

**Irish  
Architecture  
Foundation**

**OPEN  
HOUSE  
DUBLIN**

Tender return date and time: Thursday 4 April 2019 at 5pm  
Return tender to: Irish Architecture Foundation, 15 Bachelors Walk, Dublin 1, Ireland  
Tel: 01 8747200  
Email: [sile@architecturefoundation.ie](mailto:sile@architecturefoundation.ie)

All queries regarding this tender should be directed to:  
Síle Stewart  
Tel: 01 8747200  
Email: [sile@architecturefoundation.ie](mailto:sile@architecturefoundation.ie)

*General Instructions*

Completed tender submission should be returned by email or post to be received no later than 5pm on Thursday 4 April 2019.  
Applicants are asked to read and understand the needs of the tender fully before responding.

15 Bachelors Walk, Dublin 1, Ireland  
+353 (0)1 87 47 200 | [info@architecturefoundation.ie](mailto:info@architecturefoundation.ie) | [www.architecturefoundation.ie](http://www.architecturefoundation.ie)  
Charity number: CHY 18069  
Company number 417033

Irish Architecture Foundation (IAF) is seeking tenders for the provision of contract services of a Graphic Designer for the rebrand of Open House Dublin (OHD), the design of the 2019 OHD promotional materials and integration of the OHD website into IAF's existing website:  
[www.architecturefoundation.ie](http://www.architecturefoundation.ie)

## **ABOUT THE IRISH ARCHITECTURE FOUNDATION**

Established in 2005, the IAF is an independent organisation dedicated to the promotion of architecture as culture. We encourage people to engage with their built environment, to inspire new ways of thinking about architecture.

We truly believe architecture has the power to improve the way we live and how we think about our built environment. By bringing people together from diverse backgrounds and disciplines, we can create a more inclusive conversation that will inspire a better-built environment for everyone.

## **ABOUT OPEN HOUSE DUBLIN**

Open House Dublin is a free annual festival where buildings of all types and periods open their doors to allow citizens and visitors to explore. The fourteenth edition will take place from 11 – 12 October 2019.

We delivered the first Open House Dublin in 2005 and since then it has become Ireland's largest architectural festival with an estimated 31,000 building visits in 2018.

Open House Dublin is a simple but powerful idea: showcasing outstanding architecture for everyone to experience. Buildings that aren't usually accessible to the public and buildings of architectural merit open their doors for one weekend, with tours provided by expert guides.

Since its inception, Open House Dublin has proved its potential to engage with a wide range of our city's shapers – from general public to policy-makers – highlighting the significant role that architecture can, and has, played in the evolving form of our everyday lives. Our intention is to build upon the festival's annual celebration of the county's best architecture and to inspire a better understanding of the processes and places that define us.

Through an extensive programme of talks, tours and exhibitions, it is our goal to highlight the buildings of Dublin that have altered our vision of the city over time, shaped how we live now and inspire new ways of living.

## **AUDIENCES**

OHD attendance has grown from 5,000 in 2005 to 31,000 in 2018. Featuring 170 venues/events over the Open House Dublin weekend across Dublin city and county in 2018, we expect both that both attendance and events will continue to steadily grow over the coming years. Approx 30% were first-time attenders and ranged in age from 8 to 80 (10% aged 18 – 25, 26% aged 26 – 35, 28% aged 36 – 49, 25% aged 50 -65 and 10% aged 66+). 17% were from an architectural background, down from previous years, giving OHD an 65% audience from outside of architecture. We wish to continue this trend in 2019, attracting an even broader socio-economic range of the general public as well as visitors to Dublin and the student population (particularly third level).

In 2019, we will once more run a broad marketing campaign that encompasses national media, increased street presence and online activity. We will also work with partners in the cultural sector to encourage regular cultural attenders to come to Open House Dublin, and will engage in promotional activity targeted specifically at the visitor markets. We will also collect and examine audience profile and attitudes through on-street and online surveys.

## **DESIGN TO REFLECT THE BELOW VALUES**

- The IAF wants to raise the general public's awareness of our built environment, to encourage people to examine the buildings and spaces that surround them and be interested in them.
- Through OHD, the IAF recognises and highlights outstanding quality and innovation in architecture.
- Through OHD, the IAF provides education for young attenders (through Junior Open House) as well as for returning audiences, deepening their understanding of the built environment
- Through OHD, the IAF wants to “de-mystify” architecture for first-time attenders and introduce them to a new level of understanding of their built heritage.

## 2019 GRAPHIC DESIGN BRIEF

The graphic design identity of Open House Dublin is vitally important to consolidate the identity of OHD as a quality, exciting, architectural event and a key event in Dublin's cultural calendar.

We want to continue to introduce new audiences to OHD by presenting them with a clear sense of who we are and what we do in all print and online promotional materials. In addition, it is vital that OHD, like the buildings it showcases, maintains a core sensibility of quality design and a high aesthetic value.

The overall aim in 2019 is to build on the momentum of previous years by rolling out a event centered on quality, education and access, promoted locally, regionally and nationally, to increase audience awareness and attendance and maximise the event's worth to its stakeholders, funders and sponsors. We will also take further steps to raise the event's profile to an international and visitor audience.

What do we want our graphic design to achieve?

- We want applications of the OHD graphic identity that convey quality and innovation.
- We want the OHD brand and graphic identity to be strong and identifiable throughout our communications.
- We want the IAF, as the organisation that delivers OHD, to be clearly referenced on all promotional materials.
- We want to deliver clear, concise and consistent messages about OHD to all current and target audiences (outlined above).
- Design must be approachable and appeal the OHD's diverse audience.
- Opportunity for the design to reflect and celebrate Dublin's contemporary and heritage architecture and design.
- We want OHD audiences to be empowered by OHD communications to make decisions about what buildings to visit / events to attend.
- All print material must be beautiful, easy to use and something that people will want to keep.
- We want the information on all promotional materials to be clear, and easy to read/digest, particularly date, venue and booking information.
- Ideally, we would like to see building images used in the general promotional materials.
- Printed collateral must be sustainable and recyclable.

## **OPEN HOUSE DUBLIN 2019 PROMOTIONAL MATERIALS**

**Open House Dublin Map** to promote OHD in advance and to be used as a tool during the weekend. This print item will showcase the 2019 programme, include 'how to' information and logo soup. IAF may select a number of highlight buildings/events and the IAF website should feature prominently to direct people to the website for more information. 90,000 OHD maps will be included in The Irish Times/Irish Independent 3 weeks prior to the OHD weekend and the layout will have to adhere to the printing requirements of the newspaper.

To be ready: early June.

Print run: 100,000.

**Open House Dublin Map Insert in Totally Dublin** to promote OHD in advance and to be used as a tool during the weekend. This print item would showcase the 2019 programme, should prominently feature the IAF logo and OHD dates, IAF website and logo soup.

**Totally Dublin double page Ad** Dublin to promote OHD in advance and should prominently feature the IAF logo and OHD dates, IAF website and logo soup.

**PDF printed able Map** to promote OHD in advance and to be used as a tool during the weekend.

Map is downloadable from both desktop and mobile websites.

**Launch e-invitation** for the Open House Dublin launch in early September. The invitation should prominently feature the IAF logo and OHD dates, IAF website and logo soup.

To be ready mid August.

**Launch venue dressing/design** involvement in the preparation of the launch venue in late August. This may involve the design of a projection, logo wall and pull ups.

To be ready: early September.

**IPA Poster** 60x40 billboard posters to promote OHD in the weeks leading up to the event itself. The key message on these posters is to encourage the public to come along to OHD. As the viewing of these is mainly passing car and pedestrian traffic, these should be strongly branded, eye-catching posters that prominently feature the OHD dates and website.

To be ready: early September.

Print run 100 (Liaise with IPA if required).

**Civic Media Banners** to ensure a strong street presence for OHD leading up to the event.

20750mm x 2230mm.

To be ready: early September.

Print run 50 (Liaise with Civic Media if required).

**JCDecaux** to ensure a strong street presence for OHD leading up to the event.

To be ready: early September.

Print run 15 (Liaise with JCDecaux if required).

**Audience survey** form two-sided, single colour survey forms on card, featuring approx 20 questions.

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To be ready: mid September.  
Print run 500.

**Social Media Assets** to ensure a strong online presence for OHD leading up to the event. This would include Facebook, Twitter covers, Instagram Swipes and Stories, Gif's etc.

**Balloons** to be used outside participating buildings to mark that it is part of Open House Dublin.  
To be ready: end September.  
Print run 1,000.

Depending on budget, we may also need a generic print advertisement, venue posters and additional Volunteer bibs – tbc.

## **OPEN HOUSE DUBLIN WEBSITE**

In 2019, the website will remain central to the communications strategy.

In order to maximize on the visibility of OHD and the traffic to the OHD website, we would like to integrate OHD ([www.openhousedublin.com](http://www.openhousedublin.com)) into the IAF's website. The OHD website has also reached the end of its shelf life which presents us with yet another reason to integrate it into the IAF website. The successful candidate will be expected to work through the existing code and the current CMS which is Wordpress. This integration must also work with the existing booking platform, Clearbookings.

The programme will be added continually from July, with regular email and social media updates to fans. Online lottery registration and booking will open in September for prebook and lottery tours/events operated through Clearbookings. To do this it is vital that the content management system works seamlessly so that IAF staff can easily update and edit the site.

What do we want our website to achieve?

- To integrate the OHD website into the existing IAF website and ensure that it is, first and foremost, user-friendly and easy and fast to navigate.
- To provide accurate, timely, useful information about the festival – easily finding out what's on when is vital.
- We want the IAF, as the organisation that delivers OHD, to be clearly referenced on all webpages.
- To include the existing online booking facility, Clearbookings, and work with them to seamlessly integrate their system into the website so that it is easy for audience members to use and for staff members to manage.
- To make it easier for potential audience members to attend the festival and to remove barriers to attendance.
- To raise the national and international profile of the festival.
- To make OHD look attractive to all levels of interest, from non-attenders to regular attenders.
- To integrate and improve existing features such as 'My List', 'Map' and 'Search' etc.

Desired homepage skin requirements:

- Navigation to 'Whats on', Map, Search and 'My List' are clear and visible.

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- 'Volunteer' should be prominent on the homepage.
- Homepage should clearly display 'How it works', 'Hot Tips', 'About/What is the IAF', 'Photo Comp', 'Sponsors & Partners', 'OHD Principle/special partnerships' 'OH Plus' and 'OH Junior'.
- Homepage should clearly display the OHD logo soup.

Desired online search facilities 2019:

'Whats on' page to consist of list of the entire OHD programme (alphabetical), featuring the image and link to individual building/event pages (for each event) with a photo, 40-word description and essential information (listed below). This is the 'chunkiest' and most complex part of the integration. This section should be searchable using a number of criteria: by day / area / architect / Junior OH / OH Plus / OH Building / First Come / Lottery / Pre-book.

Desired individual building/event page skin requirements:

- The lottery/pre-book buildings/events should have a 'Register now' or 'book now' button on them.
- If someone clicks this, then a pop-up should appear with registration/booking fields for details.
- Should clearly display date(s), time(s), Lottery/Pre-book/First-come, Architect/Designer/Organised by, event type (building tour, walking tour, exhibition, junior, etc), important information (access, photography, children, etc), photo, photo credit, building/event copy, link to map and 'My List'
- In some cases we may need to include a sponsors/supporters logo
- Should also encourage visitors to become a, donate now and newsletter subscription

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## **TERMS CONDITIONS OF TENDER & FEE STRUCTURE**

### 1. Conditions of Tender

- All payments shall be in Euro (€ ) only. Payment for services shall be within 30 days of receipt of invoice as per the drawdown schedule agreed.
- All payments shall be inclusive of all costs. Please indicate applicable VAT rates.
- All payments shall be guaranteed not to increase, based on an order placed within six months of the receipt of tenders.
- All payments will depend on delivery of Design Tender in agreed time parameters.

### 2. Fee Structure Requirements

- The tender shall include details a full breakdown of costs, including:
- Design of all Promotional website
- Design and build of website
- 3rd party costs incurred
- Any discounts offered for early payment

## **COPYRIGHT**

Any content, graphics or images are the copyright of IAF.

## **EXPERIENCE**

We require an agency which displays ability in both creativity and implementation. They must have previous rebrand experience and be able to provide evidence of implementing the brand through a variety of marketing assets. When working on the rebrand, the successful agency should provide a brand toolkit which displays how the brand would work across numerous platforms – including the website, promotional material and social media assets.

The design agency appointed must be able to meet all deadlines specified at the outset and the design requested should be delivered on time and within the budget agreed at the outset.

## **SELECTION CRITERIA**

In the selection of the Graphic Designer, the following criteria will apply and will be weighted accordingly:

Portfolio	- 40%
Graphic Design Industry Experience	- 30%
Price Quoted	- 30%

## **SUBMISSION OF TENDER**

Your tender should include a portfolio of previous work and outline your experience in terms of the delivery of similar projects to-date. Your proposal should also include an overall costing for the delivery of the service. Please also include any additional information that you consider is relevant to your proposed delivery of this service.

Please also include an up-to-date portfolio and CV, including the names of two referees or previous or

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current clients whom we may contact, should we wish to offer you this contract.

Irish Architecture Foundation welcomes tenders for the provision of the contract services of a Graphic Designer as outlined above, on or before 5pm on Thursday 4 April.

Please submit your proposal by or by email to: [sile@architecturefoundation.ie](mailto:sile@architecturefoundation.ie) or in writing by CV and cover letter to:

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