Interpretive Exhibition Design for the Saint Louis Science Center

Request for Proposals

12/5/2017
1 Introduction

The Saint Louis Science Center (SLSC) is currently requesting proposals from creative agencies with experience and expertise in interpretive exhibition design. The design specific to this Request for Proposal (RFP) is for SLSC’s 2018 special exhibition: Destination Moon. The exhibition is focused around a core experience created by Smithsonian Institution Traveling Exhibition Service (SITES).

The exhibition is separated into three sections: entry, core and exit experience. The creative agency chosen will provide exhibition design services to co-create immersive entry and exit environments that communicate the content of these sections in a compelling, interesting and creative way. SLSC will provide an interpretive plan for these sections as a basis for the design work. The creative agency chosen will also review and provide recommendations for layout of the SITES core experience.

The holistic exhibition content focuses on the Apollo 11 mission. The experience and information in the exhibition communicates content through three broad themes:

1. Entry experience discussing St. Louis and regional involvement in the space program (approx. 1,500 sq.ft.);
2. SITES exhibition with authentic objects from the Apollo 11 space program (approx. 2,500 sq.ft.);
3. Exit experience with focus on space engineering and STEM-focused interactives (approx. 3,000 sq.ft.).

Interactives, didactic panels, props, artifacts and immersive elements will be combined to create a complete experience for SLSC visitors.

The exhibition is scheduled to open in April of 2018 in SLSC’s North Boeing Hall (approx. 7,000 sq.ft.). The SLSC team will be responsible for exhibition development, research, writing, graphic design, fabrication and installation of the exhibition. All requirements in this document are subject to change.

2 Background

The Saint Louis Science Center provides hands-on, informal learning opportunities for visitors of all ages and backgrounds in the St. Louis and Midwest region. 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.

3 Services to be Rendered

Under the direction of SLSC, the Agency will co-create the exhibition design for SLSC’s 2018 special exhibition. SLSC understands exhibition design as three-dimensional design for didactic, interactive and immersive exhibit experiences. Services to be rendered include the following:

- Kick-off meeting with the SLSC team to grasp curatorial direction, target audience needs, stakeholder expectations, and education and experience goals and objectives.
- Preliminary exhibition space programming to develop square footage needs based on SLSC parameters for space function.
- Existing SITES floor plan review and recommendations on how to best present the SITES exhibition content in SLSC space.
- Co-develop floor plans for the entry and exit experiences, based on SLSC parameters for space function.
- Co-creation and refinement of entry and exit exhibit elements based on SLSC feedback and comments.
- Development of concept and design development presentation materials to communicate project development progress.
- Design development drawings for SLSC fabrication team to utilize during the fabrication and installation phases.
Other expectations of the contractor outlined in final contract scope of work:

- Submit timeline and project plan for all deliverables and reviews.
- Attend all pertinent meetings with SLSC exhibit team. Participate in-person in the following meetings:
  - Kick-off and site visit with SLSC exhibition team.
  - One (1) on-site design development presentation.
  - One (1) on-site fabrication and installation walkthrough.
  - All other remote meetings and presentations as agreed as part of the final scope.
- Edit and thoroughly proof exhibit designs based on comments from the SLSC exhibition team.
- Work with SLSC exhibit prototype and fabrication team to test ideas through rapid prototyping activities.
- Provide presentation and digital files to SLSC to document the exhibition design process, and for SLSC's extended use.

SLSC to complete the following tasks:

- Provide audience evaluation data and analysis of user profiles.
- Development of interpretive plans.
- Development and implementation of exhibition graphic design.
- Development of Detail and CAD drawings for fabrication.
- Fabrication of exhibition elements.
- Installation of exhibition.

4 Anticipated Schedule

<table>
<thead>
<tr>
<th>DATE</th>
<th>ACTIVITY</th>
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</thead>
<tbody>
<tr>
<td>December 6, 2017</td>
<td>RFP released</td>
</tr>
<tr>
<td>December 7-11, 2017</td>
<td>Inquiry period</td>
</tr>
<tr>
<td>December 12, 2017</td>
<td>Answers to inquiries received</td>
</tr>
<tr>
<td>December 19, 2017</td>
<td>Proposals due at 10am CST</td>
</tr>
<tr>
<td>December 22, 2017</td>
<td>Design firm selected</td>
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<tr>
<td>January 4, 2018</td>
<td>Kick-off with selected design firm</td>
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<tr>
<td>January 10, 2018</td>
<td>Exhibition space programming document due</td>
</tr>
<tr>
<td>January 17, 2018</td>
<td>Layout of core SITES experience complete</td>
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<tr>
<td>February 15, 2018</td>
<td>Design Development of entry and exit experiences complete</td>
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<tr>
<td>April 14, 2018</td>
<td>Exhibition open to the public</td>
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5 Submission Requirements

Questions addressing any sections of this proposal should be addressed to Kelly Floyd, Senior Director of Program Operations at kelly.floyd@slsc.org.

Proposal for services are due to SLSC by 10am CST on December 19, 2017. Proposals are to be submitted by e-mail to SLSC’s Senior Director of Program Operations, Kelly Floyd at kelly.floyd@slsc.org.

Proposals should include the following:

- Summary of firm background and competencies.
- Three (3) recent case studies of similar projects with services listed.
- Detailed scope of services, outlined by area.
  - Entry experience.
  - Layout of SITES core experience.
  - Exit experience.
- Schedule for services.
- Line-item fees for services. Fees not to exceed $45,000.
- Three (3) professional references
6 Contact Information

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