

Request for Tender (RFT)

ASEAN-Japan Center (AJC) hereby invites interested design firms and professionals to submit their proposals for the design of the *ASEAN Pavilion* at the upcoming Good Design Exhibition, held in conjunction with the World Design Assembly in Tokyo. The ASEAN Pavilion aims to showcase the innovative products and creative capabilities of the ASEAN Member States.

1. Project Details

(1) Title of the service

"Designer for ASEAN Pavilion at Good Design Exhibition, World Design Assembly Tokyo"

(2) Scopes of Work

- Design and conceptualization of the ASEAN Pavilion layout and theme.
- Development of an aesthetically pleasing and functional exhibition space.
- Integration of sustainable design principles in the pavilion concept.
- Creation of engaging displays to showcase ASEAN innovative products.

(Please refer to **5. Reference Information** for the background)

(3) Deliverables

- Detailed design plans and visualizations for the ASEAN Pavilion.
- Material specifications, including sustainable and eco-friendly options.
- Exhibition displays and fixtures to showcase innovative products from ASEAN countries.
- Collaboration with technical/construction teams for the implementation of the design.

(4) The expected period of the service

Successful bidders conclude a contract for consulting service with AJC as soon as the bidding process ends until the end of World Design Assembly Tokyo (October 29, 2023).

2. Submission of Proposal

The interested bidders are requested to submit a proposal. The proposal is made in free format and shall cover the details of:

- i. Background and information of your organization, including the past and current projects of a nature similar to this service.
- ii. Name, background, and professional experience of expert staff to be assigned to the project, regarding their work experiences similar to this assignment.
- iii. Design Proposal: activity plan (* Please specify the design plan of the pavilion)

- a. Proposed concept and approach for the ASEAN Pavilion, including proposed materials for construction.
- b. Detailed timeline and work schedule.
- c. Please note that the pavilion must incorporate a minimum of five designs of ASEAN-Japan 50th [anniversary website](#), as seen in the attachments [folder](#) that contains:
 - ❖ Subfolder 1: Floor Plan of Liaison Centre and some of the pictures of the space (Note: it is possible to have the glass wall decorated with decals, designs, as long as it can be returned to status quo after the event)
 - ❖ Subfolder 2: AJC's original illustrations from Website

The link to the folder is here: [Design Materials](#)

*** Please be reminded that the original illustrations are strictly used for the purpose of designing this activity's pavilion only. There will be strict consequences if the organizer finds any inappropriate use of this design or infringement of copyright.

- iv. the Financial Proposal: quotation and its breakdown

3. Timeline

- Proposal submission deadline: Please submit your proposal to the following email by: 16:00 (Japan Standard time), 26 July 2023. (Email: info_cs@asean.or.jp)
- Evaluation period: July 26-30
- Notification of successful bidder: July 31

*** Should you desire additional information, please send inquiries to the email above (Attn: Dr. Nguyen Tuan Anh)

4. Note

(1) Evaluation

The evaluation of the proposal is based on the following criteria.

- Creativity and innovation in the proposed concept.
- Demonstrated understanding of ASEAN culture and design aesthetics.
- Feasibility of the proposed timeline and work schedule.
- Cost-effectiveness and value for money.
- Previous experience and track record in exhibition design.

(2) AJC will contact the bidders who successfully meet evaluation criteria, negotiate the contract terms, agree on the contract and start service after the conclusion of the contract.

(3) Bidders should note that designers and firms would need to communicate with constructors for the setup of the pavilion. AJC will support the communication between two ends.

- (4) AJC will conduct hearings on the contents of the submitted proposal as necessary.
- (5) Bidders are responsible for the costs of creating a proposal and submission.
- (6) Regarding the submitted documents, we may ask a third party for advice regarding the appropriateness of the content and the amount of money to use as a reference for selecting a consultant.
- (7) The original floor plan, intellectual property rights and all rights of the products produced under this consulting agreement belong to the AJC. If it becomes necessary to coordinate with a third party regarding intellectual property rights, the contractor (designer) shall make necessary adjustments.

5. Reference Information

(1) Background

The creative economy plays a crucial role in the development of ASEAN. It significantly contributes to the economic growth in ASEAN. It also generates employment opportunities across a wide range of sectors, from traditional arts and crafts to digital content creation. The creative industries attract investments, stimulate entrepreneurship, and foster innovation, leading to increased productivity and economic diversification. It promotes culture preservation, and community development.

The creative economy's multifaceted contributions to economic growth, cultural preservation, innovation, tourism, and social development make it a vital component of ASEAN's overall development agenda. At the First Meeting of the ASEAN Senior Economic Officials held on 16-17 January 2023 in Semarang, Indonesia, the Philippines proposed for the creation of an ASEAN Creative Economy Working Group which aims to provide a platform for ASEAN Member States to collaborate and exchange best practices towards a more robust regional approach for the growing creative economy sector. Countries like Indonesia, Malaysia, the Philippines, Singapore, and Thailand have been increasingly promoting trade in creative goods and services. Singapore, for example, is currently the world's 10th largest exporter of creative goods, generating 743 billion US dollars in profits (UNCTAD, 2018) and creating 12.7 million jobs (UNESCO, 2015). Meanwhile, Indonesia reached a growth rate of almost 30 per cent for its exports of creative goods during 2012–2015. Indonesia also contributed to changing the landscape for the creative economy in Southeast Asia as a strong advocate and the main sponsor of the proposal to declare 2021 as the

UN International Year of Creative Economy for Sustainable Development. To strengthen creative industries, Thailand re-established the Creative Economy Agency (CEA) in 2018 to foster collaboration and lead the direction of the creative industries. In the Philippines, the Philippine Creative Industries Development Act filed at the House of Representatives proposes the establishment of a Creative Industries Council to drive the development plan for recovery and growth of the creative industries in the country.

Nevertheless, the underrepresentation of ASEAN creativity in international markets is an obstacle, which if be solved, will further assist the international growth of the region's creative economy. When speaking of creativity, countries and region like the US, UK, East Asia, Nordic are those of which people would think. ASEAN is not being known in this endeavour. Therefore, relevant buyers, distributors, talents might not go to this region to seeks for opportunities.

ASEAN-Japan Centre (AJC) has been recognizing and working with JDP for promotion of creative industry in ASEAN and Japan since the start of its Programme for Promoting Trade in Creative Industries in 2017. Leveraging The World Design Assembly (WDA) and the 50th Year of ASEAN-Japan Friendship and Cooperation, AJC aims to organize a series of side events of WDA to promote creative industry in ASEAN, to highlight the industry's importance as prospective sector in the region. One of the activities is the showcasing of ASEAN Creativity and Innovative Products through the pavilion. Paralleling with WDA, Good Design Award Exhibition is to be held in full scale at Tokyo Midtown, showcasing 1,500 products of 2023 Good Design Awardees. As it is the 50th Year of ASEAN-Japan Friendship and Cooperation, we plan to exhibit 50 products, in the 250 square meter space that has been assigned. We have received a full autonomy in designing the space, we wish the create a pavilion that is festive and celebrative of the 50 years of friendship and cooperation between ASEAN and Japan using our original designed illustrations in our website.

Based on this background, this RFT invites bidders to submit proposals to design a pavilion to contribute to the realization of the program's objectives.

(2) Objective and goals

- i. Showcase creative products (~50 products) from AMS to Japanese public, highlighting the success of Design Awards in the region.
- ii. Celebrate the 50th years anniversary for ASEAN-Japan relation.
- iii. Promoting collaboration and investment between AMS and Japan.

(3) Targeted Participants

- The number of participants: 30-40,000 visitors over the course of 5 days. Including:

- ❖ International designers, stakeholders (including policymakers, researchers, businesses, enthusiasts) in design industry to Tokyo for World Design Assembly
- ❖ Japanese and regional stakeholders, designers for Good Design Award Exhibition

(4) Expected outcomes.

- i. Increasing people's understanding and interest in the creative industry and innovation from ASEAN.
- ii. Recognition to innovative products showcased in ASEAN pavilion from international audiences, which could lead to feedback and connections for future collaboration/business opportunities.
- iii. Improvement of understanding, familiarity of global standards, trends to ASEAN designers
- iv. Formation of designers' community to share information and success stories and receive inputs for future activities relating to the creative industry of ASEAN.
- v. Commemorating the 50th Year of ASEAN-Japan Friendship and Cooperation

6. Contact

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