

# Organisation Rebrand & Website Development

Expression of Interest  
13 November 2024

## 0.0 About the Irish Architecture Foundation

The Irish Architecture Foundation (IAF) was established in 2005. It is a not-for-profit organisation that fosters and advances the culture and communication of architecture for public audiences.

The IAF is principally funded by the Arts Council, and additionally funded by the Department of Housing, Local Government and Heritage, the Office of Public Works, and Dublin City Council. It also has specific project funding from agencies such as Creative Ireland and the Housing Agency.

Across an increasingly broad range of events, programmes, and exhibitions, the IAF partners with individuals, organisations, government agencies, education institutions and civil society groups to ensure that our work builds civic pride and action, and that outcomes are impactful and transformative.



The IAF has produced award-winning exhibitions and events programmes such as Housing Unlocked and The Reason of Towns and works nationally in architecture-led placemaking programmes under Reimagine, Hometown Architect, Bog Bothy and more.

For 19 years the IAF has also delivered Open House Dublin, Ireland's largest festival of architecture, while also growing our network of international strategic and funding partners.

Our existing Strategy, Shaping Our Future, is available for more information on the organisation. This strategy is currently undergoing a refresh with the next iteration of our strategy due for publication in early 2025. The following sections in this document relate to the current strategy, all of which can be taken to be relevant to the rebrand, although it is likely the language around these will change.

November 2024.

**Irish  
Architecture  
Foundation**



IAF Temporary Venue, 2024. Photo, Ste Murray.  
Building Photo, p3: IAF House. Photo, Christian Richters.

## Overview

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## **1.0 Introduction**

### **1.1 Project Title**

'Irish Architecture Foundation (IAF) Rebrand and Website Development'

The Irish Architecture Foundation seeks to appoint a Design and Brand Agency to partner the organisation to rebrand and develop a new website.

### **1.2 Objectives**

Create and provide design guidelines on one overarching stand-out memorable brand identity and website for the IAF to represent and house all its work, projects, festivals, campaigns and programmes under a single, clear, strong, memorable, brand identity and website.

## **2.0 The Ask**

Outline Rebrand Requirements

The appointed agency will be expected to, but not limited to, action the following activity:

—Audit and assess the organisation’s current communication infrastructure in terms of digital platforms, multiple websites, working to consolidate and gather the IAF under one brand and digital roof;

—Assist in conceptualising, aligning and clarifying the currently organically-grown but potentially competing programme identities (Open House Dublin + NewNowNEXT + Reimagine + Story, Building + Housing Unlocked + Curatorial etc.) into a coherent suite, aligned under the Irish Architecture Foundation;

—Provide practical and actual web design, consolidating the IAF’s presence across digital platforms and its own website.

Full list of deliverables will be outlined in the brief to the shortlisted agencies and will include the new brand identity, brand guidelines, brand bible, brand assets and artwork alongside the new website.





Open House Dublin, 2023. Photo, Brendan Keogh.

## 3.0 Tender Process

### November

#### EOI / Credentials

Agencies are asked to submit

- short credentials
- relevant experience
- short team biogs
- up to three case studies which showcase similar projects involving rebrand and new website

in a single document **by November 29th.**

This is to be submitted in a single combined PDF document of not more than 10 A4 pages. No other format will be accepted.

Previous relevant experience is essential.

If the agency requires external third parties to fulfil any elements of the brief, or if agencies propose forming

specific collaborative partnerships to undertake and deliver this work, please include details of external providers and previous working relationships as part of the initial expression of interest.

Activity will begin in February 2025, so the EOI should confirm capacity to fulfil the work from this time and to complete the work in 2025 in accordance with the proposed timeline.

Estimated timelines will be required in the shortlisted agency's response at the next stage.

**Documents to be sent  
by 18:00 on November 29th to  
brena.cooper@architecturefoundation.ie  
and also copied to  
applications@architecturefoundation.ie**

## December

### Chemistry meetings

Following assessment of the EOI's, 4-5 agencies will be called for a chemistry meeting, on December 11 or 12, ideally in-person in the IAF offices, Dublin 1, to meet with the IAF Director and Head of Strategic Communications to discuss experience and the EOI.

Please do not bring more than 3 people and only bring the team who would work on the project.

Following the chemistry meetings, no more than 3 agencies will be shortlisted to respond to the brief and notified by December 19.

## 2025

### January

#### Brief

The shortlisted agencies will receive the brief week commencing Jan 6, 2025. (Option for clarification call



NewNowNext 2023. Photo Ste Murray

Wednesday, Jan 8).

They will have time to submit a document outlining their approach to the project, the process, the creative direction (no example creatives are required), estimated timelines for delivery and budget breakdown. The deadline for this document is January 24, 2025.

## **February**

### **Pitch**

Not later than February 5, no more than 3 agencies will be asked to present their approach in a maximum 20-minute presentation in person, Dublin 1, followed by a Q&A, with the IAF Director and Head of Strategic Communications. The total time for this presentation/interview process is approximately one hour.

### **Appointment**

The appointed agency will be notified week commencing Feb 17. 2025.

## **Tender Process Timelines**

### **November 13**

EOI goes live.

Deadline Nov 29th for Credentials and Case studies / relevant experience

### **w/c November 18**

EOI live – deadline November 29

### **w/c November 25**

EOI live – deadline November 29

### **w/c December 2**

Shortlist 4-5 preferred agencies

### **w/c December 9**

Chemistry meetings December 11,12

### **w/c December 16**

Shortlist no more than 3 agencies

## **2025**

### **w/c January 6**

Issue brief / Clarifications January 8

**w/c January 20**

Deadline for document submission January 24

**w/c January 27**

IAF Review submissions

**w/c February 3**

In person pitches. February 5

**w/c February 10**

Clarifications

**w/c February 17**

Agency Appointed



## 5.0 Budget

The entire project including creation of the new brand identity and deliverables is **€80,000 including VAT.**

Deliverables will be detailed in the brief, including rebrand, brand guidelines, brand bible, brand assets, artwork alongside the new website.

This includes all fees, related third parties and a website with CMS.

No physical merchandise is required within this budget.

The IAF accepts no responsibility and cannot compensate agencies for time and work during the pitch process.

## **6.0 Contact Details**

All questions and enquiries should be addressed to Head of Strategic Communications, Breena Cooper  
breena.cooper@architecturefoundation.ie

## **7.0 IAF Existing Websites and Channels**

The IAF currently has four websites. It also has four Instagram profiles. It is our current intention to consolidate these into distinct, single IAF websites and profiles.

### **Websites**

IAF (W) <https://architecturefoundation.ie/>

Open House Dublin (W) <https://openhousedublin.com/>

Reimagine (W) <https://reimagineplace.ie/>

Housing Unlocked (W) <https://housingunlocked.ie/>



The Reason of Towns Exhibition, Birr, 2024. Photo Peter Molloy

## Social Media

IAF (I) <https://www.instagram.com/irisharchitecturefoundation/>

OHD (I) <https://www.instagram.com/openhousedublin/>

Bog Bothy (I) <https://www.instagram.com/bogbothy/>

GapLab (I) [https://www.instagram.com/iaf\\_gaplab/](https://www.instagram.com/iaf_gaplab/)

Other

IAF LI <https://www.linkedin.com/company/irish-architecture-foundation/posts/?feedView=all>

IAF FB <https://www.facebook.com/irisharchitecturefoundation/>

IAF Vimeo <https://vimeo.com/iafarchitecture>

IAF X <https://x.com/iafarchitecture>

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