



RAWNARA

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DESTINATION LANDMARKS & IMMERSIVE ART SYSTEMS

RESOURCE PACK 01 / ARCHITECTS & DEVELOPERS

Destination Landmark Project Brief

A concept-to-procurement starter for architectural art and immersive destinations.

A working brief for developers, designers and procurement teams. No manufacturer or design solution is implied or approved by this template.

INSIDE THIS RESOURCE

DESIGN INTENT SITE INFORMATION SCOPE RFQ

01 / INITIAL POSITION

Define the destination before the sculpture

Use this checklist at feasibility, concept design or pre-tender stages.

PROJECT INTENT

Site & asset owner

Identify the development, municipality, landowner and appointed project contacts.

Visitor experience

State what people should notice, visit, photograph, move through or interact with.

Permanent or seasonal

Define expected operating life and potential removal, maintenance or reuse.

Cultural and creative review

Identify artistic authorship, commission terms, local cultural approvals and any constraints on design themes.

SCOPE GUARD

Apollo NZ Global is a supply-only wholesaler and project-supply business. Local statutory approval, structural acceptance, foundations, services, installation and commissioning are managed by appointed local parties.

02 / GEOMETRY AND LOCATION

Record the site and physical limits

Record actual project information; do not substitute a catalogue photograph for a measured site plan.

INFORMATION REQUESTED FROM THE APPOINTED DESIGN TEAM

Project country / authority _____

Site address / development _____

Approx. maximum height / width / depth _____

Landscape / public-realm interface _____

Access for factory modules and lifting _____

Wind, environmental and geotechnical criteria To be supplied by project engineers.

Power / water / controls availability To be confirmed by local services designers.

Accessibility and public safety requirements To be confirmed with local approvals team.

EARLY REVIEW PRIORITY

Obtain a site plan, approximate 3D envelope, sightlines, pedestrian routes, service access and a single named local engineering lead before soliciting a fabrication proposal.

03 / EXPERIENCE ARCHITECTURE

Select the appropriate RAWNARA pathways

Pathways describe the intended type of installation, not verified supplier product families.

Landmarks

Monumental sculpture, symbolic gateway or a city-scale civic focal point.

Immersive

Walk-through responsive installations, visitor light sequences and interactive environments.

Light Art

Illuminated sculptural elements, suspended compositions and architectural night-time features.

Motion

Kinetic sculpture and water-linked moving installations, requiring detailed safety and maintenance input.

Editions

Seasonal or event-period installation planned for staged assembly, dismantling and storage.

KEY CREATIVE DECISIONS

Day and night design	Appearance, colour, texture, lighting scenes and viewing hours.
Artist attribution and rights	Rights owner, installation licence, reproduction, promotion and modifications.
Audience interface	Touch, distance, sensors, access control and crowd-management needs.
Operating philosophy	Daily operation, curfews, staff training and spares strategy.

04 / PROCUREMENT SCHEDULE

What belongs in the first RFQ?

Issue this schedule only with the approved drawings and project-specific design basis.

Design package

Concept renders are helpful, but supply dimensioned plans, sections, 3D model and key support locations wherever available.

Engineering basis

Appointed local design professionals identify governing codes, structural criteria, authority interface and site responsibility.

Manufacturing evidence

Request actual manufactured works of comparable type and scale with attributable photographs and production scope.

Documentation

Obtain proposed shop drawings, material and coating specifications, controls, factory tests, QA records and service documents.

Shipping plan

Request segmentation assumptions, individual module dimensions and weights, lifting details, container/crate limits and sequence.

Creative rights

Confirm who owns the design; if sourced from an artist, secure rights for manufacturing and marketing before production.

NO BLANKET SPECIFICATIONS

Do not publish guaranteed dimensions, wind ratings, fire ratings, electrical ratings, material grades or warranty lengths until supported by evidence for the exact proposed installation.

05 / FIRST PROJECT MEETING

Decision record and approval owners

Use the right-hand fields to assign responsibility after a coordination meeting.

Development / client representative	
Artist or design rights owner	
Lead architect / landscape architect	
Local structural and civil engineers	
Local electrical / water systems designer	
Installation and lifting contractor	
Destination operations / maintenance lead	
Apollo project supply contact	
Factory quality & drawing reviewer	

NEXT ACTION

Finalise the brief and obtain manufacturer-specific evidence. No supplier project or visual should be publicly attributed until its origin and usage rights are proven.