

SEE MONSTER

The Story

July - Nov 2022

01

NEWSUBSTANCE

Introduction

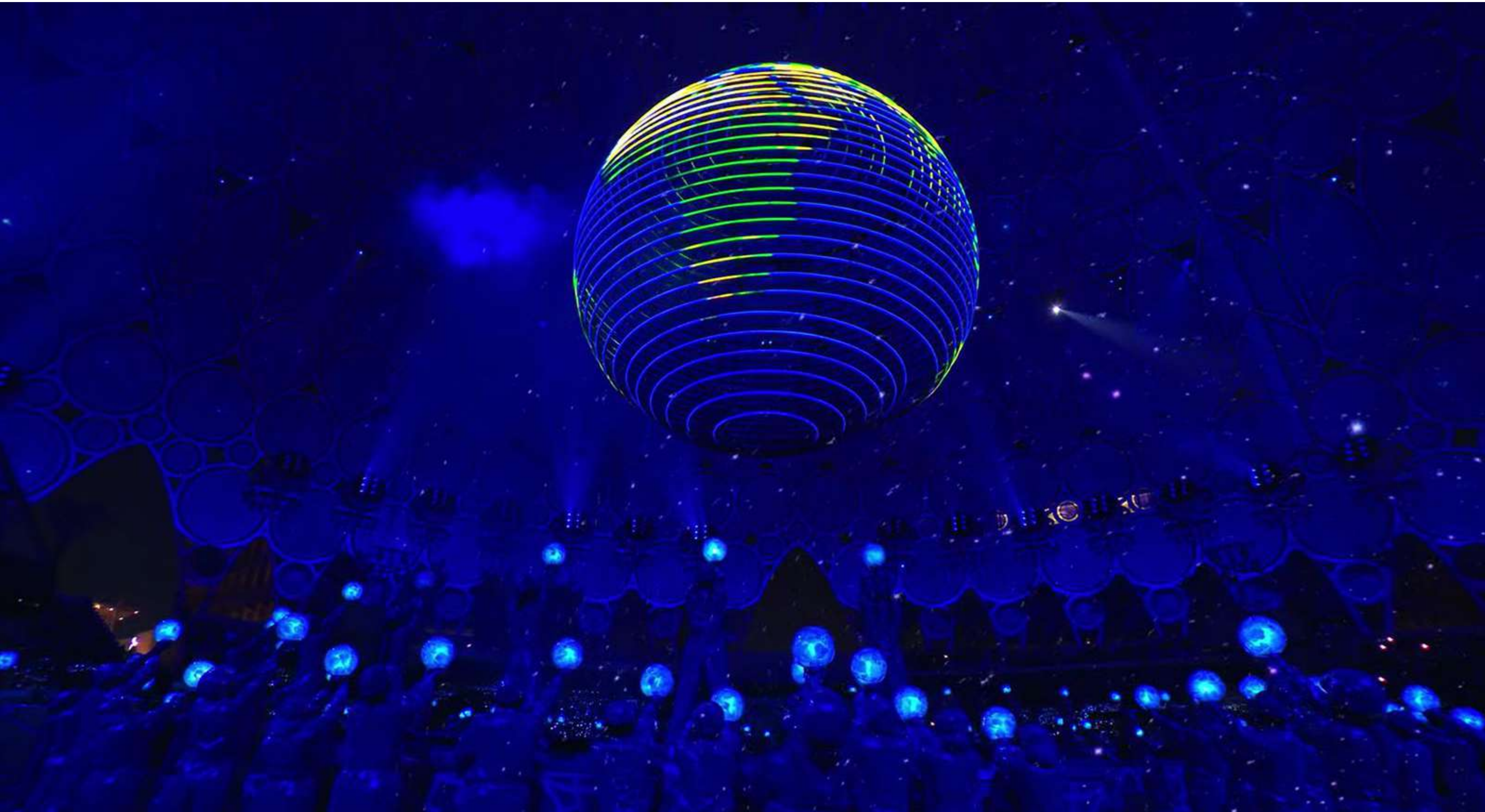
NEWSUBSTANCE is an award-winning creative studio driven by invention, technology and performance. We have over 15 years' experience designing and building brave and ambitious projects that blur the lines of art, engineering, and technology.

We occupy the space where design meets drama. From creative direction to fabrication, we build from a strong design aesthetic and engineering perspective, propelled by the principle that every aspect of our work has to perform.

We are diverse, disruptive and driven.



COACHELLA, CALIFORNIA, FROM 2018



EXPO, DUBAI, 2020



QUEEN'S JUBILEE, LONDON, 2022

02

SEE MONSTER

Introduction

SEE MONSTER is a retired rig from the North Sea, transformed into one of the UK's largest public art installations to inspire global conversations about reuse, renewables and the great British weather.

“SEE MONSTER brings together the full STEAM spectrum of science, technology, engineering, art and mathematics – from inception to installation this hugely unique, world-first project is one of the most challenging and ambitious design feats to be undertaken in the UK.”

**Patrick O'Mahony,
NEWSUBSTANCE**



ARTIST IMPRESSION OF SEE MONSTER

Our Story

Voyaging from the far reaches of the North Sea, SEE MONSTER has endured blustery winds and roaring waves as it encircled the UK coast in search of a new home. After a lifetime weathering the stormy seas, the retired rig has been reborn at shore in the former 1930s lido, the Tropicana. Audiences from far and wide flocked to the beach to welcome SEE MONSTER, the wild beast that has never been seen before...

By the Autumn of 2022, having been transformed along its journey, the weather-beaten monster came alive in Weston-super-Mare, as a colossal manifestation of all it has witnessed along its journey around the turbulent coast. The reawakened entity is a joyous celebration of the great British weather and British eccentricity, presenting a new vision for what the monster could become. As a pioneer towards a greener future, SEE MONSTER explores the concept of inherited structures, be those physical, social, or environmental. What do we do with the structures we inherit? And what actions can they inspire?


With the opportunity to travel up and inside, you will pass behind the thrashing cascade of a 10-metre waterfall, and under the shimmering scales into the cavernous underbelly of the beast... Within the wild garden you will find hidden routes to explore the rehabilitated Monster, where embedded throughout will be new approaches to a more sustainable and greener future. You may find yourself engulfed within a playful collection of clouds. Whatever the weather, SEE MONSTER will encourage interaction and playfulness at the heart of Britain's cultural cornerstone: creating the sense of children gleefully jumping in puddles, whilst adults grumble at drizzly grey skies and strangers bond over something mutually shared.

As a creation of new from old, the regeneration of the rig, transformed from its former life, will champion the role of reuse and creativity within our future.


SEE MONSTER is part of UNBOXED: Creativity in the UK. A once-in-a-lifetime celebration of creativity, taking place across England, Northern Ireland, Scotland, Wales and online from March to October 2022.

Collaborators


Patrick O'Mahony
Artistic Director and Founder
NEWSUBSTANCE



Ollie Howitt
Creative Designer
NEWSUBSTANCE




Niccy Hallifax
Project Director




Antonia Gammans
Head of Marketing
and Partnerships




Emma-Jane Taylor
Board Member
Founder of REDHOUSE



Benjamin Webster
Board Member
Founder of REDHOUSE




Nii Lartey
Board Member
Founder of DOSE of Society



Ahmed Faid
Board Member
Founder of DOSE of Society



Natasha Sayce-Zelem
Board Member
Founder of Empowering Women with Tech




Dr Amélie Kirchgaessner
Board Member
Scientist at British Antarctic Survey




Dr Ella Gilbert
Board Member
Climate Scientist at University of Reading



Vinita Marwaha Madill
Board Member
Founder of Rocket Women



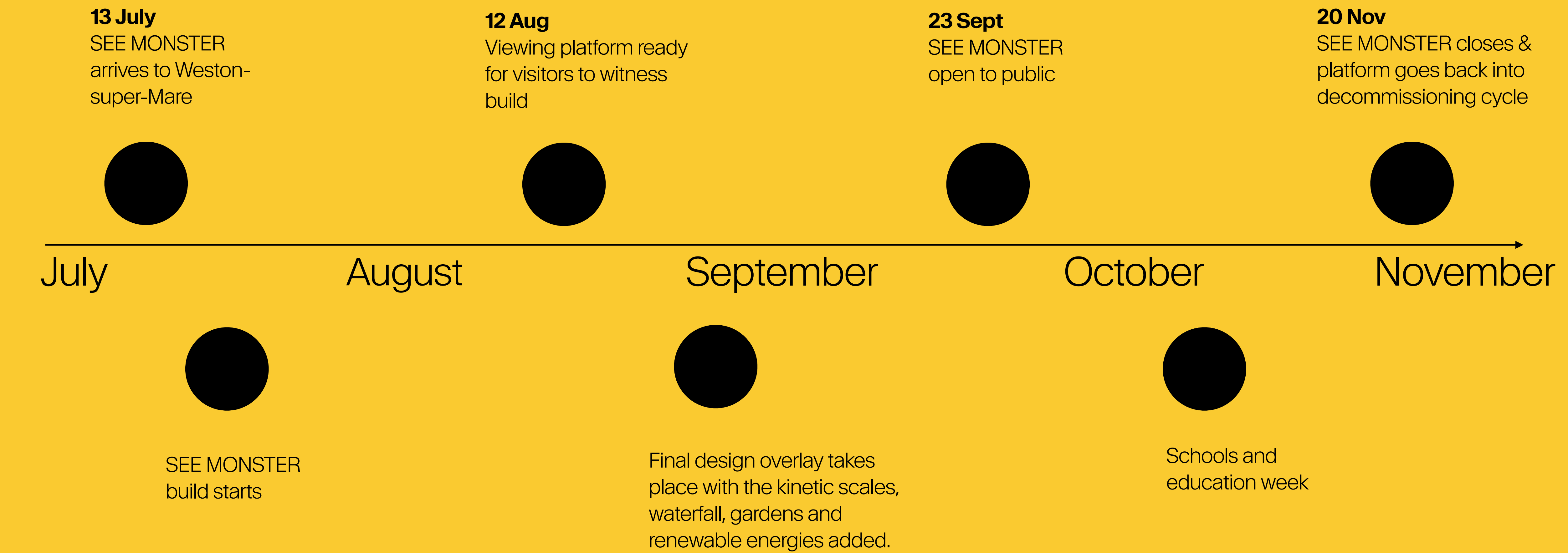
Ivan Black
Board Member
Kinetic Sculptor



Amit Patel
Accessibility Consultant



Timeline



03

INCLUSION

Dr Amit Patel

Accessibility Consultant

Committed to achieving greater representation of disabled people across all areas of life, Amit strives every day to challenge himself and challenge other people's perceptions of disability.

Dr Amit Patel is a best-selling author, diversity, equity and inclusion consultant, motivational speaker, disability rights campaigner and sits on the Board of Trustees of the Vision Foundation, London's sight loss charity. Amit is registered severely sight impaired (blind) since 2013.

Amit provides bespoke DEI training and advice across all sectors, helping to make businesses and brands more inclusive and accessible to all. Amit is also known as a broadcaster, presenter and media personality. He has appeared in various online and print media in the UK and around the world, and features as a specialist contributor to multiple national news and broadcast media outlets.



Accessibility & Inclusion

A piece by Dr Amit Patel

“The role of an Accessibility Consultant for SEE MONSTER came with an enormous amount of responsibility. There are 14.1 million disabled people in the UK – that’s over 21% of the UK population who are touched by a disability of some form, and yet many feel excluded and unwelcome at public exhibitions and installations, especially temporary ones. The arts have an important role to play in helping to build a more inclusive society. We have the influence to engineer change. Yet to be truly credible, we need to practice what we preach.

True accessibility goes beyond the legal definition of ‘reasonable adjustments’. People normally talk about accessibility as a physical barrier – for example, if they have ramps for wheelchairs and buggies, or allow assistance dogs, they consider themselves to be fully accessible. But the reality is that accessibility doesn’t stop there, it’s about the whole experience.

It has been both exciting and challenging to deliver SEE MONSTER as a truly accessible experience. As SEE MONSTER is a world-first, there’s no manual on how to make a retired rig from the North Sea accessible. And it wasn’t just about the physical rig but also making sure that the whole visitor experience was inclusive, welcoming and accessible - from the walkways and the toilets, through to the website and everyday social media posts.

From conception to building SEE MONSTER, we made it our mission to reach the widest audience possible and only by being fully accessible, would we be able to achieve that. Being fully accessible, meant ensuring there would be no barriers to full participation. If a person decided not to visit SEE MONSTER, we wanted that to be because they didn’t want to rather than the fact that they couldn’t, or because they thought they couldn’t. Delivering comprehensive, helpful, practical and accessible information was central to this.

Working with the design team from the beginning, we could ensure that accessibility would be incorporated from the start as a design concept, rather than an addition. The experience is intended to be seamless from beginning to end, with every visitor to SEE MONSTER taking the same journey, on the same path, and able to have their own unique, immersive experience. Being blind, I don’t see SEE MONSTER, but I certainly feel it through my other senses.

Accessibility & Inclusion

A piece by Dr Amit Patel [continued]

Bringing this approach to life, SEE MONSTER isn't a one-dimensional experience, but a multi-sensory one. Sound, vision, touch, smell and taste all play a part of bringing the monster alive. From the audio signature of the waterfall that became the "roar" of the beast, to the whistling of the kinetic art that's controlled entirely by the wind. The dense Garden Lab will not only take you back to nature, but you'll be able to feel the texture and smell the foliage.

Over the last 2 months I have personally spoken to a number of disabled SEE MONSTER visitors and the response has been overwhelmingly positive, with visitors commenting on how surprised they were at being able to visit the entire rig and explore at their leisure. Visitors also found the experience smooth and seamless, from finding out information about accessibility, to support on the day. The audio guides and BSL interpreters were particularly highly rated.

Accessibility elements I would particularly like to showcase are as follows:

- ▶ Online 360 virtual tour and audio guide for those unable to visit in person
- ▶ Accessible website for screen readers and online learning resources
- ▶ Alt text used on all Social Media posts, across all channels
- ▶ Step-free walkway on SEE MONSTER and a lift for those who require it
- ▶ Sighted guide and disability awareness training to all stewards
- ▶ Tactile and braille information at various key points on the monster
- ▶ An audio guide to SEE MONSTER to complement a visit to the rig
- ▶ Play with senses – sound, smell, texture/touch
- ▶ Changing places toilets which will stay in Weston-super-Mare as part of the projects' legacy

These are just some examples of why SEE MONSTER has become one the most accessible art installation in the world. I believe we have showcased how inclusive global experiences can be, and that integrating accessibility into every aspect of physical and digital design is truly possible."

04

ARRIVAL

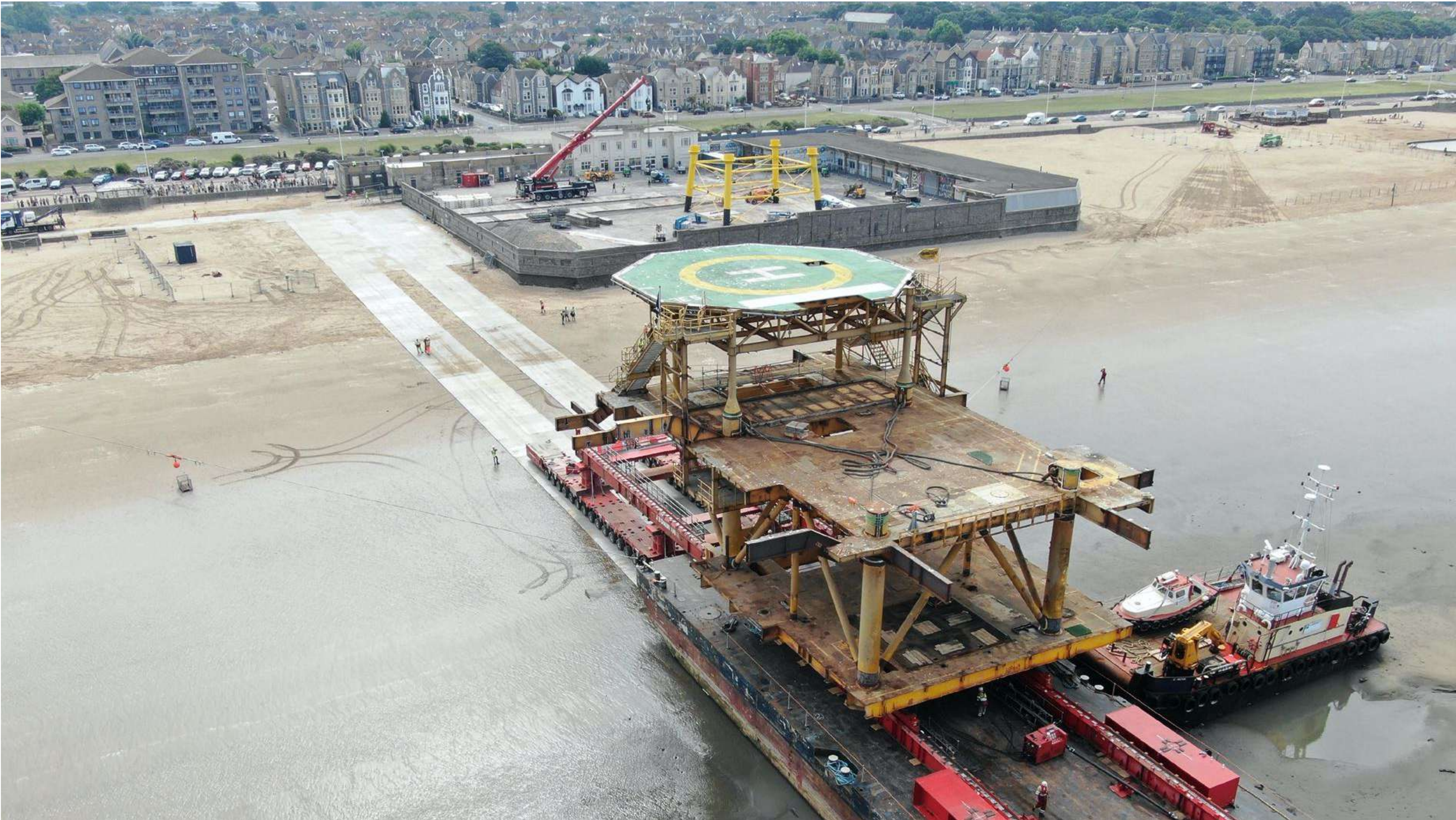
















05

LEVELS

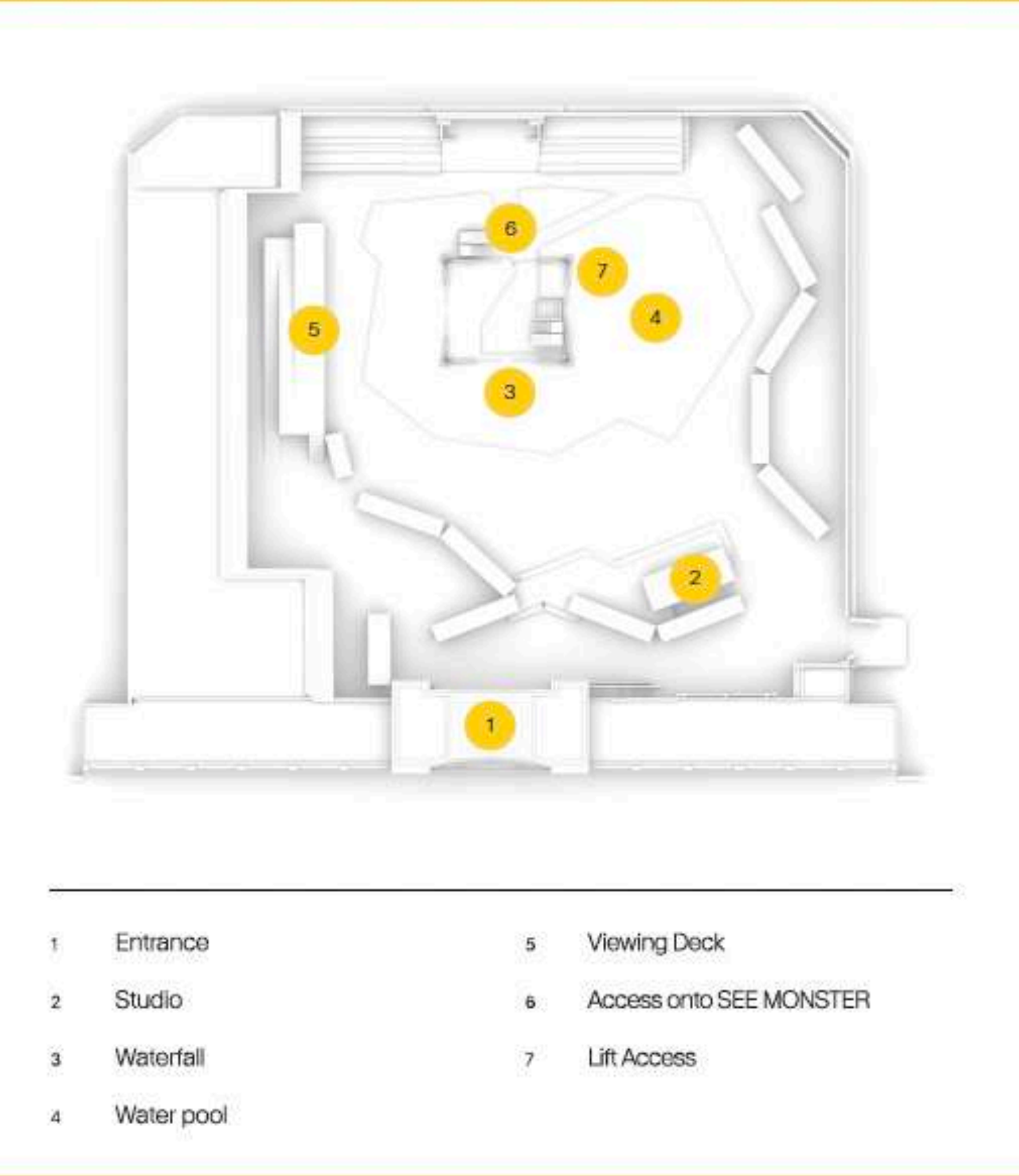
00 Ground Level

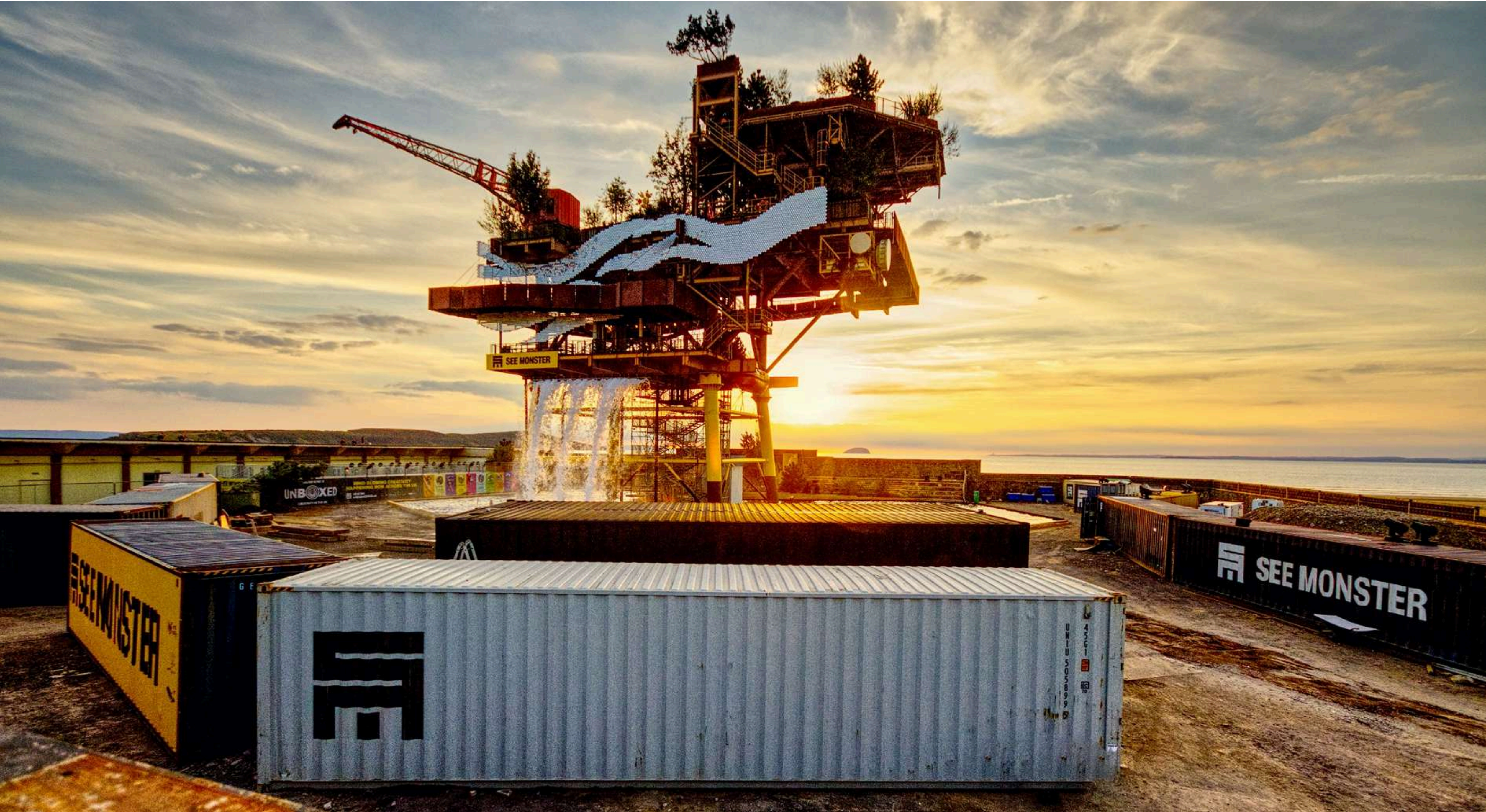
The Tropicana on Weston-super-Mare’s seafront is SEE MONSTER’s new home. Enter through the doors, which open out to reveal the platform in its entirety. Explore around the water pool at the base of SEE MONSTER.

The Studio is our digital broadcast space that looks out onto SEE MONSTER. It hosts radio, music, podcasts and talks - reaching national and international audiences - as well as workshops for local schools and youth groups.

The roar of our SEE MONSTER, the mesmerising waterfall, is 10-metres high and 10-metres wide, cascading down into the water pool below.

On Ground Level - the Viewing Deck enables you access inside the Tropicana venue to look at SEE MONSTER up close. This Viewing Deck is wheelchair accessible, can hold 100 people, and is open to the public.





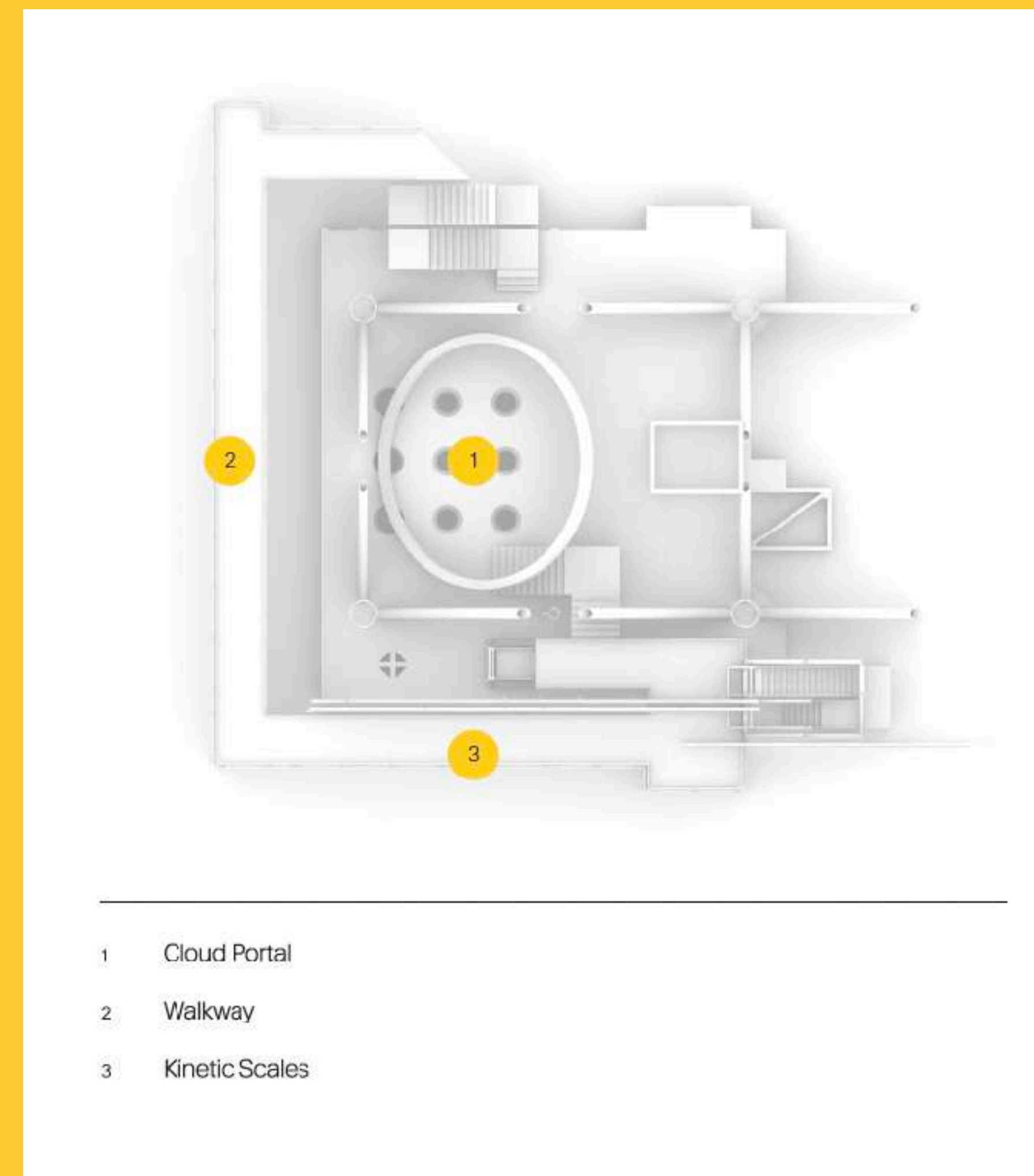
01 Cellar Deck

Enter the cavernous underbelly of the beast, it's damp and drizzly behind the thrashing cascade of the monster's waterfall where you'll discover unexpected and unpredictable displays of great British weather.

The Cloud Portal is a large, 10m sculptural installation that frequently comes to life throughout the hour, providing playful and engaging moments to celebrate the weather on the monster. Misty mighty forms will emerge from the Cloud Portal for you to play within SEE MONSTER.

The journey up SEE MONSTER will take you around the outside perimeter of the enormous beast, feel the drumming, hum of metal resonating through the monster's bones. A cascade of silvery scales wraps around SEE MONSTER, shimmering with the changing wind.

With moments to pause and take in the views of the sea and of the town, the route up the monster will be as much of an experience as the final destination.







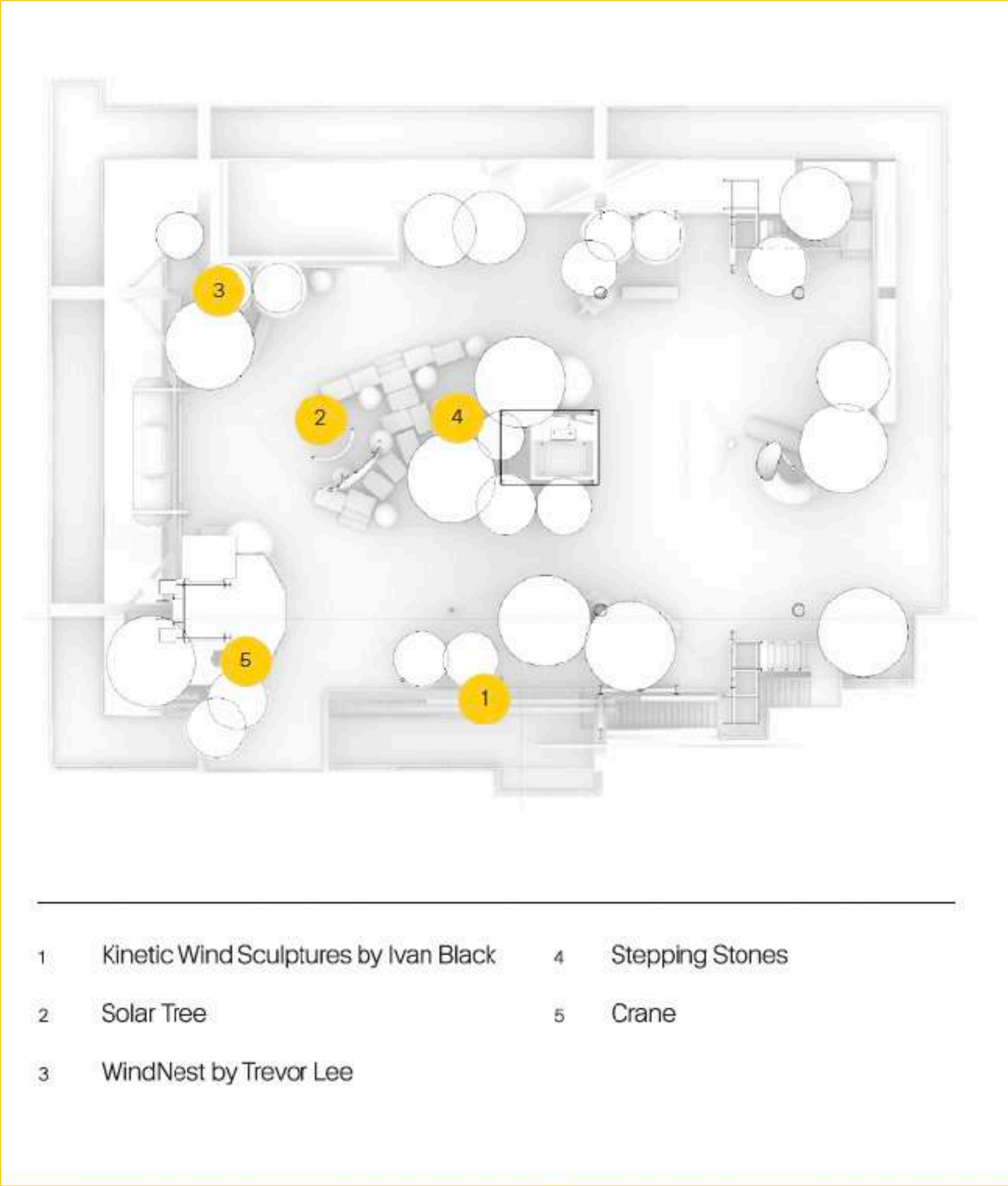


02 Garden Lab

Journeying up through the underbelly of the beast, a beautiful, open-air space is reached, on top SEE MONSTER.

The Garden Lab tells our story of renewables; harnessing the weather is at the core of our changing energy sector as we move towards a renewable future. It is a hive of activity; you can explore through the lush green flora to unearth pockets of discovery. Examples of design-led renewable technologies lay hidden amongst the Garden Lab; our WindNest and Solar Tree, and kinetic sculptures. Investigate the intricate processes that are activating and animating the monster - there is always something to see, to uncover, to learn.

The power generated from both the Solar Tree and the WindNest will be stored in batteries and utilised to power the entire irrigation system on the Cellar Deck and Garden Lab.









03 Helideck

The highest point of SEE MONSTER: the Helideck.

Two telescopes, one pointing out towards the sea, and another to shore, cast views of the horizons from high atop the monster.

A seated amphitheatre envelops you high up within the elements. A place to dwell and reflect on the great British weather whilst being surrounded by it; the roaring wind, the full force of the rain and sunshine.

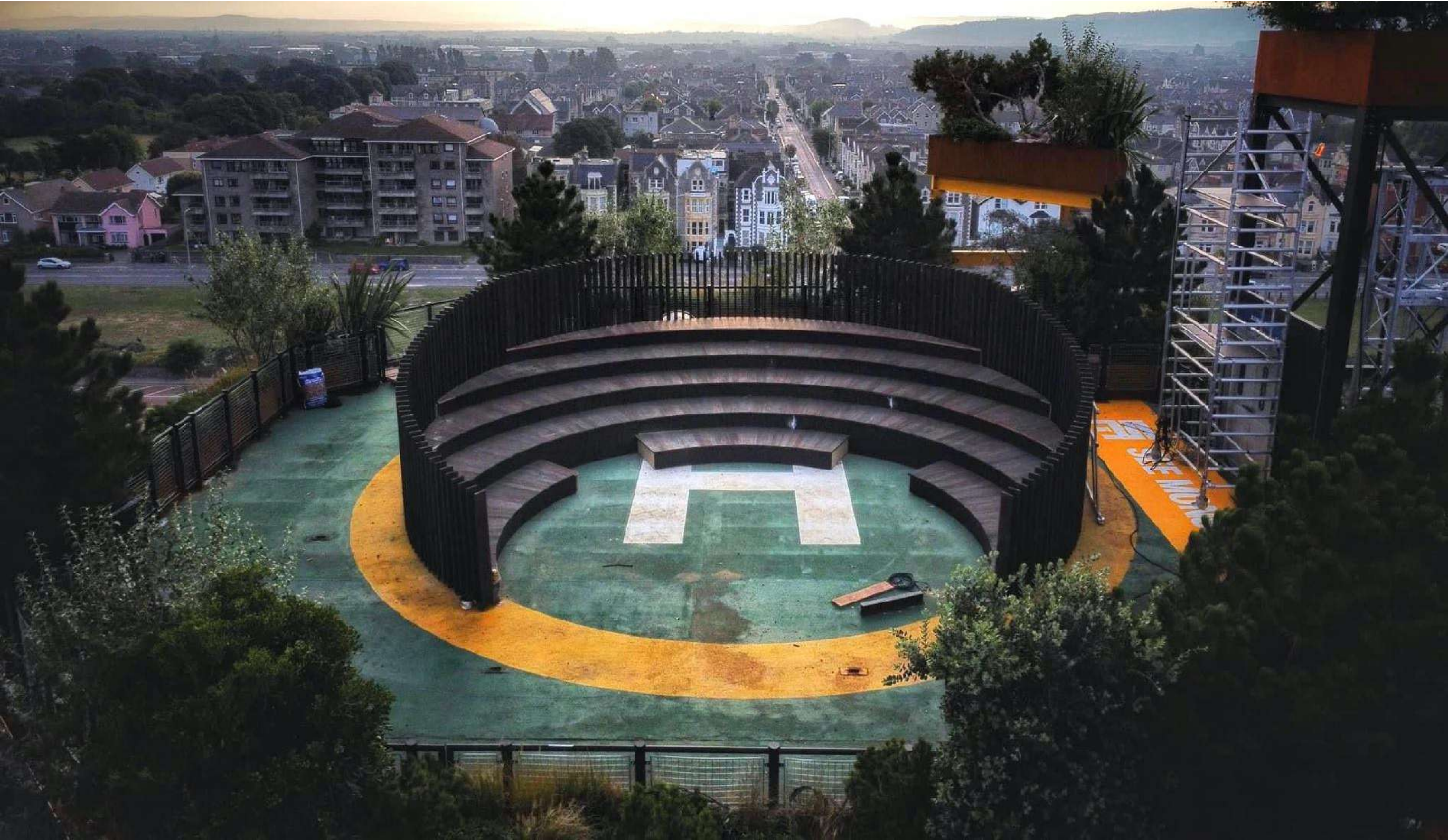
From the Helideck, you can descend down the 10-metre curly slide to the Garden Lab below.

Soothing sounds of the Shipping Forecast provide a nostalgic and calming setting for contemplation, bringing the British psyche to the forefront.

The crane; the neck of the monster, will be bathed in colour by night - emulating a rainbow sitting high above the monster.



- 1 Slide
- 2 Telescopes
- 3 Amphitheatre







Art & Design

WINDNEST

Artist, Trevor Lee’s, WindNest is not unlike a simple weathervane, however it powers two wind turbines, each nested inside the two pod structures. Trevor’s concept was to synthesise energy production and habitat creation in one architectural form.

WindNest was composed of large wind-generating shrouds that, as they touched the ground, became habitat nests for creatures of all types along the beach. WindNest, through many iterations, has now transformed into a habitat for people to enjoy the movement and even the shade of WindNest as it rotates in the wind and generates electricity.

SOLAR TREE

The platform’s Solar Tree takes the concept of the blossoming buds of spring to create a renewable energy source that presents a physical nod to the roughness of a tree’s bark.

With continued cross-sector collaboration, the ambition is for these designs to be catalysed by SEE MONSTER and deployed on a global scale in the coming years.

WIND SCULPTURES

Kinetic Sculptor, Ivan Black, designed the sculptures that further bring SEE MONSTER to life.

Ivan’s wind sculptures begin with geometric forms which are divided symmetrically using mathematical principles that have roots in Islamic art.

KINETIC FACADE

A cascade of silvery scales wraps around SEE MONSTER, twisting and shimmering with the changing wind.

The undulating skin will keep the monster alive, visibly reflecting the relentless changeability of the great British weather as it dances with the ever-changing coastal light.





06

PRESS

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“ REVIEW


A playground on an oil rig? See Monster puts the ‘Festival of Brexit’ grumbles to rest

★★★★☆ 4/5

The ninth of 10 ‘Unboxed’ projects is a fusion of environmentalism and art, but its bright colours and playful design are no po-faced grind

By Charlotte Lytton

23 September 2022 · 11:49am




See Monster, a former North Sea platform, in Weston-super-Mare. | CREDIT: Geoff Caddick

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‘It’s going to split opinion’: huge Weston-super-Mare installation opens

See Monster, on a decommissioned North Sea gas platform, is one of the UK’s biggest ever public art works



At 35 metres high, See Monster is 15 metres taller than the Angel of the North, and is built on a 450-tonne platform. Photograph: Ben Birchall/PA

It looms high above the Grand Pier and makes the big wheel on the seafront look tiny. As it has taken shape on the beach at Weston-super-Mare, See Monster - a decommissioned North Sea gas platform converted into one of the UK’s biggest public art installations - has provoked a heady mix of head-scratching, interest and ire.


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Weston-super-Mare See Monster opens to public

5 days ago



See Monster will be welcoming the public for free until 5 November

A 450-tonne North Sea offshore platform that has been transformed into an art installation has opened to the public.

See Monster in Weston-super-Mare features four levels which host a wild garden of plants, grasses and trees.

It also includes an amphitheatre, a kinetic installation that forms the monster’s ‘scales’ and a waterfall.

Design



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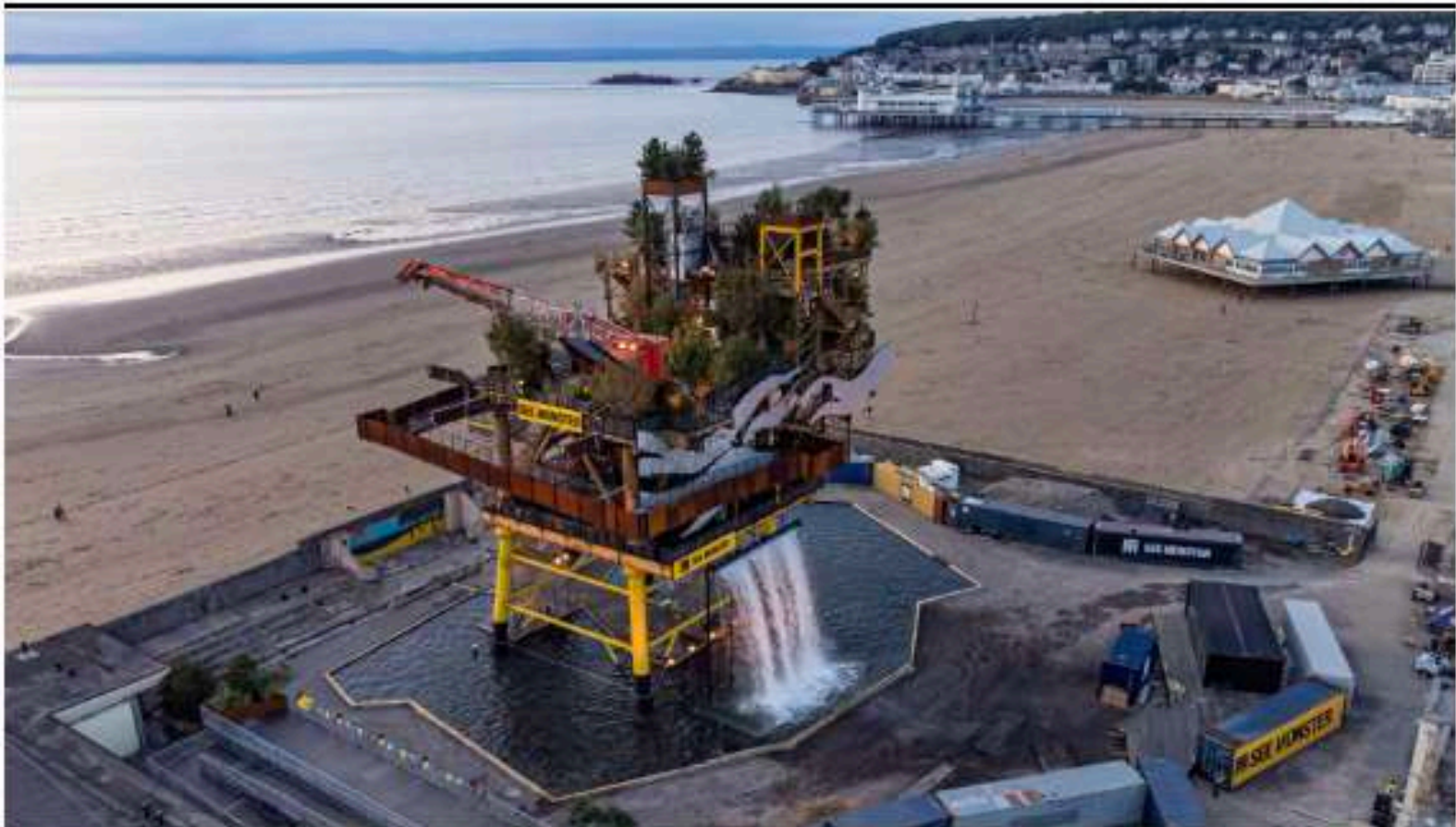
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News substance creates 35-metre-tall See Monster from North Sea gas rig

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Cajsa Carlson | 26 September 2022 | 12 comments

An art installation featuring a waterfall, a wild garden and a number of kinetic artworks has opened on a former North Sea offshore gas platform in Weston-super-Mare, England, as part of the *Unboxed* festival.

Created for the *Unboxed* festival, which has been dubbed the Brexit festival, the four-storey See Monster is one of the UK's largest public art installations.


DEZEEN

SEE MONSTER: FROM FORMER NORTH SEA GAS PLATFORM TO MAJOR PUBLIC ART INSTALLATION

SEE MONSTER by NEWSUBSTANCE studio in Weston-super-Mare, UK, opens to the public, triggering conversations about reuse, renewables, and the great British weather.


SEPTEMBER 28, 2022

ARCHITECTUREARTINSTALLATIONLIVINGWORKSMAKINGMONSTERNEWSUBSTANCESUSTAINABLETOWNLOCALUKUNBOXED FESTIVALUNITED KINGDOM



SEE MONSTER by NEWSUBSTANCE – Photos: courtesy of Ben Birchall, PA Media copyright 22-09-2022.

Sustainability, Art – Commissioned as part of the **UNBOXED: Creativity in the UK** festival, an ominous four-storey structure towers over the historic Tropicana on Weston-super-Mare, North Somerset, UK. **SEE MONSTER** features a 10-metre-high waterfall, a rooftop garden, a multi-level slide offering an alternative route through the structure, and a 6,000-piece kinetic installation forming the monster's shimmering scales. [Until November 5. Free, no booking required – [Map](#)].



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ArchiPanic

Architecture & Design BlogZine

ArchiPanic's mission is to select and edit architecture and design news with a friendly and down to earth attitude.

Focus on... Ireland!

This month we explore some of the most intriguing Irish architecture, design and crafts. Stay tuned!

ARCHIPANIC

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SEE MONSTER is brought to life by Leeds-based creative studio NEWSUBSTANCE, and supported by North Somerset Council. Part of UNBOXED 2022.

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