

Award of a contract for a three-part programme "immersive projection show with a focus on Monet" for Visiodrom GmbH

Here: Invitation to tender

In case of discrepancies in the translations, the original version (German) shall prevail.

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Wuppertal (Germany), 15.12.2021

Visiodrom GmbH awards the contract for the creation of an immersive projection show on the theme of Monet and Impressionism, in short Monet show (target length 15-20 minutes) until 15.02.2022. In addition, a short welcome film (target length 3 minutes), which introduces and welcomes the guests, as well as a free artistic immersive work (target length 3 minutes), which increases the overall attractiveness of the programme for young people.

This will be the Visiodrom GmbH's main programme 2022. The programme start date is 01 June 2022. The Monet show is primarily immersive and secondarily entertaining in character, and will be accompanied by an exhibition delving into the theme. In combination, the Monet Show and exhibition create an experience that gives visitors insights into Monet's work and his time, regardless of their previous education.

The welcome film should immersively introduce the location of the Visiodrome, the city of Wuppertal, as more than 60 percent of the visitors come from outside. It has to impress via the graphic works and be comprehensible at the same time. The "look and feel", the graphic impression and the exact storyline are to be proposed by the contractor in consultation with the client. The free graphic work primarily appeals to young people, the "music video generation", and makes them dream and fly. Composed to impressively fitting music, the contractor can make full use of his entire repertoire of colour and form. An implied basic message is not necessary here. The work leaves its viewers impressively amazed. The works of the Moment Factory (e.g. Aura, Notre-Dame, Montreal, 2021) or the works of the Immersiv Art Festival (2019, Atelier de Lumier, Paris) can be used as orientation and inspiration here.

The totality of all three productions will hereinafter be referred to as the "Show Production".

You are hereby invited to submit a proposal for the creation of the three-part programme described above, taking into account the services described below.

The following main specifications apply to the awarding of the contract:

I. Background and objectives of the awarding of the contract

Visiodrom GmbH operates the world's first Visiodrom in the Gaskessel Wuppertal, a listed MAN disc gas tank from 1952. In this almost round room, 38 metres in diameter and 47 metres high, alternating immersive projection shows run on 6,100 square metres of screen, distributed over five different surfaces. Here, the visitor is surrounded by the theme and can immerse himself completely in it. The immersive presentation in the Visiodrom is comparable, for example, with the L'Atelier des

Lumières in Paris or the Kunstkraftwerk in Leipzig. The main aim of the Monet show is not to tell a story along the lines of classic film drama, but to address the viewer as intensely as possible. Independent of the subject matter, this type of presentation serves to offer the guest an experience beyond the experience itself, which ideally leads to an open interest in the subject matter offered through an emotional touch. The connected exhibition captures the interest that has arisen with the content presented there and completes the visit to the Visiodrom.

The Monet show, together with the welcome film and the free graphic work, serves to shape the main programme of the 22/23 season and addresses the entire spectrum of the population. In order to bring the highly cultural theme of Monet and Impressionism closer to target groups who are not familiar with the subject, the free work addresses and picks them up once again.

The visual language, narrative style and general form of presentation of all productions are to be chosen and staged in such a way that socially distant groups will experience the best entertainment and viewers with an affinity for the subject will be able to experience Monet's work in a new way.

The project is supported by public funding from the Federal Government Commissioner for Culture and the Media (BKM), the State of North Rhine-Westphalia and the City of Wuppertal.

For further information on the Visiodrom, please visit the website www.visiodrom.de. There you will also find information on the currently running immersive show HUMANS.

Remuneration for the services rendered is paid in accordance with the contractual agreements after proof of achievement of the corresponding performance targets.

II. Performance description

We expect a trusting and goal-oriented cooperation with our internal production team. The advertised show production is essentially subject to the following requirements:

Monet part:

- An immersive, effective show of about 20 minutes is to be created and handed over to the client ready for performance in the desired format.
- The Monet show will be staged exclusively with works by the painter himself. Exceptions require a logical or narrative reason (e.g. a painting by Edouard Manet showing Monet painting in a landscape) and are to be discussed with the client in advance.
- The scientific advisory service checks all visualisations for their art-historical accuracy. Unlike most other (Monet) shows, this claim is an integral part of the production here.
- The visual narrative of the Monet show is to be optimally adapted to the spatial geometry of the Visiodrome. (Pre-visits can be arranged at any time with the contact listed below).
- The key positions of the performing team of experts (director, FX supervisor, editing, sound) are to be communicated to the client without being asked before the start of the production.
- The script shall be provided. It serves the general understanding of all trades involved and can be interpreted and changed in consultation.
- The production schedule includes sufficient rehearsals in the Visiodrom to guarantee the immersive spatial effect of the individual sequences.

- During the production phase, work samples and insight into the current status of the production are to be provided for the client at short intervals and upon request.
- A finished sound and music mix is part of the commission.

Part Welcome Film:

- An immersive, effective film of about 3 minutes is to be created and handed over to the client ready to be shown in the desired format.
- The content of the welcome film is to be designed in such a way that the viewer learns how rich in sights and special features Wuppertal is. The film should paint a picture of a lively, multi-layered city. The script must be agreed with the client in advance and approved by him.
- An impressive and imposing visual language without the use of real images is just as important as factual accuracy. Ideally, each statement and idea is presented with an animation sequence with its own effects. Meaningful groupings are possible.
- Extended suggestions can be made, such as the location of Wuppertal in the federal state, as long as the reference to the city is given.
- The visual narrative of the welcome film is to be optimally adapted to the spatial geometry of the Visiodrome. (Previews can be arranged at any time with the contact listed below).
- The key positions of the implementing team of experts (director, FX supervisor, editing, dubbing) are to be communicated to the client without being asked before the start of production.
- A first draft of the script is part of their offer.
- Sufficient rehearsals in the Visiodrom are planned in the production schedule to be able to guarantee the (immersive) spatial effect of the individual sequences.
- During the production phase, work samples and insight into the current status of the production are to be guaranteed for the client at short intervals and upon request.
- A finished sound and music mix is part of the commission.

Part free graphic work:

- An immersive, effective film of about 3 minutes is to be created and handed over to the client ready for performance in the desired format.
- The client does not want to specify any content for this work. The freedom of creativity prevails here. Production examples have already been mentioned above and can also be discussed in more detail on request in the run-up to the submission of the offer via the contact mentioned below.
- The target group is younger people who are not oriented towards the content of classical high culture. Ideally, the power of the presentation is so intense that the target group decides to visit the Visiodrom only because of it.
- An overt or covert link to the theme of Monet/Impressionism is desired, but must not be at the expense of visual opulence.
- The pictorial and spatial effects of the work are to be optimally adapted to the spatial geometry of the Visiodrom. (Previews can be arranged at any time with the contact listed below).
- The key positions of the performing team of experts (director, FX supervisor, editing, sound recording) are to be communicated to the client without being asked before the start of the production.

- A first draft of the script is part of their offer.
- Sufficient rehearsals in the Visiodrom are planned in the production schedule to be able to guarantee the (immersive) spatial effect of the individual sequences.
- During the production phase, work samples and insight into the current status of the production are to be provided for the client at short intervals and upon request.
- A finished sound and music mix is part of the commission.

It is further expected that the contractor(s) possesses the following basic skills and/or qualities:

- Several years of experience and work samples for the creation of immersive projection shows.
- Able to offer the client all the services required to complete the job on time "from a single source". Team of experts (in-house or permanent network), see above.
- A high level of general knowledge in order to be able to incorporate current trends into the production.
- An expertise in Monet and Impressionism is helpful.
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III. award criteria and tender evaluation

Visiodrom GmbH will award the contract to the most economical bid. This will be determined on the basis of the criteria described below.

The evaluation is carried out for each award or sub-criterion by awarding 1 to 5 evaluation points. The points awarded are then weighted. For this purpose, the evaluation points awarded for a criterion are multiplied by the respective percentage weighting. This results in the weighted score achieved for the respective award criterion or sub-criterion. An addition of all weighted scores results in the total score. The bid that achieves the highest total score is awarded the contract.

1. Price (weighting: 30%)

The price-based bid evaluation is based on the total gross price offered (bid price).

The lowest gross bid price remaining in the evaluation (price minimum) is used as the reference value and receives the maximum number of points in this category. The percentage deviation from the reference value is then decisive for the evaluation of the gross bid prices of the other bidders. The deduction of points from the maximum score of 5 points is made in the same proportion. This system is implemented by the following formula:

$$\text{[[points]]}_{\text{bidder}} = \text{[[price]]}_{\text{min}} / \text{[[price]]}_{\text{bidder}} \times 5.$$

The evaluation points are awarded with an accuracy of two decimal places.

2. Quality (weighting: 70%)

For the evaluation of the quality of the offer, the following sub-criteria will be evaluated separately:

- a) Previous experience in designing and producing immersive projection shows. (20%)
- b) Experience in projection mapping, indoors or outdoors. The background is to optimise the spatial effect of the Monet show in the Visiodrom. (15%)
- c) Implementation capability: the contractor must have an established production network or sufficient in-house capacity for all required trades. (20%)
- d) Reference projects in the field of immersive experiences on the theme of non-living artists (painters preferred). (20%)
- e) General experience in vertical storytelling with images without narrator. (5%)
- f) Appropriate visual language and implementation concepts for chapter stories and sub-stories combined with the emotional impact of music. (20%)

The documents submitted with the bid are decisive for the qualitative evaluation of the bid. Additional, resulting experience and qualifications of the bidder in the above-mentioned areas will be evaluated separately as sub-criteria.

The decisive factor for the awarding of points is that Visiodrom GmbH is interested in the best possible show experience and a perfectly organised work process in every respect.

Visiodrom GmbH reserves the right to set a minimum score of 2 in for each sub-criterion in order to guarantee a consistently high quality for the Monet Show. A bid that falls short of this value for a criterion will not be considered for the award of the contract.

3. Weighting of the productions among each other

The Monet Show is the main programme and goes into the bid evaluation at 80 (eighty) per cent. The welcome film and the free work each account for 10 (ten) per cent. Partial commissioning with individual productions is not possible. Visiodrom GmbH reserves the right to set a minimum score of 2 for each sub-criterion in order to guarantee a consistently high quality for the show production. A bid that falls below this value for a criterion will not be considered for the award of the contract.

IV. Requirements of the offer

If you are interested in the contract described above, please send us your written offer including the requested script drafts by 15 February 2022, 23.59 hrs at the latest, to the following address:

Visiodrom GmbH
Mr. Dirk Emde
Friedrich-Ebert-Str. 130
42117 Wuppertal

Or electronically to

emde@visiodrom.de

Bids that are not submitted in due form or time will not be considered for evaluation. You are welcome to add supplementary documents and work samples to your bid at your own discretion.

If you have any questions regarding this invitation to tender, please do not hesitate to contact Christian Höher, Tel.: 0174-9847903; hoeher@visiodrom.de.