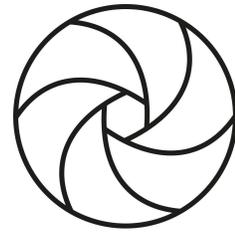


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LUX

LUX WEBSITE TENDER BRIEF

THE COMPANY

LUX is an international arts agency for the support and promotion of artists' moving image practice and the ideas that surround it. LUX exists to provide access to, and develop audiences for, artists' moving image work; to provide professional development support for artists working with the moving image; and to contribute to and develop discourse around practice.

Founded in 2002 as a charity and not for profit limited company, it builds on a lineage of predecessor organisations (The London Filmmakers Co operative, London Video Arts and The Lux Centre) which stretches back to the 1960s. LUX is the only organisation of its kind in the UK, it represents the country's only significant collection of artists' film and video and is the largest distributor of such work in Europe (representing 7000 works by approximately 1500 artists from 1920s to the present day). LUX works with a large number of major institutions including museums, galleries, festivals and educational establishments, as well as directly with the public and artists. LUX receives regular revenue funding from Arts Council England.

THE EXISTING LUX WEBSITE

LUX would like a new website to replace the existing site:

<http://lux.org.uk>

The purpose of the website is as follows:

1. To provide regular information about LUX events.
2. To provide regular news updates about the company's activities and calls for opportunities.

3. To make information on the LUX collection of artists' moving image (works, artists, touring programmes and information on how to order) available to browse for curators, researchers and casual users.
4. To provide a space for curators and programmers to look at videos via a password protected area.
5. To provide a space to exhibit artists' moving image online
6. To provide a password protected area for artist members to access special content.
7. To publish specially commissioned writing on and around artists' moving image.
8. To sell DVDs, books and merchandise through the LUX Shop.
9. To provide company information and contacts.

The existing website is built on Wordpress with content types for each area of content hosted on WPengine, the current site was launched in 2016.

We would ideally like to launch the new website by Summer 2021.

THE NEW LUX WEBSITE

Main requirements for the new website:

1. The new site must be fully responsive for ease of use by mobile users.
2. The new site should preferably be built in Wordpress for ease of use and content updates by nonspecialists in the office. The site will be maintained on an ongoing basis by an inhouse staff but we are interested in maintaining an ongoing relationship with the developer for future site iterations.
3. We would like the site to have a clear, simple, uncluttered contemporary design that is accessible and simple to navigate.
4. The site needs to include the existing content in a fresh and easy to navigate way, we are generally happy with the existing structure.
5. We aim to increase traffic, average time on site and bounce rate.
6. Due to limited inhouse resources, we would prefer to host the site with a dedicated & managed Wordpress host, e.g. <http://wpengine.com/> so that security updates and backups can be handled at the host end as with the current website.
7. We would prefer to use offthepeg plugins as much as possible, and use clean and futureproof coding for any bespoke functionality.
8. We would like the site to run fast.
9. We would like Mailchimp templates for our Newswire mail outs that match the new site design.
10. The site would need to continue to integrate our Vimeo videos as preview videos to appear on works pages for logged in subscribers. We currently use the memberpress plugin for this.

11. The site will need to be integrated with our Filemaker database containing over 6000 records, to display the works and artists from the LUX Collection. It should be possible to publish works and artists from the filemaker database to the website easily from within the Filemaker GUI and information about where a film is showing from the filemaker database booking. (Integration of online forms for auto-input of data into filemaker databases. At present these are New Work Forms and Artist Personal Details - which are completed by represented artists providing the catalogue information for their work and their own details for our records, and Distribution Request Forms submitted by customers providing required details for a Distribution order. Currently we use Gravity Forms plugin and the scripting for auto-input of this data into the database is only partly complete, so there is no auto input functionality at present.)
12. Integration with Square/WooCommerce to manage our online shop and ticketing system.
13. We would like the site to have the highest possible level of accessibility.
14. To provide a space to exhibit artists' moving image online - flexible exhibition space which can include different media within the same page - more flexible than the current website. Including live streaming.
15. Have a system that archives, organises and categorises past programmes and writing contents and discursive media content such as videos of artists talks, podcasts, documentation image galleries in logical ways.
16. Effective search functionality across the website.
17. In addition to above, comprehensive search and navigation options within the collection section, easily searched by work fields such as artist, year, media, length, country, theme, date added to collection etc. etc.

SOME OF OUR PEERS WEBSITES

(Organisations that have a similar function to LUX)

www.vdb.org

www.eai.org

www.argosarts.org

<http://www.circuit.org.nz/>

<http://www.fvu.co.uk/>

BUDGET

The budget is £20,000 (ex VAT) which will include design, build and user testing and QA

Payment will be made in three instalments:

40% on signing contract

40% on completion of site testing and sign-off

20% final payment once the site is live, complete to LUX's satisfaction and the source code is given to LUX or an agreed third party

TENDER PROCESS

Please respond to this brief detailing the following:

Proposed approach (including design idea)

Examples of previous projects, current clients and testimonials

Budget breakdown

Proposed time frame

Please email proposals by 30 April 2021 to websitetender@lux.org.uk