

Date: 21 July 2026

Brief for 3D design elements for the major temporary exhibition *Rules are for Losers* (working title).

The National Football Museum is looking to appoint a suitable, experienced 3D designer or design company for the temporary exhibition *Rules are for Losers* (working title) which opens **19 March 2027** and closes **5 September 2027**.

The exhibition will take place in the 300msq temporary exhibition space at the **National Football Museum** in the Urbis building, Cathedral Square, Manchester. This exhibition will be an interactive celebration of the laws of the game, their history, and the match officials who deliver them. This playful exhibition will begin with a rejection of rules and rulemaking and lead audiences on a journey, eventually settling on a celebration of the rules as the defining feature which creates football.

In scope of tender:

- Collaborating with museum staff and external contractors, particularly interactive makers, on all aspects of the design
- Creating an attractive and engaging spatial design for the exhibition, including interactive elements
- Creating and providing detailed plans for fabricators in time for build and installation before opening date of **19 March 2027**
- Acting as Principal Designer under CDM 2015 for the exhibition and on behalf of the museum

Out of scope:

- 2D graphic design
- 3D build and install
- Procurement/provision of AV hardware (e.g. screens, headphones, speakers)

There is a budget of £11,000 (ex-VAT) for this work:

- Design: £10,000
- CDM: £1,000

BACKGROUND INFORMATION

The National Football Museum

Since opening in Manchester in 2012, the museum has welcomed over 3 million visitors from across the globe with a simple mission: to share stories about football.

Our exhibitions programme enables us to showcase the collection through impactful storytelling, and by exploring cultural and creative themes that truly represent the role of football in society and our lives.

Exhibition Overview:

As part of our Spring Summer 2027 season 'Who Decides?', this exhibition will deliver fun, hands-on content that invites visitors to put themselves in the boots of the referee.

Visitors will go on an interactive journey, beginning with an investigation of why the laws matter, exploring the history of how they've shaped football, leading to the opportunity to test these rules and call the shots. We will spotlight different aspects of para football and football related games, celebrating the ways rules are adapted to enable access to the beautiful game.

A blend of analogue and digital interactives will provide hands-on opportunities to examine the laws of the game, integrating play and dialogue with learning. Collections items and loans will support storytelling of key moments and figures in lawmaking history.

Our main target audience is [Trips and Treats](#) as defined by the [Audience Agency](#). They value a good family day out with opportunities for memorable moments and interactivity.

The exhibition will be a linear narrative journey, moving through sections based on the proposed questions:

- Why do the laws even matter?
- How have they evolved?
- How are they adapted?
- How are they applied?
- Can *YOU* apply them?

The final look and feel and spatial layouts will be developed in collaboration with the National Football Museum's Design & Digital Media Producer, and *the Rules are for Losers* project team. The Design & Digital Media Producer will lead on the creation of 2D graphics.

REQUIREMENTS

Deliverables:

- Attendance at selected project meetings, including some onsite attendance for key meetings.
- Progress inspection, workshop and site visits during construction stage.
- Design for the spatial layout for the exhibition, which may include: case locations, temporary and semi-permanent structures, interactives, AV housing, seating.
- Detailed plans for the above components.
- Production of a drawing pack and associated information with sufficient detail to enable the museum to invite quotations from 3D build contractors and graphic producers.
- Provision of information required for other contractors and in-house teams working on the delivery of the exhibition including but not limited to dimensions for graphic design, information for lighting and AV, and other technical services such as mount-making.
- Reports and information for tracking the carbon spend for the exhibition, calculated using the Gallery Climate Coalition's [Carbon Calculator](#).
- All requirements necessary to deliver the Principal Designer role under CDM 2015 regulations, including but not limited to a consideration of health and safety issues for all users of the exhibition (production crews, maintenance and cleaning personnel, and visitors) to eliminate, reduce and control risks, and the provision of pre-construction information required to support the museum's appointment of build contractors and for onsite installation teams

Accessibility:

The **National Football Museum** is committed to making accessible spaces and using design to remove barriers. As well as ensuring that the design complies with legal standards, the design must offer creative responses when removing barriers to access.

Sustainability:

Reducing waste, recycling and reusability are key considerations in the designs. As mentioned above we will be reporting through the Gallery Climate Coalition's [Carbon Calculator](#), which will require detailed information and should be used to assist decision making.

Schedule:

Milestone	Delivery Date
Brief Issued	July 2026
Concept	15 September 2026
Detail & Build Tender	September 2026 – December 2026
Construction	January 2027 – February 2027
Install	24 February 2027 – 17 March 2027
Exhibition opening (previews)	18 March 2027
Exhibition opens to the public	19 March 2027

Budget:

We have budgeted a fee of up to £11,000 (ex VAT) for this commission.

ADDITIONAL INFORMATION

Tender Scoring Criteria

- Strength of Tender - consideration of specific needs and previous relevant experience (50%)
- Budget - please provide a detailed breakdown (30%)
- Accessible practice (10%)
- Sustainable practice (10%)

Enquiries: For any application queries, please contact mike.beigel@nationalfootballmuseum.com by **5pm on Friday 31 July**

Deadline for applications: 5pm Wednesday 5 August

To apply please send a PDF (max 3 pages) to exhibition@nationalfootballmuseum.com that includes:

- Examples of previous relevant experience
- Cost breakdown
- Considerations / examples of good practice in terms of sustainability and accessibility.