

1. The CR8 is closed. The site could be open or closed
2. The site is open. The CR8 is used as a service hub for outdoor events
3. The CR8 is used for inside events. The wider site is not used
4. The CR8 is unfolded. A variety of inside - outside events can take place



1



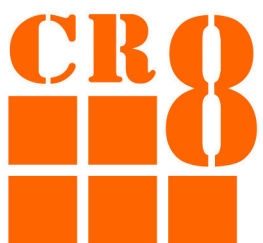
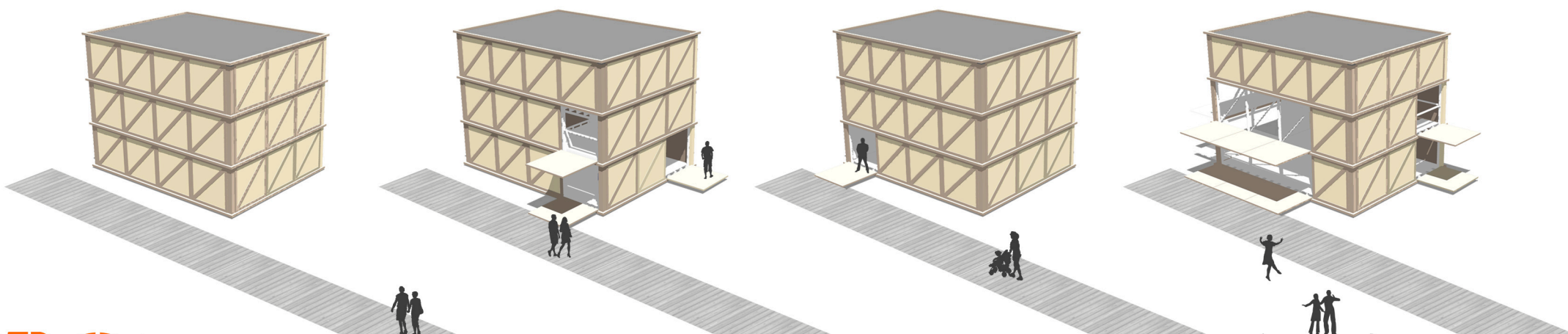
2



3



4



www.cr8-manchester.co.uk

CR8-Manchester: A year-long programme to animate the temporarily vacant clearance site off Old Mill Road, New Islington.

Concept

Our vision is simple. For a calendar year, we propose a temporary building presence on the site to occupy both the space and imaginations of local people. CR8 is iconic in form and flexible in use and provides the necessary infrastructure to support a series of engaging events. Much more than a flexible space, CR8 is the physical face of a campaign designed to generate ongoing interest in the regeneration of New Islington and to promote the activities of a range of creative, cultural and community-focussed partner organisations.

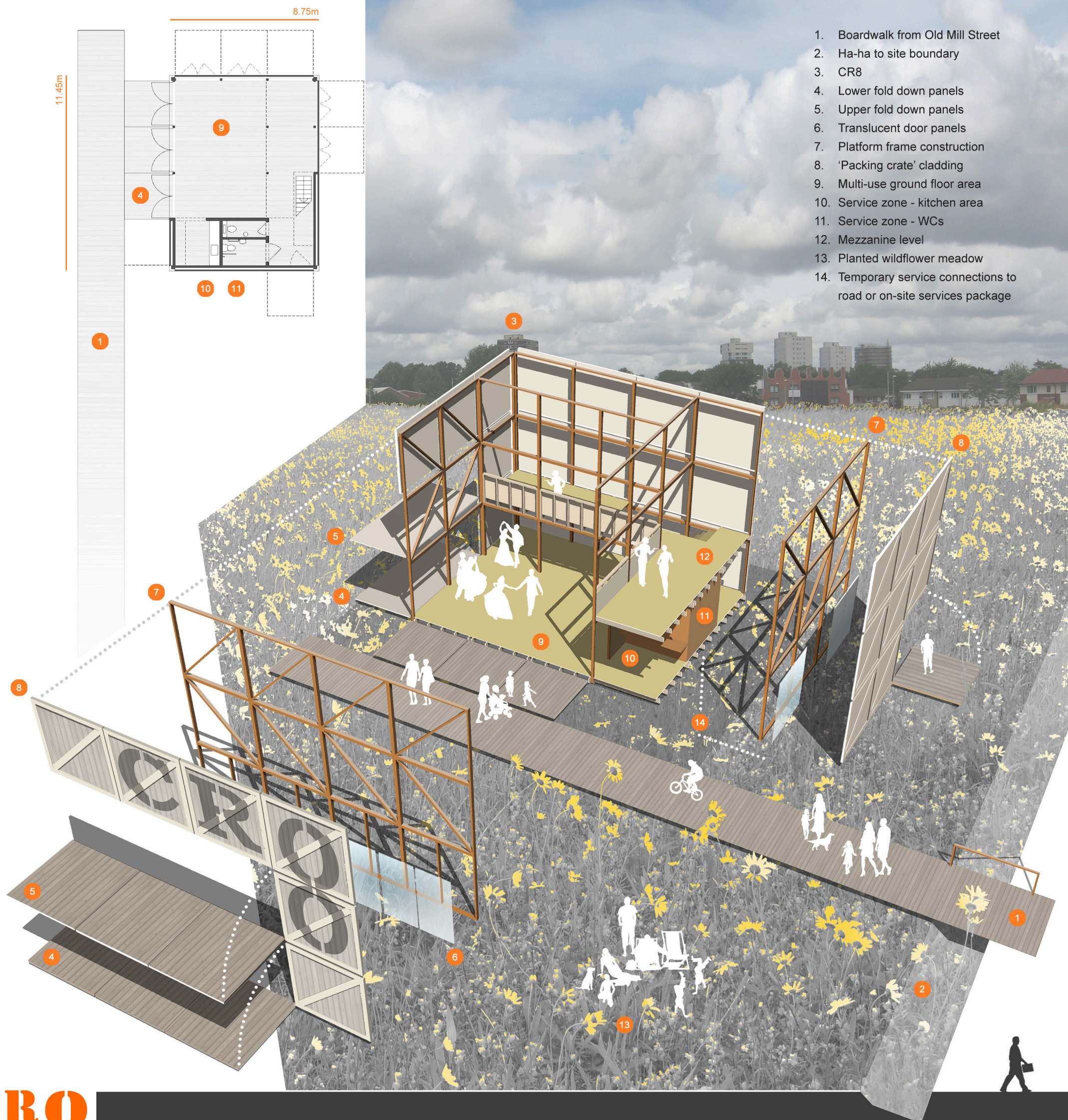
The year begins with the erection of CR8 on site and the launch of a website, blogspot, and viral marketing campaign to announce the arrival. Its presence is enigmatic - a packing crate with the allure of an unknown content within - and we therefore do not propose an urban festival with a pre-advertised programme of events. Instead CR8 will host a sequence of pop-ups, each carefully selected to bring New

Islington to the attention of a different audience and to foster an ongoing sense of intrigue and surprise.

Strategy

Our campaign strategy is threefold:

- CR8 events and activities of varying time period and guise pop up and shut down at irregular intervals, offering ongoing interest to passers-by and local residents.
- Events, past and present, are documented online with a web-based CR8 cognoscenti actively sought and developed to follow the unfolding calendar of activity.
- Partner organisations and pop-up participants promote their event to their target audience to entice specific interest groups on site, with exposure for Urban Splash, New Islington and NEM regeneration.



1. Boardwalk from Old Mill Street
2. Ha-ha to site boundary
3. CR8
4. Lower fold down panels
5. Upper fold down panels
6. Translucent door panels
7. Platform frame construction
8. 'Packing crate' cladding
9. Multi-use ground floor area
10. Service zone - kitchen area
11. Service zone - WCs
12. Mezzanine level
13. Planted wildflower meadow
14. Temporary service connections to road or on-site services package



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Partners/stakeholders/sponsors

Our illustrated menu is speculative, but a raft of local charities, organisations and businesses will be identified and invited to become partners in the proposed initiative: their expertise in funding, operational issues and targeted promotion drawn upon throughout the pop-up year. To this end, part of the start-up costs of the project includes the appointment of a project co-ordinator, tasked with investigating funding opportunities, developing relationships, marketing CR8 and managing the process. The opportunities for local partners are brand visibility, the delivery of a charitable or social objective, a profitable event, or perhaps all three. We will also seek partners and sponsorship within the construction industry in developing and manufacturing CR8 as an off-site construction assembly.

Form and Construction

CR8 comprises a 3x4x3 unit timber crate with a double skin of protective softwood timber planking externally and a translucent inner skin. The outer shell is designed

to fold out to create openings into a flexible double-height space with mezzanine and ground floor service area capable of housing a broad range of functions including 'classroom' activities, an exhibition or performance space, or the back-of-house facilities of a site-wide event. CR8 is geometrically rigorous yet simple to reconfigure to suit the demands of specific pop-ups, and uses only low technology to achieve this functional sophistication.

CR8 is cost effective to construct and has a minimal effect on the existing site. Limited ground works are required to create a protective ha-ha to the site perimeter, to seed a flower meadow and for temporary services to the building to be installed. The structure employs an efficient platform frame construction enabling reduced timber sections and the omission of a standard primary frame. Manufactured off-site, CR8 is designed to fit onto a lorry for quick assembly, an event itself as the first 'pop-up'. Disassembly is similarly easy.

write out loud
PERFORMANCE POETRY
 THE MANCHESTER LITERARY AND PHILOSOPHICAL SOCIETY
open mic
READINGS
 LITERATURE NORTH WEST
BOOK FAIR
 Manchester City Council

TEA IN THE PARK
 CUP CAFE
 tea garden
 NORTHERN QUARTER

Bentley Club
STEAM RALLY CLASSIC
 THE LANCASHIRE TRACTION ENGINE CLUB
CAR RALLY

Manchester Museums Consortium
UMIST BUDDING BOFFINS
 Manchester Museum of Science and Technology

The Manchester Mid-Day Concerts Society
CLASSICAL CONCERTS
 THE MANCHESTER CHETHAMS SCHOOL OF MUSIC
 BACH CHOIR
 Manchester Camerata Trust
INTERNATIONAL FESTIVAL
 Bridgewater Hall
 Community Education Trust

MAPS FESTIVAL
 Manchester Jazz Festival
JAZZ

CHRISTMAS MARKET

JAMBOREE
 The Guide Association
 The Scout Association

arts council north west
HOMEMADE
HENRY MOORE
 Whitworth Art Gallery

The Outdoor Cinema Network
OUTDOOR CINEMA SEASON
 COMMUNITY FOUNDATION FOR GREATER MANCHESTER

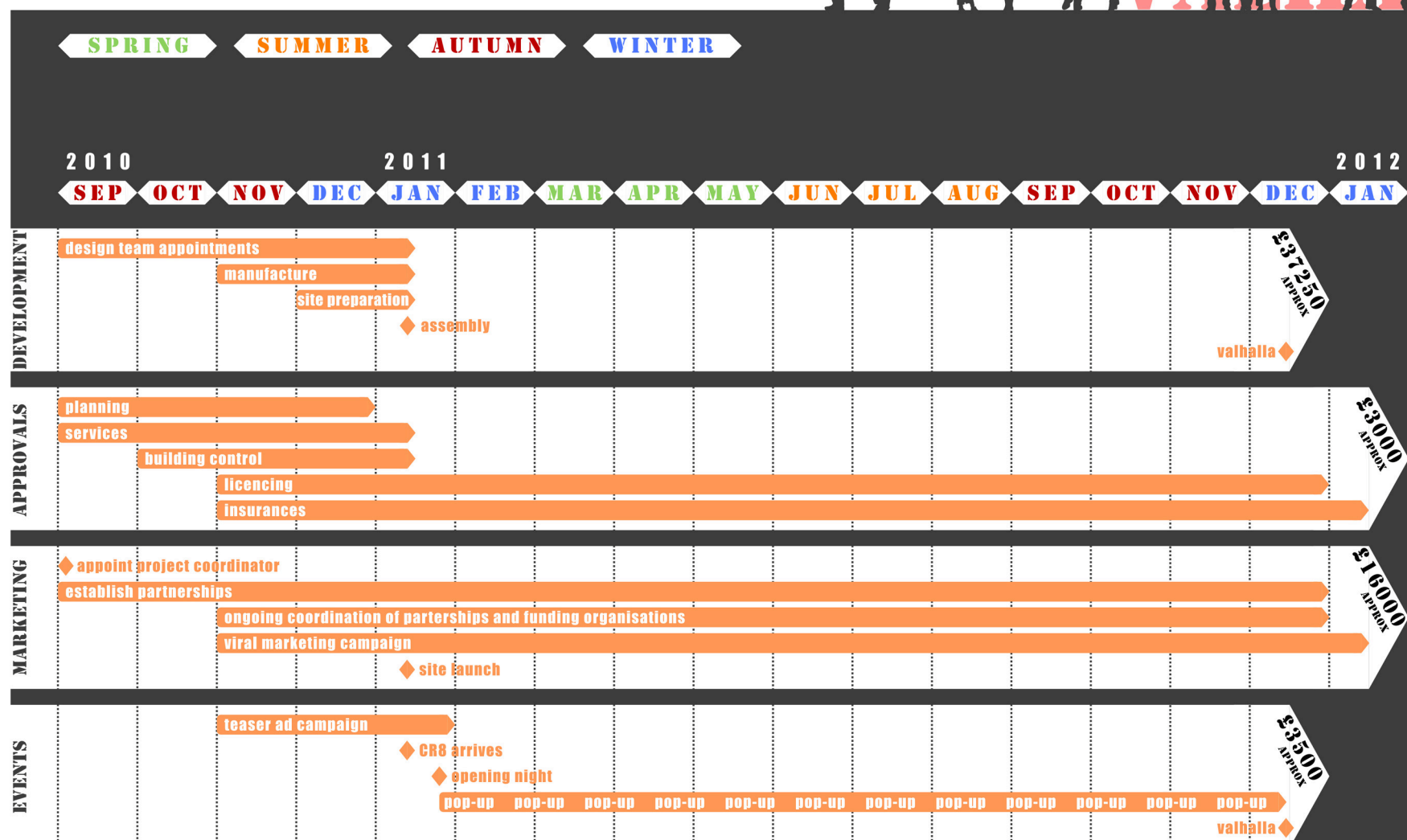
Multicultural Arts
 FULL CIRCLE ARTS creative hands foundation
ARTS OUTREACH CLUB
LIME

SUMMER SURVIVAL CAMP
 Greater Manchester Play Resources

The Dancehouse Theatre Company
 Manchester Students' Dance Society
DANCE-OFF
 NORTHERN BALLET
 Manchester Dance Centre

Lancashire CCC
KIDS' CRICKET
 GREATER MANCHESTER TRUST FOR RECREATION

POP-UP THEATRE
 Royal Exchange Theatre Productions
FEELGOOD THEATRE PRODUCTIONS
 THE MANCHESTER YOUNG PEOPLE'S THEATRE LIMITED
workshop



CR8
www.cr8-manchester.co.uk

Use
 Programmatically, pop-ups respond to changing seasons, the Manchester climate and established local events in the cultural calendar. In indoor mode, CR8 contains a poetry performance, pop-up studio theatre, arts outreach club or carol concert. Opened up, CR8 is a pavilion serving cream teas, a box office and projection room for outdoor cinema, changing rooms for kids' cricket. Or CR8 simply sits and waits for an as yet unknown new use...

Delivery
 There are key stages to setting up the project. Following appointment, we will work with the project stakeholder group to help establish a client structure and develop the financial strategy. We anticipate a match-funding approach where key project backers cover initial start up costs, including the engagement of the dedicated project co-ordinator whose initial task is to generate support and funding from partners in the public, private and charitable sectors to finance the CR8 infrastructure.

In parallel, the project co-ordinator will market the project to potential site users in order to develop partnerships beyond the immediate sphere of stakeholders and local interest groups, and to establish a programme for the forthcoming year. These partnerships involve financing the running costs of each event, and protocols must be established with regard to landlord operations, public liability insurance, temporary or premises licensing, site security and management.

The design team is tasked with developing a detailed design, submitting planning and building regulation applications and overseeing the construction process, and seeking manufacturing and contracting partners to facilitate the works.

Finally, once an outline strategy has been confirmed, the project co-ordinator will prepare the marketing strategy for public engagement – internet, web 2.0, viral, placed – and work towards CR8 launch.

Then step up and enjoy the year!