



## **Design for Gamer’s Village at the Saint Louis Science Center**

Request for Proposals

**4/2/2018**

## 1 Introduction

The Saint Louis Science Center traces its roots to the Academy of Science of St. Louis, founded in 1856 as the first scientific organization west of the Mississippi River. In 1959, the Academy created the Museum of Science and Natural History in Clayton’s Oak Knoll Park. When the Metropolitan Zoological Park & Museum District (ZMD) was formed in 1971, the Museum of Science and Natural History became a member and in 1984 the Museum acquired the James S. McDonnell Planetarium from the City of St. Louis. After extensive renovations, the two reopened in 1985 as the Saint Louis Science Center.

The Saint Louis Science Center was named a Smithsonian Institution Affiliate, the first in the St. Louis region, in 2016. This title provides access to Smithsonian artifacts, traveling exhibits, and educational collaborations locally and nationally.

The Saint Louis Science Center features more than 700 interactive exhibitions in ten galleries, including GROW, Mission: Mars, Life Science Lab, Makerspace, Discovery Room, Ecology and Environment, Structures, Liftoff and Experience Energy. In addition, guests can see science in action through Amazing Science Demonstrations at Center Stage, enjoy a film experience at the OMNIMAX® Theater, and gaze at the stars at the James S. McDonnell Planetarium.

In 2011, Bert Vescolani joined the Science Center as President and CEO, leading a team of 225 staff members and more than 400 volunteers. Today the Science Center serves more than one million people each year, and is one of the nation’s 25 largest museums. It provides hands-on, informal learning opportunities for visitors of all ages and backgrounds and has built a national reputation for programs and exhibits, community partnerships, and visitor experience.

SLSC’s mission is *to ignite and sustain life-long science and technology learning* provides the foundation and ability to pursue opportunities and partnerships that help present current scientific topics and issues to the community. Respondents to this RFP are encouraged to review SLSC’s website at [www.s/sc.org](http://www.s/sc.org) to gain a better understanding of our setting, character, and mission.

## 2 Project Overview

### Project Background

The Science Center’s SEE (Science + Education + Experience) division has challenged itself to think differently in the coming months about how the Science Center’s exhibitions interact with our guests. We are in the process of developing an experience, focused on the topic of E-Gaming that utilizes play-based and group learning engagement strategies. We also would like to create a participatory experience that has the ability to respond, almost in real-time, to our audience’s needs.

Two questions driving the development of the experience, ultimately guiding the vision for this project are:

*What if we created an exhibition that was specifically aimed at Teens and Tweens?  
Would this change the value of an SLSC family membership?*

*What are the benefits and impacts of allowing an audience group to be co-creators?  
What can we learn from this approach?*

Asking these questions has established two key project goals that respond to these hypotheses, respectively:

1. Develop a learning space that engages SLSC’s regional Teen and Tween audiences.
2. Engage our Youth Exploring Science (YES) teens as team members in the development and design process of this project.

To successfully meet these two goals, SLSC is seeking a creative agency with experience in exhibition and/or environmental design to act as a team member in the role of experience designer. The experience is expected to utilize current technology, best practice engagement strategies for the

Teen and Tween audience, and be designed in a flexible manner to allow for additions and changes to be made over the run of the experience.

The experience will be located on the first floor of the Science Center just inside the front lobby. The creative agency chosen will provide 3D and 2D design services to create this immersive and dynamic environment that communicates the content of the experience in a compelling, interesting and creative way. SLSC expects the creative agency chosen to act as a member of the SLSC core team for the project, working alongside SLSC team members in a collaborative way.

The experience is scheduled to open in October of 2018 in SLSC’s Central Gallery (approx. 8,100 sq.ft.). The SLSC team will be responsible for content development, research, writing, fabrication and installation of the experience. All requirements in this document are subject to change.

### Curatorial Context

Games are a part of our daily lives and influences us in a myriad of ways. This experience seeks to present the impact of games on our lives in a fun, playful, and interactive way. The specific focus will be on how the evolution of gaming technology – from ancient games to board games to video games – affects human psychology and neurology. Content will include concepts of learning through play; why gaming is central to the human experience; the neurological effects of gameplay; and the ascendance of gamification.

### Design Inspiration

SLSC is expecting the final experience to incorporate several participatory experiences that provide group and play-based learning engagement strategies. Final design should be unexpected, graphic, contemporary, and bold. Inspiration can be found in these installations.

- Museum of Ice Cream - <https://www.museumoficecream.com/>
- Meow Wolf – <https://meowwolf.com/>
- *The Art of Video Games*, Smithsonian Museum of American Art - <https://americanart.si.edu/exhibitions/games>
- *Game Masters*, The Franklin Institute - <https://www.fi.edu/exhibit/game-masters>
- *3M Life Lab*, SXSW - <http://softlabnyc.com/portfolio/3m-lifelab-sxsw-2015/>
- The New School environmental design by integral Ruedi Baur - <http://www.irb-paris.eu/projet/index/id/128>

## **3 Services to be Rendered**

Under the direction of SLSC, the creative agency will collaborate with SLSC team members to lead the 3D and 2D design for the Science Center’s fall 2018 experience. SLSC understands exhibition design as three-dimensional design for didactic, interactive and immersive exhibit experiences. SLSC understands graphic design as two-dimensional design for text, information graphics, super graphics and other environmental graphics to accompany the didactic, interactive and immersive experiences.

### Planning and Meetings

- On-site, full-day kick-off meeting.
  - Morning: Meet with project manager and project director to discuss content direction; target audience needs; stakeholder expectations; and project, education and experience goals. Review project scope, schedule and budget to confirm expectations and alignment.
  - Afternoon: Participate in a design charrette with SLSC team, stakeholders, and audience members. Goals for this workshop include development of preliminary exhibit ideas, concepts, and key content.
- Conference call to review SLSC approved curatorial direction.
- On-site Concept design presentation.
- 50% Experience Design presentation (first iteration of all graphics) via conference call.
- 90% Experience Design review (second iteration of all graphics) via conference call.
- 100% Graphic Design review (final approval of all graphics) via conference call.

Design Deliverables

- Concept design presentation sharing two (2) potential design directions for the holistic experience, based on SLSC curatorial direction. Presentation to include: look and feel images; 2D and 3D concept sketches; bubble floor plans identifying key zones and spaces; and typographic, color and material palette recommendations.
- 50% Experience development package with refined 2D and 3D designs.
- 90% Experience development package with penultimate 2D and 3D designs.
- 100% Experience development package with final 2D and 3D designs.
- Detail drawing set for SLSC fabrication team to use during the fabrication and installation phases.
- Graphic bid production package with up to two (2) revisions.
- Production files for all graphics with up to three (3) revisions.

Other Expectations

- Submit timeline and project plan for all deliverables and reviews.
- Edit and thoroughly proof experience and graphic designs based on comments from the SLSC core team.
- Work with SLSC rapid prototyping and fabrication team to test ideas.
- Provide digital presentation files to SLSC to document the design process, and for SLSC’s extended use.

SLSC will complete the following tasks, and/or provide the following deliverables.

- Audience evaluation data and analysis of user profiles.
- Development of all written content.
- Management of graphic production company.
- Fabrication of experience elements.
- Installation of experience.

**4 RFP Schedule**

DATE	ACTIVITY
April 2, 2018	RFP released
April 2-9, 2018	Inquiry period
April 9, 2018	On-site walkthrough of space at 12pm CST
April 11, 2018	Answers to inquiries released
April 20, 2018	Proposals due at 10am CST
April 25, 2018	Design firm selected
Week of May 14 <sup>th</sup>	Kick-off with selected design firm
June 1, 2018	Concept design presentation
June 15, 2018	50% Experience design presentation
June 29, 2018	90% Experience design presentation/Graphic bid package due
July 6, 2018	100% Experience design presentation
July 13, 2018	Design detail drawings delivered
October 13, 2018	Expected experience opening date

## 5 Submission Requirements

Questions addressing any sections of this proposal should be addressed to Christina Carlson, Project Manager at [christina.carlson@slsc.org](mailto:christina.carlson@slsc.org).

Proposal for services are due to SLSC by 10am CST on April 20, 2017. Proposals are to be submitted by e-mail to Christina Carlson, Project Manager at [christina.carlson@slsc.org](mailto:christina.carlson@slsc.org).

Proposals should include the following:

- Summary of firm background and competencies.
- Proposed project team members.
- Three (3) recent case studies of similar projects with services listed.
- Detailed scope of services, outlined by area.
  - Project planning.
  - Experience design.
  - Graphic design.
- Schedule for services.
- Line-item fees for services.
- Three (3) professional references.
- Project workload during proposed project design schedule.

## 6 Contact Information

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