

Request for Proposals

Design, Fabrication, and Installation: Canada and the Cold War

Timeline: July– November 2019

Location: Ottawa, Canada

Objectives and Scope of Consultancy

The Diefenbunker: Canada's Cold War Museum requires the services of an experienced exhibit firm to design, build, and install a fully bilingual permanent exhibition to inspire audience engagement and increase content contextualization. The designer will work closely with the Museum to create an innovative, interactive and multi-sensory exhibit space to stimulate conversations and spark inquiry into Canada's and Canadians' role and in the Cold War. The exhibition will *engage* interested visitors in the historical context of the Diefenbunker and Canada and the Cold War, *encourage* critically thinking about the on-going legacy and impact of the Cold War, and *inspire* visitors to invest in building a more peaceful future.

Organizational Background

The Diefenbunker: Canada's Cold War Museum is a registered Canadian charity and not for profit community museum that operates as a year-round attraction in Carp, Ontario. It employs 13 full-time staff and a further 12 full-time interpreters, and has a volunteer base of approximately 40 volunteers who are actively involved as guides, facilities help, floor wardens, the radio program, and more broadly with public programs. A full 100% of the proceeds from tours, rentals, and admissions go to sustaining the museum's operational and capital costs, developing future initiatives, and maintaining the Diefenbunker as a National Historic Site of Canada.

Historical Context and Big Idea

Between 1945 and 1989, Canada and Canadians prepared for nuclear war in the face of rising global tensions. This exhibit will speak to the greater social and political impacts of the atomic era, and give context to the creation and story of the Diefenbunker itself. We envision this exhibit not to be static, but rather to evolve through participation that encourages visitors to relate, connect, and think critically about the lasting legacy of the Cold War, inspiring us all to invest in building a more peaceful future.

Please refer to Interpretive Plan (attached) for more details on exhibit themes.

In 1959, Prime Minister John Diefenbaker commissioned the construction of the Diefenbunker in response to the growing international geopolitical tensions of the Cold War. The facility itself is a 4-level, 100,000 square foot underground bunker that at its greatest depth reaches 75 feet below surface level. This underground mega-structure was built as an emergency government fallout shelter where the continuation of government would occur in the event of a nuclear attack on Canada. It could withstand

the blast of a 5 megaton nuclear bomb at a distance of 1.8 kilometres and was meant to safeguard 500-600 people in a lock-down situation for a 30-day period.

The site was completed and began operation in 1961, remaining open in continuous operation until it was decommissioned in 1994. During those 32 years, it was also Canadian Forces Station (CFS) Carp, with a staff of 100-150 people and a 24-hour shift rotation. It was the site of some of Canada's most top-secret communications throughout the Cold War. At all times during its operation, the cupboards and pantries were stocked with enough fresh food and rations to feed 535 people for 30 days and the building was prepared to go into lockdown at any moment.

The Diefenbunker was given National Historic Site status in 1994, and CFS Carp was closed the same year. The building remained empty until the foundation of the museum in 1998.

This massive atomic-age artifact reminds us how close humanity came to global annihilation and our mission has never been clearer: to champion a new form of engagement, one of collaboration, connection, and communication. Today, the Museum is a women-led charitable museum that has been operating for 21 years, this one of a kind experiential learning environment, coupled with multi-award winning programs, events, and exhibitions draw in an average of 70,000 visitors annually from around the world.

Key Activities and Deliverables

This project will be supported by research and content development provided by the Diefenbunker and its external partners. The exhibit firm will design, fabricate and install a 1,000 square foot exhibit on the 400 level of the Diefenbunker.

Design and Fabrication of Canada and the Cold War

The design, fabrication and installation of the complete **exhibit** will take place. The firm will:

- Design and complete the exhibit based on existing interpretive plan (attached)
- Recommend appropriate material that will be able to withstand visitor traffic
- Audio and video editing of any multimedia content
- Develop drawings for the proper execution and installation of the exhibition. This should include accurate dimensions to scale and details of exhibition and specific site requirements (electricity, internet access, etc.)
- Fabricate complete exhibit
- Install exhibit on site

Key deliverables are:

- Review Interpretive Plan
- Detailed design concept and plan

- First draft design
- Second draft design
- Submission of final designs to the Diefenbunker
- Production of final exhibit

Level of Effort & Timeline

It is anticipated that the level of effort will be as follows:

July – November 2019

DATE	KEY ACTIVITY	DAYS
Week of July 22	Meet with Diefenbunker Museum (DM) to define objectives, parameters, scope and scale	2
	Review and analyze background documents from DM and Content Developer	3
July (last week)- August- September	Develop design, concepts for interactives, hardware and schematic drawings for complete exhibit. This does not include writing text.	35
	Sept 16: Present final draft design to DM Sept 17 - 20: Amend (if required) recommendations to DM Week of Sept 23 – Submit final design	7
October	Fabrication of Exhibit	27
Third Week of November	Launch	1

Consultant Qualifications

The candidate(s) should bring to the assignment:

- Significant demonstrative experience (10+ years) in exhibition designs and fabrication projects
- Excellent understanding of the public engagement tools and strategies
- Knowledge of the Cold War and current geo-political landscape (asset)

Application Process

Firms meeting the above criteria are invited to submit a proposal of the project by June 25, 2019 at 4:00 pm (EST).

Proposals should include the following:

- A brief overview of the proposed approach, plan, and schedule.
- **One-page** response to how your firm will respond to designing and building an exhibition in an underground, low light environment. Please take into account that the exhibit area has limited wifi, concrete walls, and existing design is difficult to alter.
- **Firm(s) Profile** – Maximum of one page per firm. Clearly describe the firm and expertise.
- Provide an organizational chart and **one page** profiles for all key personnel – credentials, education, years of experience, and past relevant project experience. Please note that those individuals named to the project in the submission are expected to work on the project.
- Design-Build Team Projects – Provide three (3) (and only 3) project examples with reference of **completed** Design Build projects by your team of similar size, scope, and nature. Include a brief description of the project, and relevance of the project to this RFP. For the references, provide the employer's name and contact information.
- Provide a detailed schedule and workplan consistent with the level of effort and timeline included in this RFP. You may present alternative dates or approaches of the project with a clear reason as to why these alternatives should be considered.
- A detailed cost of the estimate, including both fees and expenses in Canadian dollars.

Budget and Available Assets

The budget for this project is **\$40,000, including design fees and fabrication**. An additional \$5,000 has been allocated for content development. The DM is actively pursuing grants and sponsorships to potentially increase this project's funding.

The DM has a number of existing assets that can be used for the exhibit, including artifacts, photographs, archival material, and props.

Charity Status

The Diefenbunker: Canada's Cold War Museum is a registered charitable organization (registration #BN 869747691RR0001) and accordingly some service may be eligible for preferred pricing which should be reflected in the Quotation submitted.

Evaluation Selection criteria will include, but not be limited to:

- Understanding of the project
- Design-Build approach, creativity, and experience
- Team organization and qualifications
- Knowledge of the Cold War and geo-political landscape
- Ability to work under tight timelines
- Schedule and workplan
- Budget

Proposal Submission

The proposals must be submitted and received at the address below by 4:00 pm (EST) on June 25, 2019. Faxes will not be accepted. Email and/or mailed submissions only. Timely receipt and correct direction of the proposal shall be the sole responsibility of the applicant. Late submissions will not be accepted.

Please ensure the following:

- If selected, you and key members of your team will be available for an on-site interview between July 9-11 in Ottawa, Canada at the applicant's expense.
- Your complete proposal is submitted by the solicitation closing date and time.
- You have provided three (3) copies of the completed proposal.
- You have provided one (1) electronic copy of the proposal in PDF format on a USB key.

Proposals shall be delivered ONLY to the address specified below.

Courtney Gehling/Visitor Experience Manager
DIEFENBUNKER: CANADA'S COLD WAR MUSEUM
3929 Card Road, Carp, Canada K0A 1L0

We thank all applicants in advance for their interest. Only short-listed applicants will be contacted for an interview. Please contact Courtney Gehling, Visitor Experience Manager, with inquiries and questions at c.gehling@diefenbunker.ca.