



**Part Two: Specification**

**Glow Wild Festival 2019-2022- Projection Services**

**Contract reference RBGKEW/727**

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

## 1. Summary

To provide a projection 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. These include fire, lanterns, projection and sound. This Tender is for the supply of projection services only.

#### 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.**

#### 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)

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: £12,000.00 across two sites. Any Supplier bidding for only one site should therefore submit a bid below the indicative value.**

## **6. Delivery dates**

Final agreed Projection submitted by 4th Nov

Risk assessments provided 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:

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