

GREEN

STREETS

Creative Brief for Birmingham Made Me Design Expo and Guerrilla ECO Trails – featuring Gardens Planting/Temporary Structures, Light, Architecture and Performing Artists

09th January 2013

Aim/Key Outcomes: To transform Birmingham as a place in the minds of residents living and working in the city, for visitors, incomers, business people, emerging talent, students and pupils by ‘planting’ the idea in their minds that Birmingham is a great centre for innovation, design, creativity, well being and sustainability using temporary, and where possible, permanent planting, structures, lighting, architecture and performance.

The eco-trails will be put in place for a period to include 27-31 October 2014 with the intention of linking together key centres within Birmingham. They will bring the Idea Birmingham Strategic Objectives and Mission for the Birmingham Made Me Design Expo to a greater number of people living, working in and visiting Birmingham. The aim will be, budgets permitting, to design trails linking --

Millennium Point as the main centre for the Design Expo with –
Library of Birmingham
Bullring
Jewellery Quarter
Digbeth
Longbridge

Possible routes will include cycle paths and canal paths as well as any paths identified by key partners such as the City Council.

- A key aim of the project will be to include students and business in a collaborative partnership to provide work or relevant design/other experience to as many BCU students as possible.
- Partnerships of relevance are outlined below and the project will be a key opportunity for BCU to engage in a large number of strategic collaborations with arts, businesses, City Council and other partners in the city region.
- A project plan will need to be developed outlining the plant growing and acquisition plan, the materials and structures development, lighting and any performance elements, as appropriate and agreed with Idea Birmingham members, supporters and collaborators.

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ECO TRAIL LOCATIONS:

1. 5/5 Trails to connect to Millennium point. Each Trail can be sponsored by a business/enterprise in the city.
2. Possibility to use derelict sites in the city such as old railway tracks or paths.
3. Use existing infrastructure such as railings lampposts to grow things on or attached things to grow on there. This way we could connect up all the green spaces in Birmingham.
4. Use sightlines in city for example making a series of moss discs that could bear texts on them.
5. Roof of Selfridges. Roof of millennium point or Parkside other locations could also be used for growing crops in shallow temporary beds. Create a café up there and grow a field of corn in the summer and then reap and make bread for the sandwiches/ other food we serve in October.



PLANTING IDEAS.

1. Trail could just appear as it pops up as it grows, each trail could have gradations of color.

2. Trails could also be planted to pollinate itself. We could also plant flowers as part of new national Bee campaign.

3. Use of recycled material as planters such as old tires in a long line with a meadow planted that comes in to bloom.

4. We could invite people to bring in old plants or grow plants for the project that.

5. Work with Wayward Plants.



TRAIL THEMES

The Trails can have their own narrative and this could then attract specific sponsorship if we needed. We can create trails that lead us on a reassurance hunt of ideas

The trails could all meet together at Millennium point.

Theme I

An industrial/invention trail that starts at the canal and weaves through the street of Birmingham along sites where different inventions/industrial breakthroughs were pioneered in Birmingham. Moss discs could act as markers/ or you could have a floating garden. 42 points of inventions have already been identified in the central area alone.

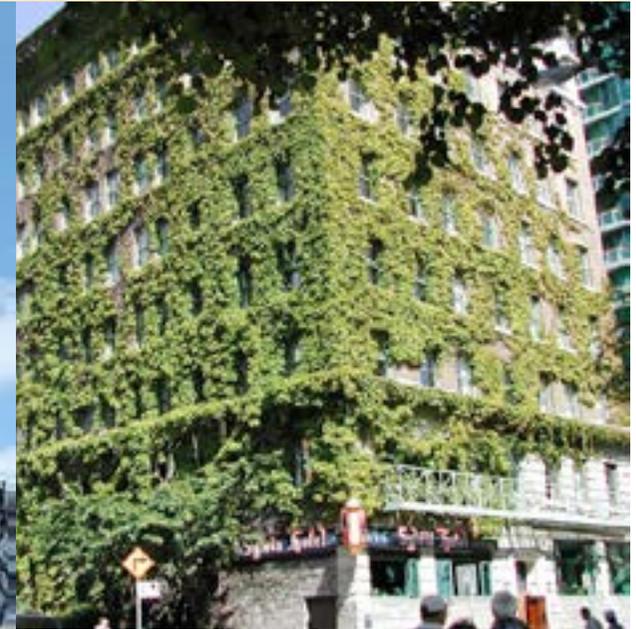
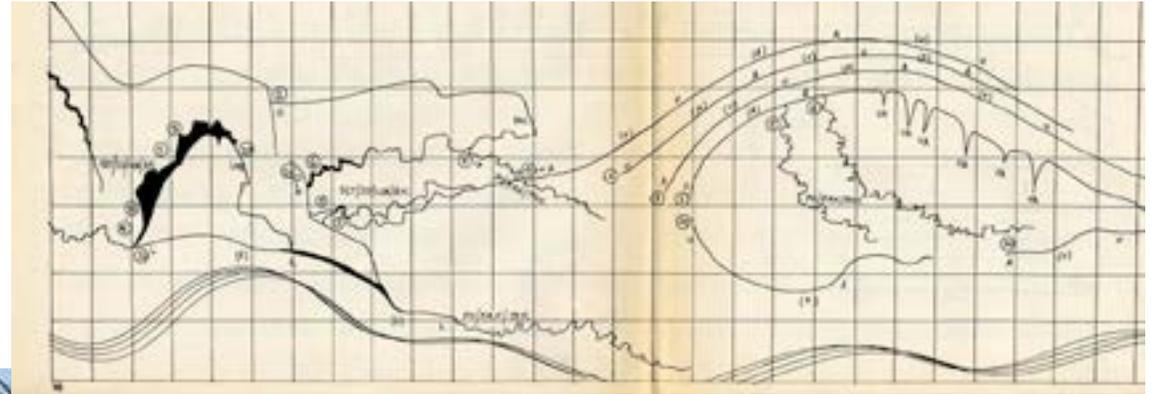
Central area and Jewelry Quarter



Theme 2

A musical trail of plant and flowers that look musical or have inspired musical/sound works, this could then be peppered by live musical performances. The trail could in fact be a kind of score that is composed with a composer and then musicians are invited to respond and play.

Links symphony hall to the library



Theme 3

A literary trail of plants and flowers/greenery that have inspired or feature in literature. Books and texts could be attached to the trail itself and we could encourage readings and perhaps even a play to be performed.
Library into Millennium point,



Theme 4

An international/trade trail to celebrate diversity that profiles greenery and plants that reflect the cities racial mix. This could also make reference to trade and markets as plant of import and export.

Bullring area into Millenium point.

Theme 5

An arts and performance trail in which we encourage the arts in all of its sense. We could encourage acrobats to perform in rolling balls or free runners could animate the trail. The trails could feature significant plants from the famous floral images/images found in Birmingham's collections and we could encourage out artists to respond with making artwork of or in response the trails.

Digbeth area

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