



**Request for Proposals for Concept and Related Product Design for MUŽA**

HM28/7/2016

### 1. What are we looking for?

Heritage Malta, through its subsidiary Heritage Malta Services Ltd., would like to receive proposals from individuals and groups of creatives (creators) interested in developing business concepts and related products, including successive developments and versions. These concepts and related products shall be considered to all intents and purposes as an extension of the experience proposed at MUŻA, the new National-Community Art Museum at Auberge d'Italie and flagship project for Valletta's 2018 European Capital of Culture Title.

### 2. Who is the Client?

Heritage Malta is the National Agency for Museums, Conservation Practice and Cultural Heritage. Created by the Cultural Heritage Act which was enacted in 2002, the National Agency replaced the former Museums Department. Initially, Heritage Malta was entrusted with the management of museums, sites and their collections. However in 2005, the Agency's responsibilities increased when it took over the former Malta Centre for Restoration to become the National Agency responsible for conservation and restoration. Heritage Malta seeks to provide an enhanced experience to its various publics visiting sites and museums within its remit. This 'mission' has led Heritage Malta to seek various ways and methods to interpret and transmit cultural heritage to the public. The MUŻA project is the latest in this series of initiatives.

### 3. What is MUŻA and its experience?

MUŻA is the new National-Community Art Museum developed by Heritage Malta. It represents a significant development in the history of museums in Malta as a new museum typology in line with the latest developments in Europe and elsewhere. It shall promote greater **participation by the community** through a **story-based narrative** of display and related objects and **empower the community through a broader range of access tools to experience heritage and culture**.

The chosen project name, MUŻA, also stands for the project vision. The word is an acronym which stands for **MUŻEW** Nazzjonali tal-Arti which is the Maltese name of the current National Museum of Fine Arts. It also refers to the muses; the mythological figures from classical antiquity inspiring creativity and, in effect, the etymological source of the word museum. **MUŻA is also the Maltese word for inspiration.**

The following guiding principles of the MUŻA project serve the purpose of context for the development of the required retail facilities.

- MUŻA shall develop a holistic experience including traditional gallery spaces, facilities and museum shop as one compact and integrated setup, each of which shall be designed in response to the MUŻA brand (Branding Guidelines in Appendix A).
- MUŻA shall develop meaningful experiences by connecting objects on display and presenting varied interpretations through a multisensory framework. All services

on site, including catering, bookshop and other retail outlets, shall jointly provide one, compact and interconnected experience.

- MUŻA shall recognise energy efficiency and the intelligent use of renewable resources as guiding values throughout project implementation stage. Each and every component of this project shall be guided by environmental friendly values.

#### **4. What type of experience do MUŻA team aspire to have with high quality product design items?**

MUŻA recognises the fundamental need of a purposely designed product range that is an extension of the narrative of display of a contemporary museum. The museum shop shall be an extension of the MUŻA experience and, to all intents and purposes, as important as the gallery spaces. The products for sale within the museum shop, however, go beyond the museum footprint since these shall also be sold from other shops. The export potential of such products is also being considered.

MUŻA product design, inspired and guided by the business concepts as presented in this document, shall:

- be sold primarily from the museum shop but not just. These products shall be recognised and understood as an extension of the MUŻA experience including the narrative of themes and related objects on display. (Vide Appendix B).
- stand as a unique, purposely designed product range, based on a strong but versatile concept, and inspired from the art objects and thematic itineraries present within MUŻA. The objective shall be the creation of a contemporary innovative design, fresh both stylistically and material-wise experience by providing products that are beyond what is offered in traditional tourists/souvenir shops.
- stand for a broad range accessible to varied publics in quality and affordability grounded within MUŻA narrative that shall aspire to become a fitting reminder of the MUŻA experience and entice repeat visits.
- represent a strong but versatile concept for a MUŻA-inspired product range that can promote the museum experience beyond its physical footprint.
- be exclusive to MUŻA, for which Heritage Malta shall also have **exclusive rights of sale**, possibly also made available to third parties and for the purpose of export.

**MUŻA product design shall NOT:**

- be similar to any other product on sale in any other souvenir shop in Valletta and elsewhere but shall be a unique product in both concept and design inspired by the unique experience which only MUŻA can offer.
- be a common product unrelated to the MUŻA brand, narrative of themes and related objects but shall be a unique product inspired by the MUŻA stories and related contents. Collectively provide a traditional souvenir shop experience, but one that is innovative in style, quality and size.

**5. What are the expected initiatives and requirements in response to this concept?**

The following is a list of initiatives and requirements in response to the various facets of the MUŻA product design concept.

CONCEPT	INITIATIVE & REQUIREMENT
<p>The business concepts and related products shall be an integral part of MUŻA, understood and read as <b>an extension of the galleries</b>, MUŻAcafé, public and other spaces.</p> <p>The range of products shall have the same “look and feel” as MUŻA and complement the MUŻA narrative of display as presented in the galleries, and elsewhere in the building and beyond. This does not exclude the articulation of such range of products in terms of a distinctive, original, and contemporary style, reflecting 21st Century sensitivities in dialogue with Malta’s art history and art historical artifacts. The aesthetic qualities of these products shall be intimately bound and weaved into the MUŻA experience.</p>	<p>Develop design concept, process and samples as required.</p> <p>If some type of branding is indicated in the design process and development this has to be in line with MUŻA brand guidelines. Thus enhancing the product as a gift or as an extended experience of the immersive narratives in MUŻA.</p> <p>However the product itself may be a stand-alone (MUŻA inspired) artifact, while the way it is packaged for retail must be integrated in the MUŻA brand.</p>
<p>MUŻA concepts and related products shall be exclusive to MUŻA, for which Heritage Malta shall also have <b>exclusive rights of sale</b>,</p>	<p>Develop a range of quality design products inspired and representative of the MUŻA experience, with particular reference to the</p>

possibly also made available to third parties and for the purpose of export.	three types of experiences consisting of MUŽA narratives, the MUŽA brand and the MUŽA object type. These products shall also have specific weight\size in response to visitors' needs and which can also be easily shipped.
MUŽA concepts and related products shall be accessible and engaging to the varied MUŽA publics (Vide Appendix C); relevant and saleable across traditional categories	Develop products with sales potential across traditional classification of museum visitors. These shall be identity driven profiling of museum publics as listed in Appendix C.

## 6. Who can apply and what to present?

The call is open to local and international creatives with a good track record in concept design and/or product design.

The creative/s shall present the concept, accompanied by a Model/Marquette/3D rendering of a single item or a range of items in digital format (Windows Compatible) not larger than 10MB. The proposal should also entail a breakdown of cost that shall include all the different phases, from concept development to finalised product, a time schedule or a plan related to production, together with a proof of the feasibility of the production both physically and projected cost per item.

## 7. What are we interested in?

We're interested in a wide range of products in response to MUŽA concept and vision, to be sold within a broad price range, across knowledge levels of our varied publics and reflecting MUŽA's forward looking, innovative and out-of-the box mood, feel and brand. The products we're interested in should appeal to various audience identities including facilitators, explorers and connoisseurs.

The following are some of the possibilities we're interested in

- Production rights of a concept design
- Exclusive products to be jointly produced according to agreed specifications
- Fully developed exclusive-to-client products from product range to unit products
- A product and design services concerning a product range

## **8. How to apply?**

The proposals must be submitted on the date indicated in the schedule and hand delivered to:

**Heritage Malta  
Head Office  
Marina Street, Bighi  
Kalkara KKR1524**

in an opaque sealed envelope/package with the reference number of the call for proposals **(HM28/7/2016)**.

The proposal in response to this brief is to be submitted in the form of a concept proposal including themes and proposed concept. The following provides an indicative list of items to be addressed in the proposal:

- A detailed concept proposal for the design including design and product research;
- A clear explanation of how the concept proposal relates to the MUŻA experience in general, and to specific MUŻA brand/itinerary/collections characteristics. It should also qualify clearly how the proposed concept provides a contemporary articulation of Malta's art history as embodied in MUŻA
- Proof of understanding of business potential of the proposed product;
- Budget breakdown of the proposed concept, schedule for production and estimate final costs
- A detailed CV highlighting previous experience on similar projects;
- Any other information relevant to and required for a better and comprehensive understanding and evaluation of the submitted proposal.

## **9. How is the proposal going to be assessed and selected?**

Submitted proposals will be assessed by a panel of experts, purposely appointed and chaired by Heritage Malta. Candidates will be invited to pitch, discuss their project and clarify any information submitted as required during a personalised interview.

The panel shall be guided by the following criteria throughout the process leading to the final selection:

1. Originality and uniqueness of product design;
2. Desirability and Saleability of Product;
3. Range of potential product users;
4. Accessibility of Product to MUŻA audiences;
5. Range of top quality designer products linked to MUŻA narratives;

6. The logistical and financial viability of the proposed concept and production;

The chosen candidate/s shall be engaged on contract with Heritage Malta. Such contract shall define concept and design production and other related requirements that the chosen candidate/s agrees to deliver in response to this brief.

#### **10. When is this going to take place?**

The schedule below summarises the process leading to the selection of product developer/s for the MUŻA product range:

<b>23<sup>rd</sup> August 2016</b>	Issue of RFP
<b>12<sup>th</sup> September 2016 12.00 hrs (noon)</b>	Deadline for request for additional information
<b>16<sup>th</sup> September 2016 12.00 hrs (noon)</b>	Last date when additional information are issued
<b>26<sup>th</sup> September 2016 12.00 hrs (noon)</b>	Submission Deadline
<b>10<sup>th</sup> – 11<sup>th</sup> October 2016</b>	Selection Board/Pitching

Additional information can be provided by submitting questions in writing to Heritage Malta on email [tenders.heritagemalta@gov.mt](mailto:tenders.heritagemalta@gov.mt).



## **Appendix A – MUZA Brand Guidelines**



**Download MUZA branding guidelines from:**

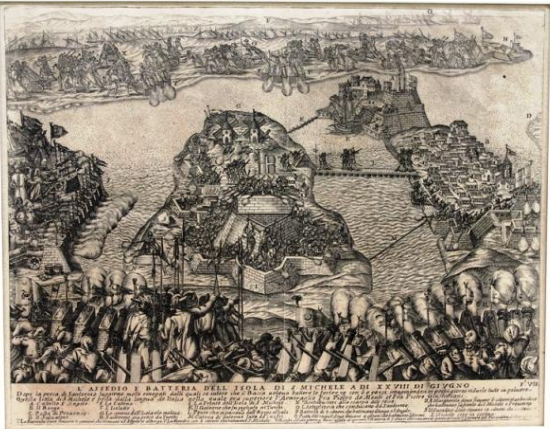


[http://www.heritagemalta.org/muza\\_branding.pdf](http://www.heritagemalta.org/muza_branding.pdf)







## Appendix B – MUŽA Inspiration Board – Related Objects from the Collection

Types	Media	Subject	Colour	Texture	Sample Artefact
Painting	Oil on Canvas Oil on Board Watercolour on paper Mixed media on paper	Portrait, Landscape, Abstract, Religious and Historic Themes	Polychrome work	Usually flat smooth texture. More recent work might have embossed and irregular texture.	
Drawing	Pencil/Chalk/Charcoal/ <i>Conté on paper</i>	Portrait, Landscape, Abstract, Religious and Historic Themes	Monochrome or Polychrome work	Flat smooth texture	

Sculpture	Wood/Stone/Plaster/ Metal	Portraits/Busts , Human figure, Animals, Religious Figures, Abstract.	Mostly Monochrome	Can vary according to subject	
Maiolica	Ceramic (Pharmacy Jar)	Religious Figures, Portraits, Coat of Arms	Polychrome	Smooth (Cold) Texture	

<p>Maps</p>	<p>Ink Copper Engravings</p>	<p>Spatial Landscape</p>	<p>Monochrome and Polychrome</p>	<p>Flat surface</p>	
<p>Photographs</p>	<p>Photograph on paper/silkscreen</p>	<p>Portraits, Landscapes, Object/s, Abstract Composition</p>	<p>Monochrome and Polychrome</p>	<p>Flat surface</p>	
<p>Metal Objects</p>	<p>Bronze/Silver/Copper/Aluminium</p>	<p>Tableware, Ecclesiastic</p>	<p>Monochrome</p>	<p>Flat, Textures</p>	

Glass Objects	Glass	Tableware	Monochrome and Polychrome	Flat, Textured	
Prints	Etching, Linocuts, Prints, Engraving	Portrait, Landscape, Abstract, Religious and Historic Themes	Monochrome and Polychrome	Flat surface	

<p>Contemporary Art in (General)</p>	<p>Mixed Media Structure, Bones, Wax, Recycled Material.</p>	<p>Social, Abstract, Industrial, Political, Religious, Personal and Intimate.</p>	<p>Monochrome and Polychrome</p>	<p>Can vary according to subject. It can also be a video and a spatial installation.</p>	
<p>Furniture</p>	<p>Wood</p>	<p>Cabinets, Tables, Chests, Mirrors, Armchair and a Sedan Chair</p>	<p>Monochrome and Polychrome</p>	<p>Flat polished surfaces and decorated ornamental surfaces.</p>	

## **Appendix C: Identity Driven Profiling of Museum Publics following John Falk's Visitor Identity Classification Methodology.**

The profiles are the following:

- **Explorers**

This category is motivated by curiosities, values and learning but are not experts. 'This is the group most likely to be attracted by a new exhibit and the rare items on display – appeals to their desire to expand their horizons. This category would not want a structured visit and might avoid interpretative tools and guided tours but are likely to read labels.

This group would have iconic to short term memory retention.

- **Facilitators**

This category visits to satisfy the needs of someone they care about rather than themselves and are time conscious. Socialisers visit with another adult and are more concerned with hanging out with friends, chatting and shared experience. This category would generally be price and time conscious.

Memory retention capabilities would generally be iconic to short term. Parents with children would perceive learning as fun. Socialisers would come with another adult. Their visit is more about hanging out with friends and may only occasionally glance at the exhibits.

- **Experience seekers**

This category of participants is concerned primarily with the experience. They value the destination of their choice and are keen on highlights.

Memory retention capabilities would generally be iconic to short term memory. Tourists would generally fall within this group although they might shift identities as they engage with and participate in the MUZA narrative.

- **Rechargers**

This category of participants visits to reflect, rejuvenate or bask in the wonder of a place. They understand museums as places of respite and are rarely attracted to

blockbuster academic exhibitions. They are not very concerned with objects given that they are part of the scenery.

Memory retention capabilities would generally be iconic.

- **Professionals and Connoisseurs**

This category of visitors represents the traditional and established audience base of the now defunct National Museum of Fine Arts. It is the smallest category of visitors but disproportionately very influential.

Memory retention capabilities would generally be long term.

- **Respectful Pilgrims**

This category of participants visits out of a sense of duty and obligation. They recognise the authoritative aura of the museum institution and as a memorial to Maltese history and art history.

Memory retention capabilities would generally be long term.

- **Affinity Seekers**

This category is motivated to visit because the museum display speaks to the visitor's sense of heritage and personhood.

Memory retention capabilities would generally be long term.

## Appendix D – Declaration Forms

### Declaration

Publication Reference: HM28/7/2016

Name of Call: Request for Proposals for Concept and Related Product Design  
for MUŽA

<b>PARTICIPANT'S DETAILS</b>	
Name of Participant	
Identity Card Number	
Address	
Postal Code	
Locality	
Tel (include mobile)	
E-mail	
Website	

In the case of a collective proposal:

<b>Name</b>	<b>Identity Card Number</b>



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*Add rows as applicable*

## **B. PARTICIPANT'S DECLARATION(S)**

### **To be completed and signed by the Participants (or leader)**

In response to your call for proposals brief, I, the undersigned, hereby declare that:

- i. I/We have examined, and accept in full and in its entirety, the content of this brief (including subsequent Clarifications Notes issued by the Organisers).
- ii. I/We hereby accept the contents thereto in their entirety, without reservation or restriction. We also understand that any disagreement, contradiction, alteration or deviation shall lead to our submission not being considered any further.
- iii. I/We offer to execute, in accordance with the terms of this design brief and the conditions and time limits laid down, without reserve or restriction.
- iv. I/We declare that the work presented is mine/ours and **original**
- v. I/We accept that data on the application form (including names, artwork, and the funding component) may appear on public documents
- vi. I/We accept that my/our submission will become the property of the Government of Malta as per conditions of this call.
- vii. I/We are not bankrupt or under an administration appointed by the Court, or under proceedings leading to a declaration of bankruptcy. I/We also declare that we have not been convicted criminally, or found guilty of professional misconduct. Furthermore, I/we are up-to-date in the payment of social security contributions and other taxes.
- viii. I/We accept that we shall be excluded from participation in the award of this call for proposals if compliance certificates in respect of declarations made as part of this are not submitted by the indicated dates and/or incomplete.
- ix. I/We agree to abide by the ethics clauses and, in particular, have no potential conflict of interests or any relation with other candidates or other parties in the

procedure at the time of the submission of this application. I/We have no interest of any nature whatsoever in any other submission in this procedure.

- x. I/We will inform the Organisers immediately if there is any change in the above circumstances at any stage during the implementation of the contract.
- xi. We also fully recognise and accept that any false, inaccurate or incomplete information deliberately provided in this application may result in our exclusion from this, and other, procedures by the Government of Malta and the EU.
- xii. Our submission has been made in conformity with the requirements set out in this brief, and in this respect we confirm having included in the appropriate packages as required, all the required information.
- xiii. I/we agree that the Jury's decision is final and cannot be contested and/or disputed, nor make any oral or written complaints, public announcements or statements on the same whether during or after the call for proposals Period.
- xiv. We note that the Organisers are not bound to proceed with this procedure and that it reserves the right to cancel or award only part of the contract. It will incur no liability towards us should it do so.

Name and Surname: \_\_\_\_\_

I.D. / Passport Number: \_\_\_\_\_

Signature of participant: \_\_\_\_\_

Date: \_\_\_\_\_