



Request for Proposal – Exhibit Designer

1.0 GENERAL

1.1 Purpose - The Wooden Boat Museum of Newfoundland and Labrador is seeking proposals for the design of two (2) new exhibits to be displayed on site in Winterton, NL.

1.2 Primary Contact

Beverley King, Project Manager
Wooden Boat Museum of NL
P.O. Box 59
Winterton, NL A0B 3M0
Telephone: 709-583-2070
Email: bkingheritage@gmail.com

2.0 BACKGROUND

The Wooden Boat Museum of Newfoundland and Labrador Inc. (WBMNL), a not for profit organization, grew out of the Winterton Boat Building and Community Museum and now serves as a Provincial body dedicated to safeguarding the Intangible Cultural Heritage (ICH) associated with the historical design, construction and working life of Newfoundland and Labrador's traditional wooden boats.

Two new exhibits are planned:

People & Place will include images, quotes, brief bios, and text that conveys of a sense of identity and connections people feel to their place(s). Boat builders and fisherpeople interviewed with WBMNL's Documentation Program will be highlighted and their stories will form the content of the exhibit. Exhibit content will be grouped into five (5) modules. The number of interpretive panels produced for each module will be influenced by design. An example of content for one (1) module might include: image of boat builder, brief biographical text about boat builder, quote(s) from boat builder, image of boat and/or image of community with brief text, and relevant quote(s) from others in community.

Why do Boats Float? will be aimed at younger audiences. Again, the number of interpretive panels produced will be influenced by design. Exhibit content will explain buoyancy, stability, and the differences between planing hulls and displacement hulls.

Diagrams and graphics to convey concepts described in text will be essential. This exhibit will also include a water table and floating objects for hands-on application of these concepts.

The look and feel of ***People and Place*** and ***Why Do Boats Float?*** should be compatible and will set the standards for visual design that can be replicated throughout the Museum in the future. The production of these two exhibits is considered the first phase of a multi-phased plan and must be considered with the long-term plans for the Museum. In anticipation of building renovations, exhibit design will be flexible to adapt to both the current floor plan (*Appendix A*) and future layout (*Appendix B*) of the building.

Future plans to re-interpret existing Museum content will shift exhibits to focus on five boat types. At that time, ***People and Place*** and ***Why Do Boats Float?*** will each be divided into these five boat types and displayed alongside additional new interpretation. Exhibit design must be versatile to allow for components to be displayed in different configurations.

3.0 SCOPE OF WORK

We are looking for an individual or company to develop the future look and feel of the Museum in the creation of new exhibits. Interpretive planning, research, and content development are not part of the services, however the successful candidate will work closely with the Museum staff to finalize exhibit text and develop design.

The following items are included in the scope of work:

- All design
- Renderings of proposed exhibit design
- Photo acquisition, illustrations and diagrams
- Text editing
- Prepare all design files for accurate production
- Visual Standards Guideline
- Provide mentoring to museum design staff person over course of project and include in graphic design work
- Consult with WBMNL staff in all phases of project development to ensure that the finished project meets organization requirements

4.0 DEADLINE FOR COMPLETION

This project must be completed by December 31, 2017.

5.0 BUDGET

The maximum budget for this project is \$40,000, excluding design fees. The budget is inclusive of all materials, fabrication and installation costs.

6.0 QUALIFICATIONS

The successful candidate will:

- Have a solid understanding of design principles for both print and display design, including production execution and estimating
- Have experience working with non-profits
- Possess knowledge of current museum trends
- Be available to provide mentoring to museum staff person on site in Winterton

7.0 PROPOSAL

Please provide a brief proposal, including:

- Brief overview of you/your company and services
- Why you/your company are well-suited to this project
- Profile of person/people who would be assigned to this project
- Process/Work plan
- Cost estimate, including all fees, disbursements and payment schedule
- Project timeline
- Creative samples and other appendices you feel are essential.

8.0 SUBMISSION PROCEDURES

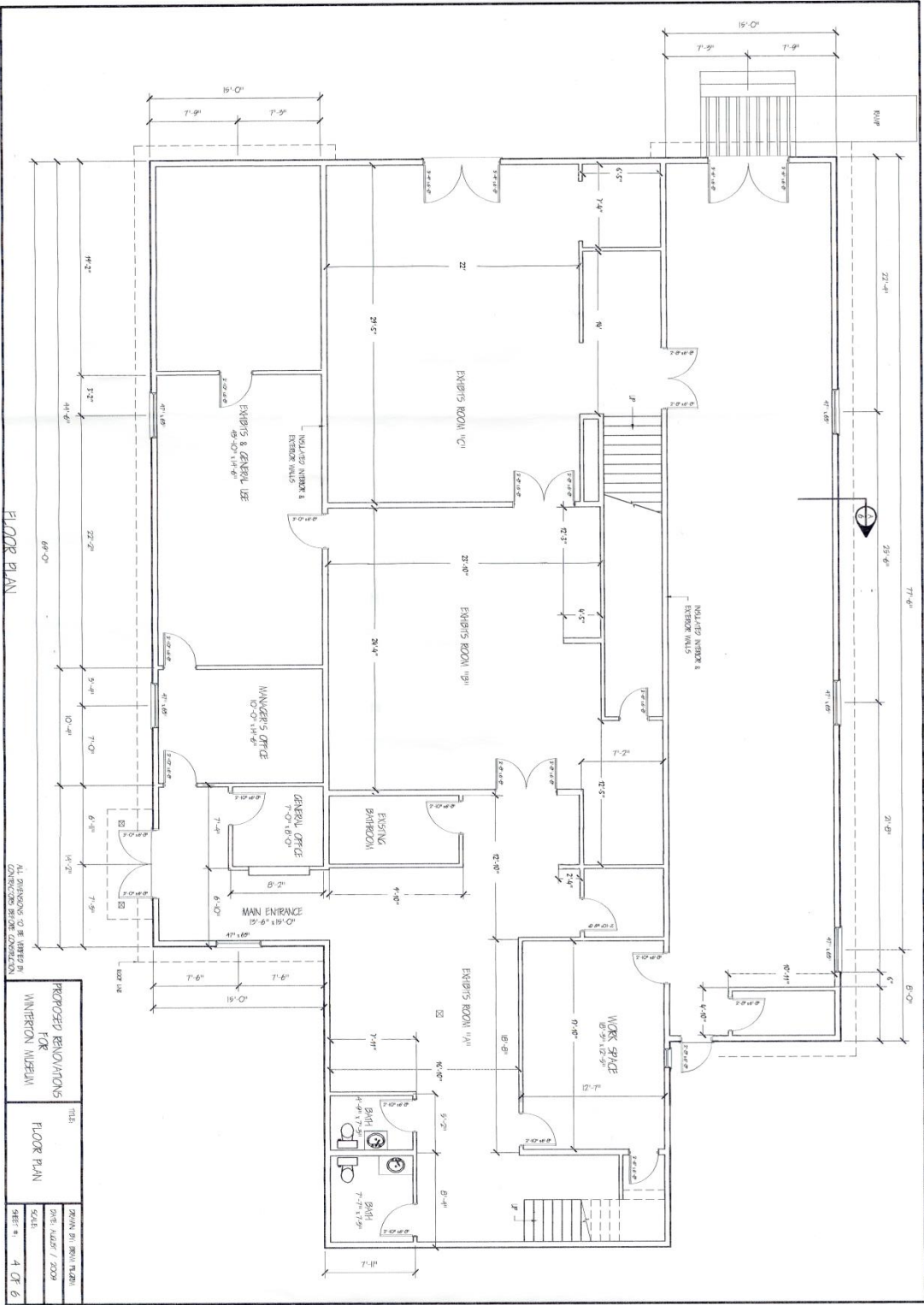
8.1 All respondents must submit one (1) electronic copy of their proposal (in PDF format) containing the detailed information to fulfill the project deliverables to bkingheritage@gmail.com. Proposals shall be clearly marked: **WBMNL Request for Proposals – Exhibit Designer**. Deadline to submit proposals is March 31, 2017.

8.2 Wooden Boat Museum of Newfoundland and Labrador reserves the exclusive right to reject any and all proposals. It is noted that there will be no payment for the preparation and submission of proposals with respect to this request.

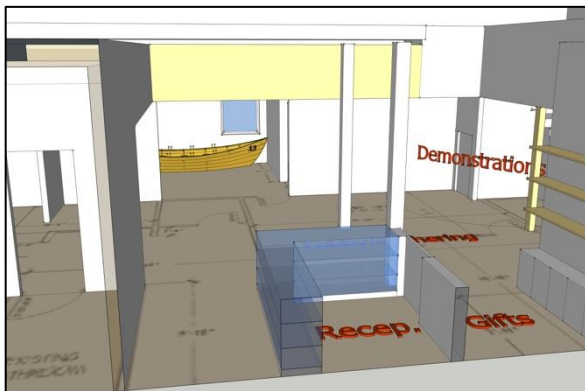
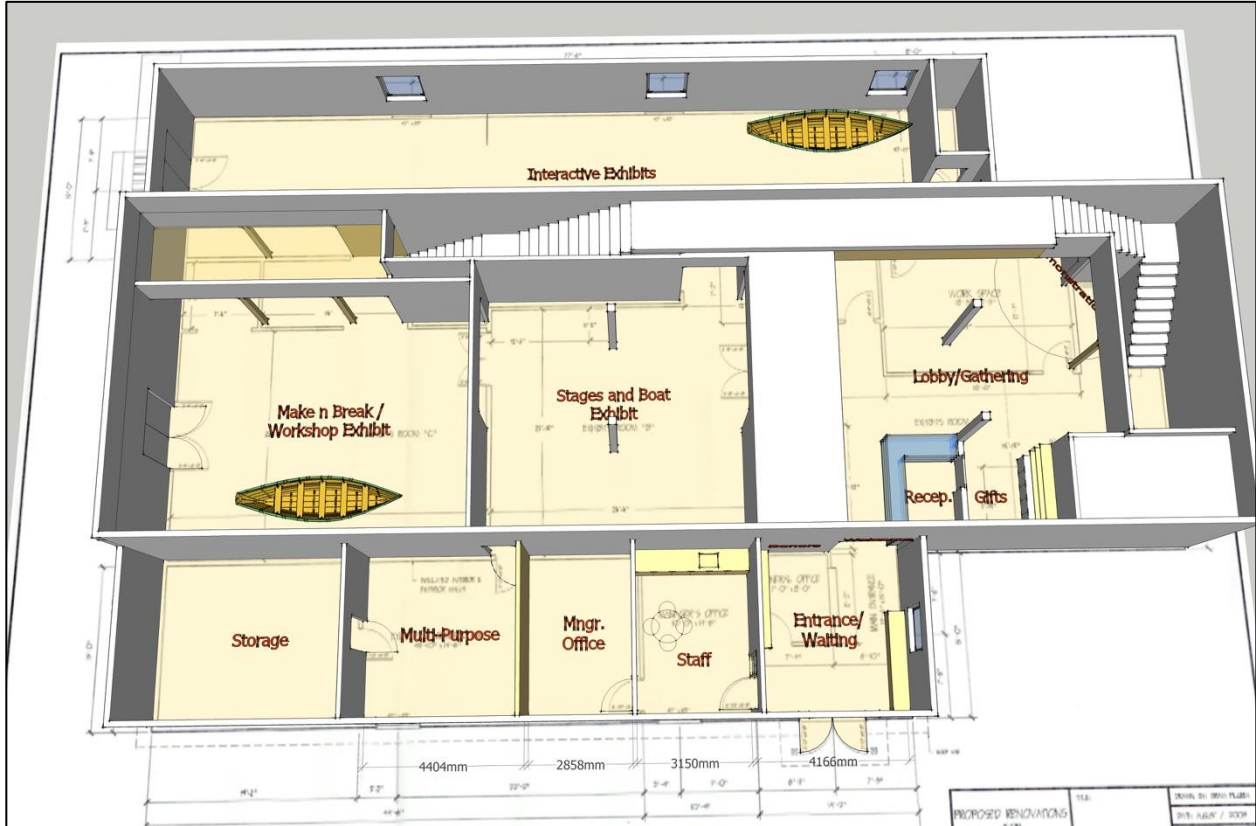
8.3 All inquiries relating to the preparation of the work proposal from this Request for Proposals should be directed to:

Crystal Braye, Folklorist
Wooden Boat Museum of Newfoundland and Labrador
Telephone: 709-699-9570
Email: folklore.wbmn1@gmail.com

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APPENDIX A



Wooden Boat Museum of Newfoundland and Labrador
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APPENDIX B



Additional images available upon request.