



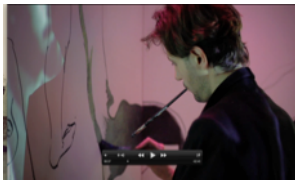
ELX Art – 21st Century Patronage Website Development Brief

ELX is a partnership agency dedicated to generating outstanding creative collaborations between visual artists and brands. We are the perfect partners for patrons aiming to cut through marketing clutter with art-led storytelling.



We match-make businesses with outstanding artists - sculptors, painters, illustrators and performers - who thrive in collaboration. Our tailored partnerships can provide:

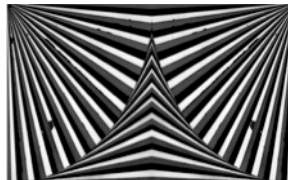
- New ideas and products
- Events and experiences
- Artwork
- Art world access
- A/V content
- PR and earned media



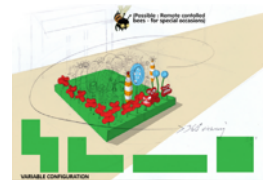
Live art



Moodboard



Furniture design



Outdoor experience

Brands working with us will have the opportunity to sponsor artist projects or to brief their own initiatives to the ELX artistic community. We work with you to broker and facilitate mutually beneficial art-led solutions, and can manage the following:

- Talent sourcing
- Creative planning
- Project management
- A/V content production

Background

Although our business idea and method are somewhat set (and we are starting to undertake projects for clients with selected artists), we lack the technological know how to successfully build and develop our digital presence.

Our long-term goal is to create a closed digital matchmaking network to facilitate and broker collaborations between artists and brands worldwide. These partnerships will provide brands with access to the art world, superior content and status by association, and artists with revenue, exposure, safeguarded integrity and IP rights management.

Who we are looking for

Personal and business fit

- You see yourself as a long-term digital partner, not a “gun for hire”
- You are based in London
- You have a affinity with the art world and entrepreneurship
- You believe code should evolve as companies develop new features to best service clients
- You have applied experience and are ready to work in the spirit of collaboration
- You agree that ELX shall retain all IP rights to the digital code / platform for use within the visual arts and creative industries. Note - If we build a solid digital platform together we can co-license the technology, IP and method together for other uses.

Coding Experience

- Backend - "ruby on rails", "mysql", "node.js", “php”
- Frontend - "AJAX", "jQuery", "css", "html" and, maybe a little "node.js" or "ruby on rails"
- Web Design

How you can help

Phase 0 - ELX Art digital set up

- Domains are registered with Whois until 2017: elx-art.com / elx-art.co.uk / elx-art.tv / elx-art.biz / elx-art.net. *We would like to have all domains point to elx-art.com.*
- We have servers through Rackspace Open Cloud. *We would need all domains to be managed through Rackspace; currently I have only set this up for elx-art.com and might not have done this correctly.*
- We have deployed Wordpress on Rackspace but need support to install and develop our Wordpress website though SSH / SFTP...

Digital Set Up Timings: Feb 2014
Budget: N/A

Phase I – WordPress website

In order to ensure we get a web presence up and running quickly, we would like to develop a fairly basic WordPress site ASAP. I have attached 5 pages to this brief to highlight the structure of what we would like for this initial phase.

- Homepage
- ELX news - This curated news feed should enable us to pull the best articles we want to comment on from RSS feeds (e.g. Feedly, Zite, Prismatic...), Google alerts, and other sources. We don't think this is necessary but might require an algorithm that would enable us to scour the web for creative art - brand partnerships and publish a daily top 10 with our commentary. We would need links and API pull ins from our FB / Twitter and other social accounts.
- Artists sign up page
- Patrons sign up page

- ELX Gallery

Our belief is that we need to create a solid, yet simple to use back end to ensure we can effectively and simply manage all aspects of the website (upload pictures, written word text, videos...) while also gathering data in the best way possible about the interaction and web traffic we generate. The goal is to provide us with relevant data for the future and create an incentive for both brands and artists to get in touch. Key elements:

- Outstanding Content Management System
- Amazing Design
- Clear and in-depth Data Capture and Management

Sites that have inspired us here are <https://www.prote.in/>, http://www.vice.com/en_uk/news, <http://www.crane.tv/>, <http://monocle.com/>. All in all, we want to ensure we don't splash cash on a fairly basic website when the real value will be coming from the brokerage / match-making platform which we will need to develop and iterate based on consumer (brand / artist / consumer) data...

Timings: End Feb 2014
Budget: £750

Phase 2 – Digital Exchange Platform

Apart from developing a core Wordpress website in a first instance, we are also looking to build a first Minimum Viable Product (digital solution / platform) to facilitate and broker artist-brand partnerships online. This could be an enhancement to the website or a dedicated app.

The idea is to create a closed network for brands and artists to develop, broker, submit, view and celebrate projects. Similar structured platforms include: <http://www.eyeka.net/>, <http://zooppa.com/en-eu/corporate/overview>, <http://www.jovoto.com/about/vision/>. Similar easy matchmaking apps such as Tinder (<http://www.gotinder.com/>) and other dating sites are also an inspiration. Other inspiration comes from <http://www.talenthouse.com/>, <http://www.behance.net/>, <http://www.kickstarter.com/> and http://thecreatorsproject.vice.com/en_us

I attach the general overall web architecture we have developed here so that you can take a look at what the work would entail.

Timing: MVP by end May 2014
Budget: £7k

Design, font and colours

- The ELX logo is at the top of this document and we have all the high res files.
- Our standard font is Gills Sans Light.
- The core colour pallet is:
 - Pantone Yellow 012 U
 - Pantone Yellow 0131 U
 - Pantone Black 6 PC

21st Century Patronage - Art Before Advertising

Get in touch with us at jbl@elx-art.com (JB) or je@elx-art.com (James)
Follow us on twitter [@ELX_art](https://twitter.com/ELX_art) for the latest news on art patronage