

Part 2: Specification

Contract Reference: RBGKEW1127

Kew Easter Festival 2023

This document is for information

**Overview**

From Saturday 1st—Sunday 16th April 2023 RBG Kew will run our popular Easter family programme. This year, we have licenced content from the very popular children’s book *Superworm* written by Julia Donaldson and illustrated by Axel Scheffler to theme the festival around.

The programme will take the form of a “trail” which will tell the *Superworm* story. The trail will be composed of 7 “installations”, large, physical, three dimensional, creative structures which will bring the story to life for visitors, we’ll also use five miniature dioramas to help tell the story, as well as 8 creative wayfinding signs.

We are looking for imaginative and resourceful production companies to deliver our vision for these installations.

**Requirement**

With a budget of up to £25,000.00 (excl VAT), the successful production company will be asked to design, fabricate, ship, install and deinstall the following:

* 7 installations
* 5 miniature dioramas
* 8 creative information signs

1. **Creative concept**

*Even Superworm needs a little help from his friends! Can they save him from the Wizard Lizard? Go inside the world of Superworm to see how and plants and animals are always working together as a team.*

In the story of Superworm, a talented worm (Superworm) regularly helps out other local animals due to his strength. Then, he is placed under a spell by an evil Wizard Lizard who makes Superworm dig underground to find buried treasure. Because of all the support Superworm has given them in the past, his animal friends band together and manage to trap the Wizard Lizard and free Superworm, and all returns to normal.

The age range for Superworm is 3-8, so we would expect that the interactives will work for this age group, with a preference for the younger ages.

At Kew, we would like to bring out the following concepts as part of the story:

* Teamwork in nature
* Biodiversity

**Installations**

Please find below a summary of each of the installations we are proposing:

1. **Superworm ‘Welcome’ Archway**: A welcome / starting-point for the trail, featuring a large (approx. 4m x 2.5m) Superworm archway that visitors can walk through to begin the trail. ‘Superworm’ himself forms the archway.
2. **‘Meet the Characters’** Display: A wide (approx. 4-5m) 2D interactive puzzle display that visitors are challenged to find all of the characters of the book in. Using magnifying glasses (or similar), visitors have to find the animals and insects of the Superworm kingdom that are in miniature size (as we would expect to find them in the wild). Unlikely that we can use real wildlife / so possibly uses the drawings by Alex Scheffler.
3. **Superworm Saves the Frog Scenario:** Taken from one of the preliminary scenes in the book, Superworm saves a frog from being squashed under a car tyre. We’d like to see a non-interactive, visually exciting, large 3D rendition of this.
4. **Superworm Saves the Beetle Scenario**: Taken from one of the preliminary scenes in the book, Superworm saves a beetle from being stuck in a well. We’d like to see a large 3D rendition of this, possibly interactive using a ‘tug-of-war’ or pulley system acting as Superworm to save the beetle, which may take place on our lake.
5. **Underground Dig**: The Wizard Lizard has taken Superworm hostage, who is now spending his time searching underground for items that could make the Wizard Lizard more powerful. We’d like to bring this to life with a real digging activity, where visitors will search through soil-filled, superworm-shaped troughs that hide items Superworm finds in the book. The items are appropriately scaled in relation to the other displays.
6. **Teamwork**: The characters come together to save Superworm from the Wizard Lizard – bees make sticky honey, snails munch leaves, the spider crafts a web which all are used to trap the Wizard Lizard and allow Superworm to escape. We would like to see a large 3D rendition of this prominent scene from the book.
7. **Photo Opportunity**: A grand finale to the trail - Superworm is saved and the animals and insects are overjoyed at his safe return! We’d like to see a large-scale display of the kingdom together again, serving as a final photo opportunity for our visitors before they leave.

**Miniature Scenes**

We would like 5 miniature scenes (the sizes of the insects and animals as we would find them in the wild) displays of the story. They should very accurately depict scenes from the book, but at very small scale, which could necessitate needing to be seen through a viewfinder/magnifier. It could work well for these to be incorporated into part of the wayfinding signage.

**Information Signs**

These should be fun brightly coloured signs that give instructions on what to do at each station, as well as telling the Superworm story

**Practical Considerations**

**Weather-fastness**

The Superworm trail will take place entirely outside, in April weather, which can include heavy rain, cold snaps and wind. Ensure that all paints, glues and other finishes are well suited to these conditions

**Robustness**

Over 20,000 children will interact with the installations during the festival, so they must be extremely robust. Expect that children will pull, stand on, climb, and jump on anything within the Gardens.

**Fixing**

No fixing can go deeper than 200mm into the ground, and all ground fixings will need to be CAT scanned by RBG Kew before any work begins

**Accessibility**

The installations need to be accessible to all visitors, and should be highly textured and multi sensory to cater to visitors with a range of needs

**Safety and Stability**

The stability and safety of any installations is of paramount importance. The successful Contractor will need to work with Kew’s health and safety team to ensure their designs fit our high standards for safety. While some of the installations will have staff assigned to them, some will not, so Kew cannot monitor or control the behaviour of children and their families.

Key issues to be aware of include:

* Sharp edges
* Falls from height
* Finger traps
* Objects falling over

1. **Sustainability**

RBG Kew is committed to sustainability in everything we do. Kew was the first UNESCO World Heritage Site to receive ISO 14001 certification. While considering your approach to this project please consider:

* Using natural materials where possible
* Reusing materials or objects
* The afterlife of the project—can all elements be easily re-purposed or recycled?

1. **Project Management**

**Approvals**

The *Superworm* content is used under licence to Magiclight Pictures. All installations will need to be approved by Magiclight. They have a one week turnaround on deisngs, so this should be factored into the design schedule. The successful Contractor will receive a copy of the Magiclight style guide and a set of assets to work with. so these should be

**Maintenance**

The Contractor will be responsible for all maintenance and repairs required during the festival run. The Contractor must ensure that there will be staff available to carry out this maintenance at short notice.

1. **Health and Safety**

All Contractors on site as part of RBG Kew must adhere to Kew’s standards for Health and Safety, an overview of which can be found as part of the Contractor’s Code of Practice. The successful Contractor will need to submit a risk assessment and method statement for all work taking place on site. This should be site and project specific and should include:

* PPE requirements
* Lifting plans
* Working at height plans
* Safe use of power tools