

Media City UK overhauls website and brand guidelines

By Tom Banks

The Media City UK development in Salford, which will become home to 1150 businesses including the BBC, is turning to design again as it prepares to overhaul its guidelines and launch a new website.

The original guidelines and identity were created by Preston-based Wash Design in January, but it is thought that Leeds consultancy Ripe may be developing renewed ones.

Wash Design creative director Andy Walmsley says,

"We've not had any involvement since (January). It's a bit confusing."

Ripe managing director Sam Rainey says, "We put a proposal together for brand guidelines. There's a need to review the existing brand."

Ripe was initially appointed in September to produce two separate brochures – retail and commercial – aimed at developers from each sector. It was subsequently asked to create a generic brochure, detailing the development offer, which was released last week.

At the same time, a new holding site for Media City UK (pictured left) went live, designed by Code Computer Love. The consultancy was briefed to overhaul the site and create an ongoing digital strategy.

The holding site is aimed at 50 potential creative and media clients that the development plans to target, according to Alex Cornyn, account director at Code Computer Love.



He says, "The idea is for a streaming CCTV video – we didn't want a static page. It's like an interactive brochure seen through a digital visual."

A full website is planned for early next year, and Code Computer Love expects to be involved in further digital development.

"There are other things," Cornyn says. "It could be Web-based or an installation, but we'll start exploring that next year."

Lisa Hill, communications manager for Media City UK, confirms that there will be more design opportunities

as the project moves forward. The first stage of development is due for completion in 2011, and Hill expects signage and public-realm issues to be addressed within 15 months.

She says, "We'll be looking at the site next year and hope to develop a visitor information centre. We might be exploring signage of a digital nature and want to capitalise on creative individuals coming to the area."

Focus groups are being held by Media City UK, which is looking to consult tenants and local residents on the direction public-realm areas, which include a 'giant piazza', might take.



MEDIA CITY UK IS EXPECTED TO DELIVER:

- £1.5bn to the regional economy
- 15 500 jobs
- 1500 trainee posts a year

Space for 1150 creative and related businesses
Media City UK is being developed by Central Salford Urban Regeneration Company, Peel Holdings, North West Regional Development Agency and Salford City Council

M Worldwide wins retail brief for Roman baths complex in Bath

M Worldwide has won a £12 000 contract to redesign the retail outlet at the Roman baths complex in Bath, which is currently undergoing a £5m redevelopment by Event Communications.

Bath & North East Somerset Council appointed M Worldwide last month, after inviting the group to compete in a three-way creative pitch. The previous revamp of the store was by Tiney Shane in 2001.

"The shop features a Roman wall, which means we have to design very sensitively," says M Worldwide joint managing director David Martin. "A Roman drain carries hot water away from the baths under the shop floor, creating added features and problems in the 20m² space."

The council's commercial manager for the baths, Patricia Dunlop, says, "Making the shop a pleasant environment will be a challenge."

Event Communications plans

to set a sheet of glass over the drain to allow visitors to see and walk over it, while M Worldwide will glaze in the Roman wall and install LED lighting to showcase it.

"We were briefed to employ a 'lightness of touch' in our designs, and it is true that all

the water there gives the baths an ethereal quality," says Martin. "We are trying to avoid getting too Roman-themed."

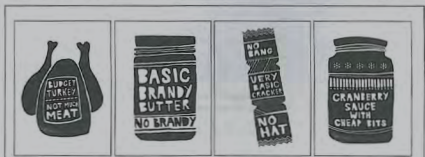
The shop will feature a zinc counter, oiled oak fixtures and a porcelain-tiled floor. Its planned secondary role as a backdrop for corporate evening

functions is prompting the inclusion of lighting designed specifically for this purpose.

Event Communications began its five-year contract last year, and will spend £1m a year revamping the baths and rethinking the visitor journey. The shop will open in February.



Manchester-based consultancy Music has designed the One Year, Ten Stories report to mark the 10th anniversary of the Equality and Human Rights Commission. The publication features writing by Guardian journalist Tanya Gold and images by Observer photographer Suki Dhanda.



London-based consultancy Rude has created a set of 'Christmas Credit Crunch' cards, featuring designs printed in black on white card. The cards will be available from the Rude online shop at www.thisisrude.com, and from the consultancy's pop-up shop in Church Street, London N16, which is open until Christmas.