

Part 1: Instructions To Tender

Contract Reference: RBGKEW1115

Wakehurst Easter Festival 2023

 This document is for information

**INTRODUCTION**

We are looking for imaginative and resourceful production companies who are experienced in creating high quality, playful and engaging projects. You will be curious in developing ways to inspire, create and encourage moments of connection in public spaces, and will have a strong track record for collaboration, reliability, robustness, high finish and prompt project delivery.

**OVERVIEW**

In 2023 Wakehurst are partnering with Superworm for our popular Easter Festival.

Our creative Easter programme will run from Thursday 30th March - Sunday 16th April 2023.  A hugely popular festival, we regularly receive over 3,000 visitors each day who directly interact with the programme content.

The programmed content will include 6-8 ‘visual moments’ at least 3 must be interactive and up to 8 interpretative signs along the route.

**BUDGET**

A TOTAL budget of up to **£30,000** **(excl VAT)** for all deliverables.

This includes design, fabrication, installation, deinstallation and contingency.

The content will be developed collaboratively between the appointed supplier and RBG Kew at Wakehurst. There will be regular stages of approval required by RBG Kew and the licensor, throughout the design process.

**CREATIVE BRIEF**

**Main Trail**

The Wizard Lizard has lost his magic flower, can you help Superworm find it before the Wizard Lizard does. But with all these magical plants around, it’s hard to know which one it is! ​ You’ll need all of his friends to help but watch out for that Crow…!

This programme will take the form of a “trail” with six - eight stops along the way, each with its own installation or interpretation. For this programme, we would like the following:

* Six - eight “installations”, one for each stop of the trail. These can be static, but we would like a minimum of three installations to be interactive.
* Six - eight interpretation signs needed for the trail experience.

As part of the creative response, we would like you to come up with designs for four of the proposed installations using the following suggestions:

1. A Superworm skipping rope
2. Honeycomb hopscotch
3. Interactive Wizard Lizard Magic flower (if could spin / disperse seeds / make noise / emit a smell)
4. Wizard Lizard magic mirror, (Could we look like Wizard Lizard or the mirror change our appearance​)

**Activity trail**

Superworm is hungry, help him find microbes to eat from the soil. Meet and eat the microbes (Bacteria / fungi / Protozoa/ viruses / nematodes).

This trail will involve visitors finding 8 – 10 microbes in the garden. When they’ve spotted them all they will win a prize.

As part of the creative response, we would like you to come up with 2D designs for bacteria and suggest how they might be hidden.

**Interpretation panels**

We would also like you to propose a design and fixing for the interpretation panels at each stop, these will each feature a character from the book, alongside a flower and text.

**DESIGN AND FABRICATION GUIDANCE:**

* The main trail creative will be based around the ‘Superworm’ book
* Designs should be fun, engaging and provide interactive experiences to connect with the landscape whilst providing ways to learn about the importance of plants.
* Our target audience is families, and the content should engage with children from 3 –8 years
* Designs should be highly textured, visually rich and tactile - every surface will be covered
* Installations should be able to be fully explored, visitors are able to touch everything,
* Installations should conform to RBG Kew H&S regulations in terms of use of materials and access.

Your response should consider the following:

* Number of visitors interacting (circa 15,000 per week).
* You need to demonstrate the fabrication and design is robust and safe for the volume of visitors that will interact.
* The commission should be accessible to visitors with disabilities.
* Works will be placed outdoors and must withstand all weather conditions and last for the duration of the festival
* The experience runs for at least 2 weeks and must endure for this length of time - bearing in mind wear and tear.  The work must be fully fireproofed
* Impact - How will you ensure that the content will stand-out in the landscape?
* Sustainability - The materials should be as sustainable as possible and be able to be recycled or reused. We would need to see evidence of this at manufacture stage.
* Anything proposed near or around our living collection (trees) would need to be confirmed by our Horticulture specialists. Protection of our trees is of upmost importance
* Some sites will be staffed however the content should be created without the need for staffing support
* Interpretive signage should be integrated in a creative manner within the design and must appear as ‘part of a whole’ i.e. it will contribute to the overall ‘look, feel and explanation’ of the programme.
* The commission must be designed for minimal maintenance, please think carefully about this and associated costs this may incur. Kew’s events team may undertake small general maintenance (cleaning and fixing with glue only) however the appointed supplier would be contacted if bigger issues arise.
* Appropriate time and skill should be allocated for install and derig

Some guidance on what we know works well:

* Visually impactful
* Element of surprise / mystery
* Lots of visitors can experience at one time
* Interactive

What doesn't work well:

* Flats / photo stand-ins
* Having to queue for the experience
* Not robust enough

**Please note** we are only asking for 4 ‘installation’ designs as part of the procurement, but the overall project requirement will be for 6 -8 ‘installations’ for the main trail, as well as eight interpretative signs, and 8-10 2D pieces for the activity trail.

**TIMELINE**

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| --- | --- | --- | --- | --- | --- | --- |
| **Oct** | **Nov** | **Dec** | **Jan** | **Feb** | **March** | **April** |
| Procurement | Design and approval process | Design and approval process | Finalise design approvals | Production | Production, delivery and rig | De-rig |