



**Part Two: Specification**

**Glow Wild Festival 2019-2022**

**Contract reference RBGKEW/647**

<b>This page must be the front cover sheet of your submission</b>	
<b>Contact Details for this Tender</b>	
Organisation Name	
Contact Name	
Telephone Number	
E-mail Address	
Correspondence Address	

## 1. Summary

To provide a selection of lantern/ fire / projected and sound based creative installations in the grounds of Wakehurst for 20 nights, November / December 2019, with the potential to extend the contract for up to 5 years.

This includes responding to Wakehurst's creative brief; designing and producing creative assets; installation, maintenance and removal of creative and assets, and ongoing liaison with creative concepts with Wakehurst team and rest of Glow Wild contractors.

## 2. Background

Royal Botanic Gardens, Kew ('RBG Kew') is a world-famous centre for botanical and mycological knowledge. With our two inspiring gardens at Kew in west London and Wakehurst in Sussex, we enchant our visitors with the wonder of plant diversity.

**Wakehurst** is one of the most beautiful and significant botanic gardens in the country. It is home to Kew's Millennium Seed Bank, which houses and protects seed from the world's most substantial and diverse collection of threatened and useful wild plants, and leads the MSB Partnership, a crucially important global science-based conservation programme, which is the largest of its kind in the world. Since 1965, RBG Kew has transformed the private garden and estate at Wakehurst into a contemporary botanic garden, where ornamental plantings and exotic tree and shrub collections of international importance sit within native woodland. Wakehurst's natural assets associated with its countryside location renders it complementary to Kew's West London site, with different growing conditions, and a real emphasis on wild plant collections. Coupled with the Millennium Seed Bank, Wakehurst offers an inspiring, immersive, and educational day out for the whole family, and serves as a vital contribution to UK and global plant conservation.

**Glow Wild** is a winter lantern celebration that aims to capture the magic of Wakehurst's rich and varied nocturnal landscape in a sensitive and beautifully staged way. A conscious decision has been made to avoid using generators. The feel and touch is unassuming in nature - gentle, subtle, simple, quiet, exquisite in beauty and magical. Shapes, colours and sounds are all thought through carefully so that they complement each other as well as the landscape. Messaging is low key. There is no interpretation along the trail. There are no cables or unsightly fencing. Stewards don't wear high visibility vests. The emphasis is on quality and not quantity. Fire features, smells and sound installations complement handmade bespoke paper lanterns. The event is all about feeding the senses.

The involvement of school children in the making of lantern features is very important. We want the event to become part of the tradition that families and schools follow each year. Glow Wild is a much-loved family and community experience that sustains and inspires families as their children grow up and we want it to continue to do so. We then want the next generation to enjoy the experience and so on and so on. Each year a number of old and familiar installations will be reused but also a number of new features will be commissioned to keep the event fresh and interesting.

By providing the audience with hand held lanterns they are the biggest installation of them all. This ever-changing movement of light will reflect in the ponds, streams and puddles, you will catch glimpses of people with lanterns further up the trail and around every corner.

The way the event is run is important to us – we want it to be an enjoyable experience for everyone who's involved. It will be organised extremely well, the focus will be on attention to detail, no corners will be cut, nothing will be left to the last minute, the landscape and horticultural features will be respected at all times. We want everyone to feel that it is a privilege to be involved in such a unique and beautiful event – when you become involved in the event you become part of the Wakehurst team. Collectively we will build on the success of the past 5 years to grow Glow Wild's reputation as a very respected and beautifully curated winter landscape event that will live in the memories of our visitors for years to come.

You can find more details of previous years' events in the tender pack appendices:

The events will be separately ticketed evening events and the maximum capacity per night is currently 3600 visitors. The audience will be made up of Nature connectors, Exciting new experience hunters, Green space seekers, Discerning sensualists – for more information please see the appendices in this Tender pack.

### 3. Event details Glow Wild 2019

Event nights:

- 21/22/23/24 Nov
- 28/29/30/Nov/1 Dec
- 5/6/7/8 Dec
- 12/13/14/15 Dec
- 19/20/21/22 Dec

Event timings from 16:30 – 20:00. On site by 15:00 (latest- dependent on creative). Shut down to commence after last visitor on trail (approx. 20:45), site shut down and cleared by 22:00

### 4. Scope of the requirements

#### Summary of specification

The Glow Wild lantern trail is made up of a number of individual installations, which have been divided up into a number of ‘lots’.

The lots include:

Lot	INSTALLATION
1	Fire
2	Waymarking lanterns
3	Lantern installations
4	Lantern outreach work
5	Projection
6	Sounds
7	Lighting design
8	Woven installation

#### Route

The trail has been carefully worked out to ensure it works within our current operational capacity (see Route Map included in this Tender pack). The route is fully accessible and includes the main features of the formal gardens.

#### Theme

The theme for Glow Wild is ‘Connecting to Nature’, this is intended to be discovered in an intuitive way by visitors and should not be obvious on the trail.

Concepts for future years might include:

- Underwater sounds / images / lighting
- Lanterns in the MSB Atrium

The creative content of the trail for 2019 will be dispersed as below:

- 50% Lanterns
- 10% sound
- 20% fire
- 10% projection
- 5% Lighting design
- 5% Woven installation

This is reflected in the budget we have available for each lot.

## **5. 2019 Indicative creative brief**

**Please note: a final creative brief will be signed off in collaboration with the successful bidders.**

### **LOT 1: Fire**

Fire installations should be subtle and highlight the natural landscape and environment of Wakehurst. There should be no damage to the landscape from the fire or associated equipment.

There are two areas that have been identified as suitable for fire installations on the trail:

#### The Pinetum

The use of fire should highlight the undulating landscape of the Pinetum whilst emphasising its depth and vastness. Rings of fire around iconic trees could be used to achieve this effect, using the shadows and crackling of fire to create a magical atmosphere.

#### Pleasaunce and Walled Garden

Hurricane lamps will lead people along the wall of the Winter Garden into the Pleasaunce, they will then continue around the Yew Hedge and into the Walled Garden, bringing cohesion to the Pleasaunce Garden's formal design, highlighted by its clipped yew hedges, and the traditional English cottage garden style of the Walled Garden. The centre of the yew hedge should be brought to life by a fire centrepiece, which the audience will catch glimpses of through the gaps in the hedge as they walk around the edge. There is also scope for a feature at the Northern edge of the Pleasaunce where there is an elevated path which can be accessed by stone steps, this area should only be used to add emphasis to other aspects of the installation and should not detract from it. Visitors will then be drawn into the Walled Garden which should be brought to life by fire and scent – this secluded location is also ideal for a sound installation.

Fire installations may include:

- moving parts
- features to enhance installation for example it may emit a smell of some kind (burning frankincense for example).

**Indicative value: £50,000.00**

### **LOT 2: Waymarking lanterns**

We would like a number of new animal shaped lanterns of local Sussex animals (owls, herons, dormouse) to be located around the landscape trail – we also have a number of existing animal shaped lanterns that require some repairs including replacement of the internal lights.

We would like to 'hide' a number (between 5 and 10 in total) of lanterns along the trail for children to 'find' – these lanterns would be designed to replicate the seeds of the common ash tree and would vary in scale (30cm – 150cm)

and be golden in colour. These special lanterns would form part of a narrative that would be picked up again further along the trail in the form of a projection onto the Mansion which tells the story of the ash tree.

We also require a number (tbc) of LED lights for existing lanterns. These should be made to be powered using AA batteries. In addition, we require batteries to power all existing lanterns for the duration of the event (number to be confirmed) length of duration of batteries to cover two event nights. Providing these batteries would be the responsibility of the supplier

These will be rigged and de-rigged by Wakehurst staff and an external contractor under the supervision of the Programmes team.

Lanterns should be:

- Made from sustainably sourced materials (e.g. Biodegradable paper / locally sourced willow)
- Long lasting, waterproof and able to withstand high winds and rain for the duration of the event.
- Lit internally in such a way that the light is diffused throughout the lantern, rather than having a pin-prick of light.
- The majority of the lanterns will not be able to be main-powered, and instead will need to be powered using an alternative energy source e.g. battery-powered. Where larger energy sources are used (car batteries / electricity mains) no cables should be visible to visitors or lie across paths.

**Indicative value: £5,000.00**

### LOT 3: Lantern installations

Lantern installations are used to add interest and highlight various areas of the trail. This year there are two main areas where we'd like lantern installations.

#### Mansion Pond

To create reflections on the water using floating lanterns with a centre-piece on the island in the centre of the Mansion Pond. The installation should utilise the entirety of the Mansion Pond, including the bank and the trees behind the Pond.

The view of the Mansion should be considered as this is a popular photo opportunity for visitors. It is also a popular gathering spot so it would be beneficial for the view to encourage visitors continue along the trail.

#### Black Pond

This area will be transformed into a "Galaxy of Stars" making use of Wakehurst's pre-existing stars and Moon (which requires significant repair or replacement). The installation will start delicately soon after the top of the path leading down to Black Pond, stars will then be installed in the Magnolias running alongside the stream, continuing throughout the trees along the edge of Black Pond and disappearing into the distance towards the Water Gardens as the trail continues back up towards the Paddock and Pinetum. The Moon should be installed so that it is hanging over Black Pond, creating crystal-clear reflections in the dark water.

Installations will be rigged and de-rigged by Wakehurst Staff and bidders, supervised by the Programmes Team.

Lanterns should be:

- Made from sustainably sourced materials (e.g. Biodegradable paper / locally sourced willow)
- Long lasting, waterproof and able to withstand high winds and rain for the duration of the event.
- Lit internally in such a way that the light is diffused throughout the lantern, rather than having a pin-prick of light.

- The majority of the lanterns will not be able to be main-powered, and instead will need to be powered using an alternative energy source e.g. battery-powered. Where larger energy sources are used (car batteries / electricity mains) no cables should be visible to visitors or lie across paths.

**Approximate value: £30,000.00**

#### LOT 4: Lantern outreach work

Wakehurst requires a partner to lead and facilitate an outreach programme for a minimum of seven schools and/or local community groups to make lanterns which will then be displayed during the event. There will be no charge to schools or community groups for hosting these workshops.

Lanterns made will adorn fourteen Christmas trees which line the path to the Visitor Centre entrance. Each school or community group will be responsible for decorating a minimum of one tree. There is scope for these lanterns to be mains-powered.

There will be some interpretation, which will be made in-house adhering to Kew's brand guidelines, near the Christmas trees explaining which schools and community groups have been involved.

All final products from the outreach programme must be made to a high standard allowing them to be installed securely and remain in-place for the duration of the event, they must be able to withstand high winds and rain. Spares should also be made which can then be used to replace damaged lanterns throughout the event.

Wakehurst are interested in running a number of adult workshops on-site in the run up to the event (these will be charged for pre-bookable workshops). We would be interested in discussing the logistics of these workshops further with applicants of the above.

Lanterns should be:

- Made from sustainably sourced materials (e.g. Biodegradable paper / locally sourced willow)
- Long lasting, waterproof and able to withstand high winds and rain for the duration of the event.
- Lit internally in such a way that the light is diffused throughout the lantern, rather than having a pin-prick of light.
- The majority of the lanterns will not be able to be main-powered, and instead will need to be powered using an alternative energy source e.g. battery-powered. Where larger energy sources are used (car batteries / electricity mains) no cables should be visible to visitors or lie across paths.

Lanterns will be rigged and de-rigged by Wakehurst Staff and bidders, supervised by the Programmes Team.

**Approximate value: £5,000.00**

#### LOT 5: Projection

Projections should be inspired by nature and highlight the natural landscape. Projections should be subtle and fit within the rest of trail, with no cables or projectors visible – adding an air of mystery to the installation.

Wakehurst intends to commission either one or two areas of projected images:

- Wall of trees on the Paddock (See route map appendix XXX)

The Wakehurst Programmes Team envisages a moving projection depicting wildlife typically found in the woodlands of the South East (e.g. fallow deer, foxes, Tawny owls, stoats, badgers etc) which will serve to draw the open area of the Paddock into the densely wooded-area of the Pinetum. The synergy of the Pinetum and Paddock installations is imperative so as not to jar the senses. Some animals could rush in and out of the vegetation – the audience merely

catching a fleeting glimpse, whilst others could be grazing boldly for a time, continuing their nocturnal ramble along the front of the trees.

Images must be projected onto trees and shrubs already in the landscape, no screens will be installed.

AND / OR

•Mansion

The Mansion projection should fill the front vista of Wakehurst's Elizabethan Mansion. The Mansion projection has become a much-loved part of the Glow Wild trail, serving as a subtle conclusion to the end of the trail – giving visitors a few minutes to reflect on their walk before continuing to the Carriage Ring where fire pits and marshmallows await them. The projection should be produced predominately in monochrome and should continue the narrative of the ash seed lanterns that are scattered throughout the trail.

The general theme of the story for the Mansion projection should be a celebration of the resilience of trees – the opening scene might be ash seeds (helicopters) spiralling down – just one of these seeds is golden in colour (the final golden ash seed for children to 'find' – and from the golden seed a story evolves that culminates in a golden forest.

This year, there is the potential that the Mansion will be encased in scaffolding, whilst essential maintenance works will be carried out.

Projections should be high quality.

Projectors / technology should be hidden and not visible by audience.

Images will be projected onto landscape; no screens will be used.

**Indicative value: £30,000.00**

LOT 6: SOUNDS

A soundscape should highlight and re-iterate the narrative of the trail. The soundscape should add to the atmosphere around the entire route of the trail but there need not always be sound. The soundscape should be incidental, subtle and not intrusive. An inspiring backdrop adding and highlighting aspects of the trail. The soundscapes should resonate with the content of the Glow Wild trail and the Gardens, it should respond to Wakehurst's environment and landscape.

The soundscapes should reflect the features of the fire/ projection and lantern creative outputs. Areas where the soundscape could be more noticeable/in are:

-Black Pond (working with Lot 3)

-Walled Garden (working with Lot 1)

-Pleasance (working with Lot 1)

-Pinetum (working with Lot 1)

In all other areas it should be more incidental, such as sounds of the woodland (e.g owls calling)

All music should be recorded, no live performances. It will be, preferably, specially composed for the event or new music. The contractor will be responsible for any PRS due.

**Indicative value: £10,000.00**

LOT 7: Lighting design

We'd like to use some subtle lighting design in the a few different areas of the trail.

Areas include:

- Gently emphasise the structure of approximately 25 young Silver Birch trees in the Winter Garden as visitors move past this area into the Walled Garden and Pleasaunce. This should not be a focus of the trail but is intended to make an otherwise dark and extensive area of the trail feel intimate, whilst the fire in the Pleasaunce will serve to draw visitors along the trail.

- A selection trees in the "Wall of Trees" of the Paddock (see route map appendix xxx), here lighting should be used to subtly highlight approximately 10 iconic trees, creating a ghostly back drop to the open grassland of the Paddock. Trees could fade in and out in sequence – the lighting should be subtle to create an atmosphere and not dominate and not create a 'wow' moment but to highlight the simple beauty of the treescapes and/or landscapes.

- Some subtle lighting in the Carriage Ring to emphasise the vernacular beauty of the Elizabethan Mansion, Stables (including the clock tower) and Chapel.

**Indicative value: £8,000.00**

#### LOT 8: WOVEN INSTALLATION

A series of woven structures (for example a number of trees) should evoke feelings of being enclosed and beckoning visitors through, (such as passing through a tunnel) in the Asian Heath Garden, whilst not obscuring the view of the night sky.

The installation will be approx 60m in length starting from soon after the Chinese Walnut Waymarking tree, finishing at the Sino-Himalayan Bed. The structures should be made in such a way that it can be installed securely into the ground, using stakes.

**Indicative value: £5,000.00**

#### **6. Delivery dates**

Final creative briefs given after tender awarded: w/b 27th May 2019

Revised draft designs by 24th June

Finalised designs (after approved and signed off) 8th July

Prototypes submitted by: 12<sup>th</sup> August (Sound samples / projector video samples / lantern samples)

Finished Projection submitted by 4th Nov

Risk assessments provided by 14<sup>th</sup> October

Lanterns (for installation by Wakehurst staff and volunteers) on site by 14<sup>th</sup> October

On site rigging dates available from 11<sup>th</sup> Nov (can be earlier if needed)

Rig up to be completed at least 19<sup>th</sup> Nov (2 whole days before event) for testing / troubleshooting

#### **7. Important information**

Wakehurst is a nationally and internationally significant site, which also houses the world's largest ex-situ conservation project: the Millennium Seed Bank. Many of the plants grown at Wakehurst are of the highest conservation value and protection of the health of our site's plants is of paramount importance. We do this by monitoring the introduction to site of any natural materials. Any plants, flowers, raw wood, or other natural materials will be subject to checks from our Quarantine team before being permitted on site, and a list detailing

all-natural materials and their provenance must be provided in advance of materials being brought on site. Instruments made of wood do not need to be quarantined.

**Storage** – please note that storage on site is limited, please check with us if you’re likely to need to store a large amount of equipment on site during the event (apart from the installations themselves which will stay in the landscape.

**Transport** – you should assume that unless incredibly large or heavy artists will be responsible for moving their equipment across site on foot.

**Commercial** – Contractors will not be permitted to promote themselves at the events in any way . Access to the site for contractors will be 11/11/19 to 23/12/19. Vehicles are permitted on site prior to and after garden opening hours (i.e. before 10:00 – and after 16:00)

## 8. Training

All contractors will be expected to attend an onsite induction before starting any work at Wakehurst.

## 9. Contract governance

The Contractor must:

- Provide professional, prompt service
- Deliver goods and services on time and on budget
- Be responsive and adaptive to the changing needs of the Customer
- Work collaboratively with the Customer and artist
- Be aware of RBG Kew’s role as one of the world most pre-eminent botanic gardens
- Be respectful of the internationally respected plant collection held at Kew
- Ensure H+S of installations at all times

## 10. Security

Staff working onsite during the event must be DBS checked

## 11. Standards

Installations should adhere to Kew H+S requirements.

Risk assessments and method statements should be sent at least 2 months in advance to be checked by Kew H+S team.

## 12. Payment profile

The payment schedule for 2019 will be as follows:

Milestone event	Percentage of Total Payment
One month after contact signature by both the Supplier and Royal Botanic Gardens, Kew	50%
On completion of the event	50%

