Design Tender Brief

Architecture and design of the ARTEXPLORER Village

Art Explora Fondation
Objectives of this document 3

Context 3

The concept of the cultural village 3

The requirements of the village 4

The village formats 6

The different spaces 6
The “art spaces” 6
The sound art space 7
The photo art space 7
The sense of smell art space 7
The mini cinema art space 7
Art VR space 7
The crafts art space 8
The “carte blanche” art space 8
The local partner art space 8
The workshop space 8
The concourse 8

The village/boat link: the pitch room 9

Reception areas 10
Access controls 10
VIP area 10

Convivial spaces 10
Shop 10
Foodtruck 10
Photo space/social networking 10
Logistics container 11

Generic needs 11
Electrical equipment 11
Sanitary facilities 11
Security 11
Signage 12
Cladding 12
Accessibility 12
Objectives of this document

This is a tender brief summarising expectations for the architectural competition for the design of the village that will accompany the ArtExplorer museum boat during its travels to different coastal cities. The objectives of this document are to:

• Summarise the context of the village within the ArtExplorer project
• Present the spirit and purpose of the village
• Establish the requirements and needs for the village
• List the technical and general requirements and characteristics of certain spaces

Context

Presentation of the Art Explora Foundation

The Art Explora Foundation, established by entrepreneur and philanthropist Frédéric Jousset in 2019, is committed to reducing the cultural divide by making the arts and culture accessible, through all its projects, to as many people as possible.

Art Explora employs digital technologies and mobile systems, which are available to everyone, to initiate inspiring encounters between the arts and new, diverse audiences. Art Explora has developed multiple initiatives to support artists, such as new commissions and artist residencies; as well as awards and grants to support cultural institutions; and investment in artistic creation, exhibitions and innovative educational and outreach projects. Art Explora aims to be a leading player on the world stage in the service of art for everyone.

Find out more on our website www.artexplora.org

The ARTEXPLORER Museum Boat project

In 2023 Art Explora will launch a museum boat that will travel the oceans to offer visitors around the world innovative artistic and cultural experiences. This pioneering project aims to encourage cross-cultural dialogue, deeper understanding of our shared cultural heritage, and promote access to the arts and culture as a right for all people, everywhere.

This 46m long catamaran was designed by Axel de Beaufort and Guillaume Verdier to high environmental standards. A core part of this cultural enterprise is to raise awareness about the challenges facing our environment, particularly the seas and oceans, and to address important contemporary issues through our arts programme. With a capacity of up to 2,000 visitors per day, the museum boat will navigate from port to port to meet new audiences, offering a unique and immersive artistic experience on the boat, as well as a rich arts and cultural programme in the accompanying village. The museum boat and village aim to make a dozen stops per year in different countries around the world.

The travelling museum boat, and its immersive experience of cultural discovery, is the core focus of this project. The village is imagined as a complementary environment, a base on dry land during the boat’s stopovers. Built facing the catamaran, it will reflect the content of the boat’s exhibitions, as well as the foundation’s mission and activities.

The concept of the cultural village

The village is conceived as a place for exhibitions, meetings and cultural activities of all kinds, enriched by a programme of cultural events supported by local curators and arts organisations. The village is also the entrance point to the boat itself, and must therefore reflect and endorse the foundation’s values and activities.
It will be a bridge between the host city and the boat in almost all the ports. Conceived as an extension of the ship on the quayside, it will be consistent with the design of the ship and its futuristic spirit, with the identity of the host cities, and with the programming planned in the village spaces. It must be a gateway, an open door, and an invitation to discover art.

The average duration of the stopovers in each port/city will be 10-15 days.

Depending on the constraints of the boat’s mooring location (marina or other larger port), the village format must be adaptable. A minimum assortment of around 3 containers dedicated to specific art programmes must be possible. There must be a great deal of modularity and flexibility.

Similarly, according to these same constraints, the village will have to adapt to accommodate both larger and smaller numbers of visitors, but also adapt its in its physical, geometric form (square, long, L-shaped, etc.). It complements the boat by remaining in the maritime environment. The container format may be an interesting avenue for the design but is not intended to be a constraint on the final form.

Four key principles should guide logistical and design choices:
1. Open and welcoming
2. Simple, flexible and adaptable
3. Dedicated to art
4. Sustainable and environmentally-responsible

The requirements of the village

The village is intended to be an open and welcoming place
• An area that makes you want to stay, contemplate and enjoy
• A unity of image and style, the feeling of a real space that functions as a whole (via collages, drawn canvases, etc.)
• Amenities that create a warm and friendly experience: a concourse for discussion, furniture for sitting and facilities for eating/drinking
• Pleasant visiting conditions: sanitary facilities, access to water, air-conditioned spaces if necessary, etc.
• Easy to find one’s way around: clear signage and way-finding, visible programming, etc.
• The equipment must be easy to move around the site
• A safe space – the visitors should feel safe, comfortable, without any health and safety risks
The village must be **simple, flexible and adaptable**

- The village is mobile and must be able to be set up and dismantled as quickly as possible (24 hours maximum). This implies, for example, optimising the transport crates, or even integrating them into the containers, which then become exhibition spaces on site. Similarly, since the village is very mobile, moving from one country to another, it must be possible to list the contents and materials for easy customs clearance.
- The village must be transportable at controlled costs (easy to store and transport by sea, train, road or multimodal depending on the routes to be taken). The typical sea container format may be a solution for maximum adaptability, but is not a requirement.
- The village must be able to be used in variable weather conditions: rain, wind, high and low temperatures, with material resistant to these potential variations, and with a low probability of firm anchorage (self-ballasted structures must be established to cope with strong to very strong winds). Provision should be made for simple adjustments based on the thermal conditions.
- The village is intended to be accessible. Provision should be made for suitable ramps for disability and PRM access. It must be possible to set up on a site with a slope up to 10%.
- The village must be able to adjust to the volume of people present (stretching in the event of high attendance, contracting if the constraints of the host port cannot accommodate it).
- The village must allow fluid and instinctive circulation, so that signage is not omnipresent, and be easy to set up (self-standing containers or bubble or dome modules are preferred, taking into account the need for air-conditioning systems for each space).
- The village must be able to satisfy the needs of an activity over an extended period of time and to host artistic event systems and artworks, with certain technical constraints. In particular, power supplies must be provided, either on a local network (taking into account voltage and frequency compatibility issues) or via a stand-alone generators rented on site or transported.

The village must be **sized to host artistic programmes and activities**

- The spaces dedicated to art must be able to comply with the usual specifications for art exhibitions: controlled humidity and light levels, guaranteed security for valuable or fragile works.
- The spaces must allow works to be appreciated: the necessary distance, seating, suitable hanging systems, etc.
- Some spaces must be able to accommodate the viewing of 2D or 3D films, with suitable equipment (headphones, seats, screen and projection, and appropriate sound)
- The spaces must guarantee the appropriate safety and mediation conditions for a cultural visit.
- One of the spaces must be able to accommodate workshops and discussion areas.

Production conditions: The village will be developed as part of a project whose objective is to disseminate culture to as many people as possible, and to explore contemporary issues such as the challenges facing the environment.

Consequently, special attention must be paid to **all aspects of the challenges facing sustainable development** (compliance with European labour standards, reuse of materials, limitation of energy expenditure and low carbon emissions, optimisation of transport, non-harmful materials, careful waste management, etc.)
The village formats

The general format of the village should be prominent and visible, while remaining on a human scale and consistent with that of the boat: the village is estimated to cover a surface area of approximately 3,000 m² (corresponding, depending on the port, to a width of 40m by a length of 75m or a width of 60m by a length of 50m, etc.).

Given its high traffic flow and variable structures in different spaces, a “self-sustaining” installation is envisaged: electricity, ventilation, lighting and other necessary services must be planned so that the village is self-sufficient.

Since the whole village has to travel, a basic format is envisaged that corresponds to the standard size of maritime containers (single or double), with all the elements included. We are of course open to alternative solutions for the basic format or unit.

This diagram demonstrates the links between the boat and the points where the visit should start. The village is a mobile facility, which must be able to move easily from one place to another: it is therefore necessary to provide logistics containers with all the necessary equipment, including emergency consumables, and in each container, to have small, ultra-functional storage spaces and easy lists of contents for customs clearance.

Once again, the village should be modular and adaptable to the constraints of the different ports. Both in its geographical form, in the number of visitors received, etc.

The different spaces

In this document, we talk about containers because this is in keeping with the maritime image of the village, while offering ease of transport and a certain modularity. However, applicants are free to explore other formats that meet the requirements.

The “art spaces”

A series of 8 spaces (in the full version of the village) will host works by artists of different generations, both established and emerging, from all disciplines. Thus the artistic mediums will be varied and the conditions for exhibiting the works must be adaptable, modular and optimised both for security and presentation to the public (display solutions, lighting, scenography, quality of the materials, etc.). Each container must be able to be adapted, from one year to the next, to different works and projects.
The spaces must also be able to accommodate the public, and offer them an artistic experience in the best possible conditions.

Each will be dedicated to a particular medium that will require specific conditions, listed below:

**The sound art space**
- Sound-proofed space
- Basic sound equipment, with a sound shower system
- Modular to allow for rearrangement annually (e.g., binaural sound in year 1, full sound diffusion in year 2)
- Lighting equipment: adjustable spotlights
- No seating inside the container
- Cross container format (entry point A / exit for B), free roaming between the two
- Capacity: 15 people simultaneously

**The photo art space**
- The space must be wider to allow a setback of about 4 m
- Hanging height greater than 2.7m
- Lighting equipment: adjustable spotlights
- Not necessarily a container or a space with an external opening – could be two spaces: one for the exhibition and one for the «viewer». The dome format may offer better visibility for visitors
- Provide good ventilation, or climate control for the display of more fragile works
- Capacity: 30 people simultaneously

**The sense of smell art space**
- Space with immersion in the world of smell
- Lighting equipment: adjustable spotlights
- Requires adequate ventilation and airing
- Capacity: 15 people simultaneously

**The mini cinema art space**
- This space must be wider
- Cinema projection area equipped with approximately 30 seats
- No roaming around
- Seating by reservation, with a small reception desk
- Traffic flow through a single door
- The weight, estimated at 6 tonnes for 15 people, will be distributed on wood planks along the entire length
- Full and black light
- Capacity: 30 people simultaneously

**Art VR space**
- Several desks equipped with a computer and a headset (Oculus type for virtual reality)
- Storage compartments for headsets
- Lighting equipment: adjustable spotlights
- Seating by reservation, with a small reception desk
- Electrical outlets required to charge each headset
- Seating (armchairs or stools that rotate 360 degrees and space to move around)
- Capacity: 10 people simultaneously

**The crafts art space**
- Presentation of materials and objects produced by local artisans and craftspeople
- Lighting equipment: adjustable spotlights
- Long-lasting and versatile exhibition structures, preferably in display cases / stands in an open area for walking around
- Capacity: 15 people simultaneously
The “carte blanche” art space
- Here artists will be invited to develop a site-specific project for a “typical” container in the standard format of 12 x 2.5 x 2.9 m. The project will required to comply with the technical constraints of the space.
- No special set-up is required for this space. Depending on each project, there may be specific sound, light or display requirements
- Capacity of 15 people at the same time

The local partner art space
- Content changes according to the country
- Location for arts programming by a local partner
- Lighting equipment: adjustable spotlights
- High degree of modularity and versatile display solutions to provide for hanging, projection, presentation on a stand, etc.
- Open space for wandering
- Capacity: 15 people simultaneously

The workshop space
- Space for presentations and activities for school groups
- Provide seating for up to 30 kids
- Provide a large circular work table/workshop space
- Provide a mini sound system and video system (including projector and screen)
- Provide connections to accommodate small groups (mini screens, charging points, wifi connections)

Inspiration:

Source: Mikomax

The Agora – outdoor concourse
- Central location for public programming: performances, conferences, film screenings
- A place for all-day use and enjoyment (seating, film projections, etc.)
- Sound equipment optimised for concerts/outdoor performances
- Large screen for outdoor projections
- Modular stage for live performances with load capacity to accommodate music, dance performances or concerts
- Retractable seating (size: 20-100 people)
- Modular lighting system for evening performances
- Technical control room

It is necessary to anticipate the possibility of linking these containers, but without them being completely fixed. Second skin techniques or stretched canvas could be possibilities. These systems should also be able to be stored in a standard container, in formats that are easily assembled and disassembled.
The village/boat link: The Pitch Room

This space is the transition from land to boat. It is the beginning of the experience, the preparation. It is positioned as close to the boat as possible for the incoming and outgoing flows of people.

It will have multiple functions:
- Place where groups of 40 to 50 people can be received (there will be 3 groups on the boat at the same time, thus 120 to 150 people)
- Place to watch an introductory film on the Art Explora Foundation
- Learn about the safety rules
- Get comfortable for the tour (area to remove and store shoes).

For this, it will need to have:
- Controlled access with ticketing and scanning. We need to be able to register people who have not previously registered via the internet, for example on a tablet.
- VIP access
- A reception area for groups of 40 to 50 people
- Smooth traffic flow for different groups without crossing paths
- Lockers for depositing visitors’ shoes and accessories
- Seating area for removing shoes
- Video equipment to present the Art Explora Foundation
- Video equipment to explain the safety conditions on the boat
- A donation kiosk with direct and secure internet access
- Display area -video or vinyls - to promote partners

When on the move, the boat will make stops both with the village and without the village. However, as the Pitch Room is part of the experience of visiting the boat, a light version will have to travel with the boat to be deployed even on the stops without the village. The minimal version (including a structure and audiovisual equipment) will need to be packable into a small volume for storage on the boat. The requirements for this space remain the same in the non-village stops.

Reception areas

Visitor access controls
- Seating for security guards + canopy protection
- It should be possible to install information screens with the foundation’s presentations
- Pedestrian circulation should be provided via one or two entry / exit points, depending on the size of the village, and visitors should be channelled through single lanes to help manage and control access

VIP area
- Separate access
- Space equipped with kitchen/water supply, toilets, storage space, chairs, etc.

Office area
- This space will be a work area for the ArtExplorer teams, with seating capacity, 3 work desks and appropriate climate controls, etc.
- It will include small set of furniture (lockers, cupboards, stock of supplies), sanitary facilities (sink/fridge, toilets, etc.) and the necessary electrical connections
- It will also contain secure storage areas
Convivial spaces

Shop
A container will be dedicated to the sale of Art Explora products. These could be clothing, stationery and other small products. The space will have to be organised around sales displays, a cash desk and a storage area. The public will be able to enter the container to discover and buy products. Electricity, Internet connection and custom-made furniture will be required.

Foodtruck
A food service will be offered to visitors. It will probably be different at each stop, but will have to be taken into account in the overall organisation of the village. It could take the form of a kitchen container with all the elements necessary to prepare different types of food (oven, stove, plancha/ grill, fridge, ventilation, sales counter, cash register, etc.)

Photo space/social networking
A space will have to be defined as a setting to encourage the taking of photos to feed social networks. A structure with giant letters or a frame in the colours of the Art Explora Foundation could be considered.

Example of inspirations:

![WE LOVE GREEN](https://esi-business-school.com)

Logistics container
One or more containers can be used to collect all the logistics elements that must travel with the village.
General Facilities

The village must have certain general facilities, designed for daily use and accessible by foot. These are completely separate from the artistic spaces.

Electrical equipment

The village will be made up of different activities, all of which are dependent on access to electricity. This requires comprehensive energy management in a single technical centre, which can be via a LAN or a stand-alone generator. Special care must be paid to the supply of fuels (Biodiesel, H2, etc.) and their storage.

Sanitary facilities / waste disposal

These are optional and, depending on the destination, will be carried with the village or made available by the host city. However, the site must integrate sanitary management, with the presence of dustbins, dry toilets and water dispensers. Depending on the stops and destinations, these facilities may be provided by the host cities.

Security

The conditions of access to the site will require security, which will likely be provided by the host city. Nevertheless, the village must have a certain coherence and the project must integrate barrier covers (located around the site or inside to direct traffic flows) or self-supporting signage to indicate the presence of the village.

Signage

The spaces and containers should be as independent as possible and the paths between them should be signposted clearly.

The aim is to have visible but not omnipresent signage, perhaps based on the maritime world (quay, port, stopover, etc.), which will be placed on the ground, and on the outside walls and inside doors of the containers. We can envisage totem pole formats around the site.

The adhesive / vinyl signage will have mixed duration. It will include some permanent displays (e.g., the photo container will include the same exhibition and display of sponsors for the entire duration of the one-year season); and some temporary displays, changed at each stopover (e.g., the workshop and activity space will have changing schedules and activities).

The structures must integrate the elements described in the general section, taking into account the quality of the design both for signage, structures and set-up, while also remaining adaptive to weather conditions (strong wind, rain, high temperatures, etc.) and limiting public nuisance.
Cladding

The idea is to start with containers (or other structures) that are fairly rough, but to use adhesive / vinyl stickers, or "second skins", to make them visually coordinated and coherent.

3 formats requested:
- Adhesive / vinyl skin
- Skin "wrapped around" a container
- Skin "connecting" 2 or more containers

Accessibility

- The layout should be as inclusive as possible, including wheelchair ramps
- A ground-level guidance system for visually impaired people should also be considered