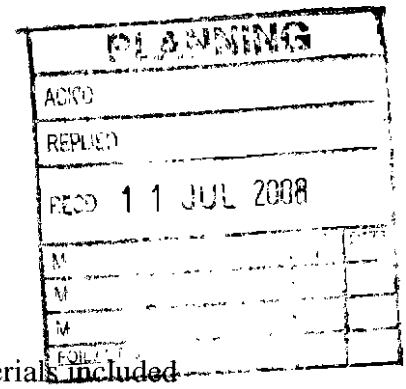

Advertisements Application

1. Location Plan - Included

2. Completed application form - submitted

3. Scales elevation drawings – with colour and identified materials included

4. Photographs of proposed location –attached

5. Justification of screen
A successful bid for European Regional Development funding has been obtained to give Manchester a 'Sense of Place'. The whole project consists of the installation of Architectural Lighting and lighting of Bridges and Canals to encourage Mancunian's and visitors to use these areas of the city, especially during the evening.
A Heritage Trail has also been designed describing various historical areas of the city to increase the number of visitors. The Petersfield area of the city houses Manchester's conference facilities and some of the city's Landmark buildings.
A new brand of Manchester Central Convention Complex has been launched which reflects not only the location of the facilities but also the heritage of part of the product (G-MEX was the Manchester Central Train Station until 1960's). This will set Manchester Central within the district of Petersfield, which will be branded the conference quarter within Manchester City Centre. Not only will the installation of the screen promote Manchester Central but its position is of great importance to giving Manchester a Sense of Place.
The Heritage Trail will be advertised on the screen, promoting the internet link for the audio show to allow the public to download the stories onto MP3s etc and follow the trail. The citing of the screen on this forecourt area is paramount in directing Mancunian's and visitors around the area of Petersfield and onto the waterways, encouraging the further use of the canal ways.

6. Other locations have been considered around the Petersfield and Manchester Central area however this position has been chosen will bring visitors from Albert Square and Mount Street straight into the heart of the Petersfield area. Visitors who walk from Deansgate Train Station and Deansgate Locks, travelling to Lower Mosley Street will have the opportunity to view the street lighting and be directed to Manchester Central's Forecourt viewing the vidiscreen and most importantly enabling visitors to have access to the Heritage Trail. This location also provides recognition of entering Petersfield from Mount Street/Peter Street, Lower Mosley Street/Oxford Street, Great Bridgewater Street/Deansgate, Whitworth Street/Albion Street.

7. Energy efficiency of the screen – the screen uses LED Technology which Features approx 10% of power consumption of lighting source

8. scaled contextual drawing – The screen is a bespoke item, context changes Can be made on a weekly basis if necessary and will vary in terms of events But for the purpose of Sense of Place this information will remain the same

And will advertise the Sense of Place Heritage Trail and Website to enable Visitors to download onto MP3 Players etc