

# OPEN-CALL FOR DIGITAL PROJECTS AT THE NATIONAL MUSEUM OF SINGAPORE

## CATEGORY 1: PROTOTYPE PROJECTS

Organised By:

**N S M**  
**National Museum  
of Singapore**

**digimuse**

# DIGITAL PROJECTS AT THE NATIONAL MUSEUM OF SINGAPORE – CATEGORY 1: PROTOTYPE PROJECTS

## ARTISTS AND CREATORS' BRIEF

### EXECUTIVE SUMMARY

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This call for digital project proposals is open to Singaporean and Permanent Residents<sup>1</sup>. The Prototype Projects category offers support for proof-of-concept projects in development that effectively demonstrate the use of new digital technology. Successful applicants will be given the opportunity to further develop the project upon selection of the open call panel.

The selected proposal should be in line with the themes of museology, heritage, research and gallery experience. The proposal should also demonstrate an original use of digital mediums and immersive technology in innovative ways. A cross-collaboration of ideas and projects between creators and innovators will be prioritised. Selected projects will be presented under the DigiMuse umbrella, a programme spearheaded by NMS.

Submissions will be reviewed by a panel of industry experts and the selected entries will be awarded in April 2018. The panel of judges reserves the right to conclude the Open Call with no award should there not be any suitable proposals received. The final entries will be showcased in August 2018.

## 1. BACKGROUND

### About the National Museum of Singapore

With a history dating back to 1887, the National Museum of Singapore is the nation's oldest museum with a progressive mind. Its galleries adopt cutting-edge and multi-perspective ways of presenting history and culture to redefine the conventional museum experience. A cultural and architectural landmark in Singapore, the Museum hosts innovative festivals and events all year round—the dynamic Night Festival, visually arresting art installations, as well as amazing performances and film screenings—in addition to presenting thought-provoking exhibitions involving critically important collections of artefacts. The programming is supported by a wide range of facilities and services including F&B, retail and a Resource Centre. The National Museum of Singapore re-opened in December 2006 after a three-year redevelopment, and refreshed its permanent galleries and re-opened them in September 2015 for Singapore's Golden Jubilee. The Museum celebrated its 130<sup>th</sup> anniversary in October 2017.

### About DigiMuse

The DigiMuse programme is a new initiative by NMS, aimed at building a vibrant cultural sector that is invested in digital innovation. DigiMuse seeks to engage with the wider digital-technology industry to encourage creative experimentation in cultural spaces. The programme invites artists, technologists and culture professionals to co-create digital projects, and provide

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<sup>1</sup> International firms/individuals interested in participating in this Open Call may form a collaboration with a Singaporean or Permanent Resident firm(s)/individual(s) to submit a proposal.

considered interventions aimed at showcasing the possibilities of integrating culture and technology.

## **2. TARGET AUDIENCE**

The proposed project should relate to both the general local public and international visitors alike. It could also be beneficial to museum professionals in their daily work. Ultimately, the project should demonstrate a clear digitally-focused concept and framework.

## **3. COMMISSION**

The projects presented in this category should incorporate the use of digital mediums within the context of a museum. They should encapsulate innovative content that has the potential to excite and engage with the community and larger audiences.

There are no preconceived ideas regarding medium or breadth of the proposed project. However, applicants should effectively aim to utilise the relevant materials within the museum – this can be through research, the National Collections or the museum's site; or through applications for gallery experience, visitorship, accessibility, etc.

Digital technology has an immense capability to transform any space, particularly that of a museum, and the selected project should demonstrate this clearly. It should aim to enliven NMS, and engage with all visitors and audiences.

The following considerations should also be taken into account:

- Increasing public awareness of digital technology in a museum's context;
- Experimenting with digital techniques that enhance the museum experience;
- Increasing accessibility to the museum's content and collection;
- Enriching the museum experience for less mobile, hearing or visually impaired people;
- Planned function and use of the proposal within NMS and/or other museums under NHB;
- Public safety, including occasions with individuals who are not familiar with digital technology;
- Enhancement of the attractiveness, and therefore, inherent value of NMS/NHB

## **RISK MANAGEMENT**

The applicant must take into consideration the associated risks when developing the concepts. They include the following:

- Public safety in relation to location, engineering, use of materials, etc.;
- Security during installation and after completion of installation;
- Realistic budget;
- Political factors;
- Cross-cultural processes; and
- Environmental concerns and light/sound levels.

## **4. LOCATION OF PROJECT**

Applicant to propose a location within NMS grounds for the project to be presented.

## 5. BUDGET

Shortlisted applicants of the open-call will be required to produce a concept plan in a medium deemed appropriate up to the prototype stage. The shortlisted applicant will be required at this stage to submit a detailed quotation that should not exceed **SGD\$20,000**, as well as a plan and overall budget for the potential completion of the project. Further development of the project will be evaluated in June 2018 for potential additional funding at the discretion of the panel.

The quotation shall be all-inclusive of full professional fees and all other associated costs including design, pre-production, equipment and software, insurance, professional and service fees, site preparation, engineering, installation and travel expenses.

The budget allocated to the selected project will be determined at the final selection stage taking all factors (ie. scale, technological and material specifications, etc.) into consideration. An audited financial report will be requested upon completion of the project.

## 6. PROCESS AND TIMELINE

Shortlisted applicants may be invited for a panel interview if deemed necessary. The production and installation of the project is scheduled to be completed by 29 July 2018.

Submissions will be judged by representatives from the Ministry of Community, Culture and Youth (MCCY), NHB, NMS, and independent technologists invited by NMS.

### Timeline

	Jan-18	Feb-18	Mar-18	April-18	May-18	Jun-18	Jul-18	Aug-18
Concept Briefing								
Submission Deadline for Concept Proposal (by soft-copy)								
Release of Short-list Results								
Submission Deadline for Plan of Concept & Quotation								
Final Selection by Panel								
Media release to unveil selected project to be commissioned								
Finalising Commissioning Agreement & Fabrication of Selected Works								
Freighting & Installation at NMS								
Completion of Installation								
Official Unveiling of Installation								

## **7. CONCEPT SUBMISSION**

### **PHASE 1: Pre-Selection**

#### **Submission Deadline:**

The following should be included as part of the Entry Proposal:

- Title of project and Concept Statement – proposal must clearly describe the project and include motives and intent of the project; its innovative and/or creative use of digital technology; how it intends to engage the public;
- Design images – illustrations can be presented in 3D digital renderings/photographs and/or sketches, screen recordings and/or relevant digital media formats;
- Technical specifications – including proposed media format to be used and clear specifications of equipment and required;
- An indicative methodological statement for fabrication and installation;
- Illustrate functions of the system and how it will be lit (if lighting is incorporated in the design);
- Proposed budget (please use budget template that is provided); and
- A current CV – including samples of recent work as digital files (ie. Mp4, jpeg, mpeg, pdf, etc.) that are relevant to this proposal.

Each artist may submit up to 3 concept designs in total.

#### **Submission Format:**

- Entry Proposal to be presented in a PC-compatible PowerPoint file (for viewing on Version 97–2002 & 2005). If file size is too large to attach to email, please provide a download link in your submission.
- The Entry Proposal should be confined to a maximum of 10 slides. The CV may be included as an Annex.
- Entry proposals must be submitted in both a printed hard copy along with an electronic copy.
- If the project uses specific gear requirements (eg. HMD, 3D photogrammetry, etc.), please indicate on application.

### **PHASE 2: Final Selection**

#### **Submission Deadline:**

The following should be included as part of the Final Selection:

- Plan of concept; and
- Quotation for the shortlisted project (refer to 5).

## **8. PROPOSAL SELECTION PROCESS**

The proposed project will be evaluated on the following selection criteria:

#### **Essential Criteria**

- Ability to uniquely engage with new digital technology;
- Strength and quality of the proposal as shown in a public context, including its potential to create significant dialogue between culture and technology;
- Ability to stimulate public engagement with digital mediums and social interaction; and
- Level of innovation in the concept and technology used.

### **Desirable Criteria**

- Project's originality and uniqueness to Singapore;
- Project's involvement with industry partners; and
- Potential for distribution at different local and international venues.

## **9. SCOPE OF WORK FOR COMMISSIONED ARTISTS**

### **Refinement and Development of Proposals**

The commissioned individual will be allowed a period of refining and developing their proposed project and budget where necessary. This will include consulting with relevant industry partners and NMS for matters pertaining to technological development and final exhibiting formats, if moving past prototype stage. This process is essential in ensuring smooth project and budget management, and allowing the individual to gain full understanding of the proposed space.

### **Fabrication and Installation**

Upon approval, the commissioned individual will work with their respective service providers for all stages of development, which may include fabrication, transportation, installation, testing, as well as application of necessary licenses and certifications.

### **Contract**

A commissioning agreement will be drafted and issued by NMS to the selected individual for agreement prior to appointment. If there are no suitable projects for the Showcase, the panel has the right to conclude the Open Call with no award.

The selected individual shall own the rights to the project, however NMS may represent the work for 1 year from the conclusion of the Showcase, and requests from third parties for the works to be represented shall be subject to suitable acknowledgement to NMS/DigiMuse.

## **10. HOW TO APPLY**

Please complete and send the submission cover page and supporting documents by 1PM on 15 March 2018 to:

[DigiMuse@nhb.gov.sg](mailto:DigiMuse@nhb.gov.sg)

and sent postmarked to:  
National Museum of Singapore - DigiMuse  
93 Stamford Road  
Singapore 178897

For ease of storage and fairness, submitted materials should adhere to:

1. One A4 size file with compressed submission cover page provided, images, additional text and information about the work proposed.
2. Complete CV.
3. Anticipated project budget in Singapore Dollars.

The Open Call brief may be downloaded from the National Museum of Singapore website.

Submission Cover Page

**1. Project Information and Specifications**

Title of Project:			
Date of Project:			
Description of Project: (attach a separate sheet if required)			
Medium / Materials:			
Dimension of works (cm):	Height:	Length:	Width:
Weight (kg):			

**2. Applicant's Information**

Full Name of Applicant (as in passport):			
Date / Place of Birth:			
NRIC No:			
Address:			
Tel (Mobile):		Home:	
Email:			