDA on 22 June. All projects are UK-based and RIBA will help by facilitating contact and coordinating access to buildings and people. 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.

### **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.

- Fri 19 May 2023 – Call for pitches opens
- Tuesday 6 June 2023 (midnight) – Call for pitches closes
- Wed 14 June 2023 – Shortlisted production teams are informed, and invited to a 45-min meeting to discuss their pitch

- W/C 19 June – Meetings with production teams take place
- Wed 21 June 2023 – Production team chosen
- Thu 22 June 2023 – The Stirling Prize 2023 shortlist is disclosed under NDA
- Mid-July and August – Production (detailed timeline to be agreed)
- Wed 6 September – Shortlist announced. Delivery of short and social films
- Mid-late September – Delivery of longer films
- 19 October – Stirling Prize ceremony. Winner announced

## **Budget**

Up to £44,000 (ex VAT) to include all production costs, insurance, travel, accommodation, and any other miscellaneous expenses.

We have broken the budget into the following for the two parts:

£24,000 for Part one

£20,000 for Part two

Please detail in your budget breakdown how you would apportion budget to each part.

## **Part one**

### **Objectives**

Six short films (of around 3 to 6 minutes) will 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.

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.

They will be played on RIBA's digital channels, at the live ceremony, and may be used by other organisations, including broadcast partners. For context, you can [view the 2022 RIBA Stirling Prize shortlist films](#).

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.

### **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

## **Deliverables**

- 6 x 3 to 6-min 'hero' films, subtitled and with all GFX (1920x1080 and square)
- 6 x 3 to 6-min 'hero' films no subs but with all GFX (1920x1080 and square)
- 6 x 3 to 6-min 'hero' films clean (1920x1080 and square)
- 1 x 60 second film for social media (to include each of the projects)
- Social media assets to complement the above (exact deliverables to be agreed)
- SRT files where appropriate
- B-roll for the Media
- Audio stems and selected rushes for re-use (on a hard drive if necessary)
- Media licenses

## **Part two**

### **Objectives**

Longer films about each building will enable a professional audience to understand them in greater detail, from the development of a brief and the design process to technical and constructional challenges entailed.

Each film should be 25 minutes in length. It is anticipated that they will make more extensive use of the quantity of footage captured on location in the course of making the shorter films, as well as separate presentations made by each architect and recorded in their studios.

These pre-prepared presentations will give the longer films a clear, logical structure – akin to a lecture or slide presentation. They can be overlaid with footage of the building and additional still images supplied by the architects (such as sketches, plan drawings, and photographs of models or construction work), and intercut with contributions from the client and building users captured for the shorter films.

RIBA will collaborate with the production team and the architects to determine the outline of these presentations in advance.

## **Target audience**

With an equal focus on the process and the outcome of each building project, these films are aimed at an audience with a professional interest – architects, other design consultants and architecture students. They will give viewers useful knowledge that could be applied in their own work, as well as a vivid sense of how these exceptional buildings are experienced, and their material and aesthetic qualities.

## **Treatment**

The six films will share a consistent structure and approach, giving an end-to-end account of every project, but will highlight distinctive and important aspects of each project story that have wider relevance to other architects and to the construction industry.

Beginning with an atmospheric overview of each building and the key drivers of the design, the account will take viewers through the development of the project in a logical order: background (the context, initial brief, constraints and ambitions); design development (establishing the right spatial organisation, material research and inspiration, refining an architectural language); delivery (detailed design, collaboration with other consultants, fabrication and construction); and the result (the building in use, the qualities of spaces and lessons drawn from the project).

The films will be both inspirational and informative, and will underscore the value of the Stirling Prize as a benchmark for architectural quality, and a catalyst for the development of architecture in the UK

## **Deliverables**

- 6 x 25-min presentation films, subtitled and with all GFX (1920x1080 and square)
- 6 x 25-min presentation films no subs but with all GFX (1920x1080 and square)
- 6 x 3-min presentation films clean (1920x1080 and square)
- Audio stems and selected rushes for re-use (on a hard drive if necessary)
- Media licenses

**For more details contact:** [abigail.macdougall@riba.org](mailto:abigail.macdougall@riba.org)