

Train wrap design – Artist brief

| BRIEFED BY | Auckland Transport | | | | | | |
|--|--|----------------------------|--------------------|---|--|--|--|
| DATE BRIEFED | March 2020 | | | | | | |
| BACKGROUND | <p>Every year people are injured or lose their lives in preventable incidents on the rail network.</p> <p>Collisions and near misses can cause severe and lasting trauma for all parties involved. This includes victims and their families, train drivers and staff, emergency services and people who witness these events.</p> <p>Motorists</p> <ul style="list-style-type: none"> motorists often fail to leave space across the level crossing becoming ‘trapped’ in the cross hatched markings and at risk of being in a collision with a train, or they or they may think they can beat the train over the crossing and drive round the barrier arms. <p>Pedestrians</p> <ul style="list-style-type: none"> pedestrians don’t always heed the operating lights and bells at a level crossing – thinking they can beat the train, or don’t realise a second train is approaching from the other direction increasing use of technology and headphones can distract and cause failure to look for trains/hear the signals. <p>Rail safety messages are designed to remind motorists and pedestrians that trains can come at any time and avoid complacency. They encourage everyone to stay alert and focused when approaching level crossings.</p> | | | | | | |
| BRIEF | <p>To design a high impact train wrap that reminds motorists and pedestrians to always make smart choices.</p> <p>To take a positive approach and focus on safe behaviour rather than emphasising the negative consequences</p> | | | | | | |
| COMMUNICATION OBJECTIVE AND TARGETS | <p>To remind people how to behave safely around railway tracks.</p> <table border="1"> <thead> <tr> <th>Thinking about rail safety</th> <th>Changing behaviour</th> </tr> </thead> <tbody> <tr> <td>Encourage people to expect trains from either direction</td> <td>Increase cautious driver and pedestrian behaviour at level crossings</td> </tr> <tr> <td>Remind people to be focused and alert around level crossings</td> <td>Pedestrians to remove headphones, avoid mobile technology around tracks and look for themselves/don’t just follow others</td> </tr> </tbody> </table> | Thinking about rail safety | Changing behaviour | Encourage people to expect trains from either direction | Increase cautious driver and pedestrian behaviour at level crossings | Remind people to be focused and alert around level crossings | Pedestrians to remove headphones, avoid mobile technology around tracks and look for themselves/don’t just follow others |
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| Drive awareness of wider rail safety issues | Motorists keep cross hatching clear at urban level crossings | | | | |
| <p>AUDIENCE RESPONSE</p> | <p>Reappraised/reaffirm perceptions of individual responsibility safety around the rail network:</p> <p>THINK: That rail level crossings need to be treated as cautiously as major road intersections</p> <p>FEEL: Motivated to change how they behave at level crossings</p> <p>DO: Implement changes to their behaviour at level crossings</p> | | | | |
| <p>SPECIFIC MESSAGES</p> | <p>These are safety messages that can be used in the design</p> <ul style="list-style-type: none"> - Don't run the risk - Check yourself (or Check for Yourself) - Stop, Look, Listen - Avoid distractions - Expect trains both directions - See tracks expect trains | | | | |
| <p>REQUIREMENTS</p> | <p>We initially welcome examples of the artists portfolio so we can assess if their work is suitable for this project. If successful, we will contact the artist to discuss and develop the design. Fees will be discussed at this next stage.</p> <p>One train comprises of three carriages (two end carriages and one middle carriage) The design must cover all three carriages, on both sides.</p> <p>The design has some requirements:</p> <ul style="list-style-type: none"> - Must not cover windows or doors - No obscene language - Positive messaging about rail safety must be included <p>- Auckland Transport intends to own the rights to the piece to reproduce for use on Auckland trains and within the Auckland Rail Corridor</p> <p style="text-align: center;">The document must be received in a Vector file (.ai, .eps, .pdf, .svg)</p> | | | | |