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Tender

## **V&A East Wayfinding and Storehouse Interpretation Design**

Victoria and Albert Museum

F02: Contract notice

Notice identifier: 2022/S 000-026789

Procurement identifier (OCID): ocids-h6vhtk-036b3c

Published 23 September 2022, 7:05pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Victoria and Albert Museum

Cromwell Road, South Kensington

London

SW7 2RL

#### **Email**

[d.osborne@vam.ac.uk](mailto:d.osborne@vam.ac.uk)

#### **Telephone**

+44 2079422229

#### **Country**

United Kingdom

#### **Region code**

UKI3 - Inner London – West

**Internet address(es)**

Main address

<https://www.vam.ac.uk/>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Graphic-design-services./GYZ4KSTXEY>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.delta-esourcing.com/tenders/UK-title/GYZ4KSTXEY>

Tenders or requests to participate must be submitted to the above-mentioned address

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Recreation, culture and religion

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

V&A East Wayfinding and Storehouse Interpretation Design

Reference number

VA/CON/27/22

#### **II.1.2) Main CPV code**

- 79822500 - Graphic design services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

V&A East is one of the world's most significant new cultural projects. V&A East's two landmark sites will open at the Queen Elizabeth Olympic Park, east London, in 2024 and 2025.

We're seeking a design team to create the wayfinding & signage across both V&A East sites and to design the interpretation at V&A East Storehouse. We are looking for collaborators that share our vision to make arts accessible to all and who are committed to delivering cultural experiences that resonate with a diverse and underserved audience.

This is a rare opportunity to contribute towards the shaping of a new type of museum experience, one that looks behind the workings of the institution, that democratises the objects in our collection and foregrounds multiple voices and perspectives.

#### **II.1.5) Estimated total value**

Value excluding VAT: £110,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

## **II.2.2) Additional CPV code(s)**

- 92521000 - Museum services

## **II.2.3) Place of performance**

NUTS codes

- UKI4 - Inner London – East

Main site or place of performance

Inner London – East

## **II.2.4) Description of the procurement**

This brief is looking for a design team to map visitor & staff journeys at both sites, finding ways to navigate that are imaginative, bold and effective in equal measure.

The key considerations are: Adaptability, Sustainability, and Accessibility.

V&A East welcomes bids from individuals, single creative and design practices as well as collaborative bids, particularly those that are or include emerging practices, east London based practices and those that widen representation within the design team. We expect that the submission will include consultants with experience in wayfinding and signage design, and consultants with experience in interpretation design.

The scope comprises:

- a) Strategy and mapping
- b) Wayfinding and signage
- c) Interpretation at V&A East Storehouse

For more information please download the mini brief from Delta

## **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

## **II.2.6) Estimated value**

Value excluding VAT: £110,000

## **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Start date

9 January 2023

End date

30 November 2024

This contract is subject to renewal

No

## **II.2.10) Information about variants**

Variants will be accepted: No

## **II.2.11) Information about options**

Options: No

## **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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# **Section III. Legal, economic, financial and technical information**

## **III.1) Conditions for participation**

### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

Selection criteria as stated in the procurement documents.

A minimum turnover of £100k is required to be eligible for this contract.

### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

24 October 2022

Local time

10:00am

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

7 November 2022

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Graphic-design-services./GYZ4KSTXEY>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/GYZ4KSTXEY>

GO Reference: GO-2022923-PRO-21012474

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Victoria and Albert Museum

Cromwell Road

Kensington

SW7 2RL

Telephone

+44 2079422229

Country

United Kingdom