Planning and Interpretive Experience Design for The Saint Louis Science Center

Atrium Projection Experience

Request for Proposals

June 14th, 2024
1 Confidentiality

All information included in this RFP and in any accompanying attachments is confidential and only for the recipient’s knowledge. No information included in this document or in discussions connected to it may be disclosed to any other party.

2 Summary

The Saint Louis Science Center ("SLSC") is seeking proposals from qualified exhibit design firms interested in providing experience and environmental design services for the Atrium Projection Experience. This will include contract administration services for the development and installation of an interpretive video type of experience utilizing projectors, software, and hardware equipment that will create a visual, engaging, activity onto the atrium wall. This would potentially include a 3D sculptural component with a projection-mapped element. The wall of the atrium is located within the Saint Louis Science Center’s Central Atrium Space (5050 Oakland Ave., St. Louis, MO 63110).

Services desired, which are detailed later in the document, will include:

- Planning
- Design development
- Production and Fabrication
- Installation

The completion of this project is to precede a major facility development schedule, which may include a new guest lobby and central gallery. Completion of this project to conclude with an unveiling of the new experience preferably no later than the end of Q2 2025.

3 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. 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. 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 hundreds of interactive exhibits. In addition, guests can see science in action through amazing science demonstrations at the Energy Stage, enjoy a film experience at the OMNIMAX® Theater, and gaze at the stars at the James S. McDonnell Planetarium.

As one of the nation’s largest science centers, the SLSC provides hands-on, informal learning opportunities for guests of all ages and backgrounds and has built a national reputation for programs and exhibits, community partnerships, and guest experience.

SLSC’s mission “to inspire everyone to be curious and engaged in science” provides the foundation and ability to pursue opportunities and partnerships that help present current STEM topics and issues to the community.

Respondents to this RFP are encouraged to review SLSC’s website at www.slsc.org better to understand our setting, character, vision, mission, and strategy.
4 Project Overview

Project Background

The Saint Louis Science Center’s new strategic direction emphasizes the real science and STEM happening in St. Louis, with a particular emphasis on innovation and technology from the St. Louis region. Beginning in late 2024, the Science Center will begin a new capital campaign targeting the development of new guest-facing initiatives and facility upgrades to promote education of and partnerships with St. Louis based STEM businesses, job opportunities, and underlying sciences. This project will assist in serving as an inspiration for this new direction.

The Central Atrium is visible from three guest-accessible levels, with the potential area of projection covering approximately 79’ x 36’. The Atrium straddles several galleries and guest facing areas:

- The Life Science Atrium
  - Focusing on bio-medical sciences, this gallery is newly renovated in 2024 and will be the first directly relating to our new strategic direction. It is located on the 1st (Main) floor of the atrium.
- The Energy Stage
  - Centrally located on the Lower Level (Floor 0) this stage presents live science demonstrations and guest speaking engagements. It includes live stage performances, audio and visual displays, and seating for an average of 75 guests. These experiences currently activate periodically throughout the day.
- The Dino Overlook
  - A wide walkway on the First Floor between the Energy Stage and our animatronic dinosaur, this thoroughfare links the Main Lobby to the outdoor GROW (agricultural) gallery. It also serves as an observation area for the Energy Stage and for pop-up education activities.
- The Glass Elevator
  - Our largest and primary elevator linking the Lower Level through the 3rd floor. This glass elevator views the entire Atrium area.
- Lower Level, 1st Floor, 2nd Floor Walkways
  - Several pathways to our permanent and temporary gallery spaces wrap around and view the Atrium area.

Photos of the Atrium space are provided below for further clarification:
Full Atrium Wall (from 2nd Floor Guest Walkway)
Right Wall of Atrium Space (above Dino Overlook)
Left Wall of Atrium Space (Above Life Science Atrium)
Elevator and Guest Walkways (Across from Atrium Wall)
While a wide variety of experience designs will be evaluated, the Saint Louis Science Center has identified these preliminary ideas:

- Automated data visualization.
- Projected elements and/or experiential “show” experience featuring programmed content Audio/Visual displays and set schedule times.
- Projection mapping onto new physical structures within the Atrium space.
- A sculptural experience with kinetic movement and/or lighting experiences with schedules of dynamic and static displays.
- Guest-interactive elements where displays are affected or directed by guest activity directly or indirectly.
- Staff-facilitated or coordinated displays.

The experience is expected to remain intact for several years, with the ability for the SLSC staff to update content as needed to maintain relevancy.

5 Services to be Rendered

Under the direction of SLSC, the creative agency will collaborate with SLSC team members to lead the multi-media experiential design for a new Central Atrium media/experience installation that all guests will experience in the center of our main building. SLSC understands a multi-media experience may be, but not limited to, a large wall projection incorporating a variety of formats and modes with sound and the potential for a 3D sculptural element with projection mapping, all combined to create an immersive experience.

Planning Phase Deliverables

1. Project Initiation
   a. Define project scope and objectives.
   b. Identify stakeholders and team members.
   c. Establish project timeline and milestones.

2. Needs Assessment and Planning
   a. Solicit SLSC staff input from all departments affected by this new experience.
   b. Define the requirements for video wall or other projected elements (size, resolution, content).
   c. Plan the layout and position of projectors and lighting.
   d. Plan the layout and position of physical structures (if applicable).
   e. Determine hardware and software requirements.

Design and Development Phase Deliverables

1. Design Phase
   a. Develop a detailed technical design for the video wall system.
   b. Create sketches and/or renderings suitable for fundraising.
   c. Create a holistic “style guide” for colors, fonts, graphics, etc.
   d. Specify the equipment technology (projection, lighting, audio, controls, etc.).
   e. Create a layout and wiring diagram.

2. Content Creation and Integration
   a. Develop, acquire, or research content in collaboration with the SLSC team.
   b. Test content playback and transitions.
   c. Develop a fabrication and installation cost estimate.

3. Design Development Presentation
a. 50% Experience Design Presentation
   i. Produce and submit rough and fine-cut versions of the projection(s) for review, approval, and revision as required.
   ii. Develop and submit a prototype of the sculpture concept for review, approval, and revision as required.

Production and Installation Phase

1. Prepare a production schedule that outlines milestones and deliverables.
2. 75% Experience Production Presentation on-site to SLSC executive level for review and approval
   a. Produce and submit fine-cut versions of the projection(s) for review, approval, and revision as required.
   b. Develop and submit an advanced prototype of the sculpture concept for review, approval, and revision as required.

3. 100% Experience Production Presentation
   a. Produce and submit final fine-cut versions of the projection(s) for review, approval.
   b. Submit a final prototype of the sculpture concept for review, approval.
4. Fabricate of sculptural element(s) and final cut version of digital projection(s).
5. Coordinate installation and deployment of hardware, software, physical elements, and system testing with the Science Center team.
6. Extensive testing and training of SLSC staff to maintain equipment and troubleshoot repairs.
7. Close out and warranty.

Other Expectations

- Provide digital presentation files to SLSC to document the design process and for SLSC's extended use.
- Create templates, resources, or other capability for experience updates from SLSC team.
- Discussion and planning for continued component and content serviceability.

SLSC will complete the following tasks and provide the following deliverables.

- Background information about Science Center audiences based on existing audience data.
6 Preliminary RFP Schedule and Project Timeline

Proposed project timeline subject to change with the approval of SLSC. Submit preferred timeline along with response to RFP.

<table>
<thead>
<tr>
<th>DATE</th>
<th>ACTIVITY</th>
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<tbody>
<tr>
<td>6/14/2024</td>
<td>RFP released.</td>
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<tr>
<td>6/15 - 6/26/24</td>
<td>Inquiry period.</td>
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<tr>
<td>7/10/24</td>
<td>Answers to inquiries released.</td>
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<tr>
<td>7/31/24</td>
<td>Proposals are due at 10 a.m. CST.</td>
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<tr>
<td>8/14/24</td>
<td>Design firm selected.</td>
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<tr>
<td>8/17 - 8/10/24</td>
<td>SLSC and design firm contracting.</td>
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<tr>
<td>9/15/24</td>
<td>Kick-off with selected design firm.</td>
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<tr>
<td>9/22/24</td>
<td>On-site, one day design charrette with the SLSC team, stakeholders, and audience members.</td>
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<tr>
<td>9/22/24</td>
<td>Planning and Strategy.</td>
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<td>10/22/24</td>
<td>Design and Development.</td>
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<td>11/29/24</td>
<td>Production and Fabrication.</td>
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<tr>
<td>8/13/25</td>
<td>Expected experience opening date.</td>
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7 Proposal Submission Requirements

Your response should include the following:

1. Name and address of firm submitting proposal.

2. Description of the firm’s services and abilities that relate directly to this request, as well as a brief general resume’ of the firm.

3. Identification of a diverse team who may be assigned to the account, their education, experience, and qualifications.

4. A list of clients that may be contacted for which the firm has provided similar services. Previous experience with museums, cultural institutions, or similar businesses will be viewed as a positive.

5. Fabrication history or identify all potential firms or partners proposed to provide sub-contracting services on this engagement.


7. Submit detailed costs using the form in this section.

8. Estimate of annual maintenance costs of the system

9. Schedule for services relating to the project lifecycle

10. Firms’ other projects' workload during the proposed schedule.

11. Explain the circumstances and outcome of any litigation, arbitration, or claims filed against your company by a client or any of the same you have filed against a client in the last three (3) years.

12. Identify your ability and willingness to have WBE and MBE involved in the project.

13. Identify any products and/or processes you use that help minimize the impact on natural resources that protect the environment and/or are energy efficient.

14. Submit the Additional Acknowledgement Page

Proposal for services are due to SLSC by 7/31/24, 10 A.M. CST.

Questions addressing any sections of this proposal should be addressed to:

Neville Crenshaw
Associate Director of Strategic Planning and Special Projects
Neville.Crenshaw@slsc.org
314-289-1433
Notice: SLSC does not obligate itself to accept the lowest-cost proposal or any proposal and reserves the right to waive any informalities in any or all of the proposals, and to reject or accept any proposal.

<table>
<thead>
<tr>
<th>INCLUDED SERVICES</th>
<th>COST</th>
<th>EXT</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Planning Phase</td>
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<tr>
<td>Project Initiation (Scope, Stakeholders, Timeline)</td>
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<td>Needs Assessment</td>
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<td>Onsite Workshop</td>
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<td>Design and Development Phase</td>
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<td>Design Phase (Technical Requirements, Style Guide, Renderings)</td>
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<td>Content Creation and Integration</td>
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<td>50% Experience Production Presentation</td>
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<td>Production and Installation Phase</td>
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<td>Production Schedule with Timelines, Milestones, Deliverables</td>
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<td>75% Experience Production Presentation to SLSC Executive Level</td>
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<td>100% Experience Production Presentation</td>
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<td>Fabrication of Sculptural/Physical Elements</td>
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<td>Final Cut of Digital Projection(s)</td>
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<td>Installation and System Testing</td>
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<td>SLSC Staff Training</td>
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<td>Close Out and Warranty</td>
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Included Services TOTAL: $

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<th>ADDITIONAL SERVICES -</th>
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Additional Services TOTAL: $

Hourly labor rate for T/M projects
ADDITIONAL ACKNOWLEDGEMENT PAGE

I certify that I am not currently an employee of Saint Louis Science Center and, to the best of my knowledge, none of my firm’s employees or agents are currently employees of the Saint Louis Science Center. I also certify that I am not related to any Saint Louis Science Center employee or member of its Board of Commissioners. (Note: If you cannot certify the above statements, please explain in an attachment.)

<table>
<thead>
<tr>
<th>Proposal Submitted By:</th>
<th>MBE/WBE Participation</th>
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<tbody>
<tr>
<td>Firm:</td>
<td>Respondent firm states that it is a certified...</td>
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<tr>
<td>Address:</td>
<td>□ Minority Business Enterprise (MBE)</td>
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<td>□ Women’s Business Enterprise (WBE)</td>
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<td>□ Neither</td>
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<tr>
<td>Signed:</td>
<td>...as described by the St. Louis Development Corporation, the economic development arm for the city of St. Louis, Missouri¹.</td>
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<td>Name:</td>
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<td>Date:</td>
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**MBE/WBE Participation is not a requirement for selection. However, failure to complete, sign, and return this Acknowledgement Page with your bid may be cause for rejection.**

¹ See information and resources provided at [Minority Business Development (stlouis-mo.gov)](stlouis-mo.gov)