

CROSSING BORDERS

Open call for the design of the Great Britain's Guest of Honour stand at Bookfest 2019 (29 May – 2 June)

This year the United Kingdom is the Guest of Honour at the 2019 edition of Bookfest, one of the largest book fairs in Romania. With this occasion the British Council, in partnership with the Romanian Order of Architects Bucharest and supported by the British Embassy, is organising a competition to select the best solution for British national stand. The winning team will be in charge of the design and the final realization and assembling of the stand at the fair.

British Council

The British Council is the UK's international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

Our work in the arts involves the very best British and international artistic talent. We bring artists together and support the development of skills and policy in the arts and creative industries. Through this work, we ensure that culture in its broadest sense plays a vital role in connecting with and understanding each other. Our work in English aims to bring high-quality language materials to every learner and teacher who wants them. Our work in education and society helps transform national education systems, builds more inclusive and open societies and increases young people's opportunities.

The Romanian Order of Architects Bucharest

The Romanian Order of Architects Bucharest, as a professional organization focused on the quality of architecture as an important part of urban culture, is making sustained efforts in promoting the practice of the architectural competitions, as a procurement method for architectural services, on every scale and type of investment. The aim is also to gradually encourage more and more architects to embrace this practice and so to be able to create a critical mass of architectural quality that will enhance the overall quality of the built environment.

CONCEPT AND SECONDARY THEMES

***Crossing Borders* will be the headline for our presence and activity during Bookfest.**

2019 is a year of great importance for the United Kingdom, not only from a political standpoint, but also regarding cultural relations with other European countries. The role of the British Council in Romania is to strengthen relations between the two countries and promoting cultural exchange. This is why one of the messages that we will emphasise at Bookfest is that the UK remains open for anyone who wishes to explore, discover and understand the United Kingdom.

But barriers are not only territorial – whether we talk about differences in gender, race, physical and mental abilities, sexual orientation or religious and spiritual beliefs, walls need to be torn down. We believe that emphasizing this will lead to a better understanding of the above mentioned differences and to an increased sense of tolerance.

Both types of borders can be broken by means of art, literature and culture overall – we hope that by introducing authors and artists who deal with such issues, in both visual art and writing, by organizing screenings, round tables and book talks, our audience will get a better understanding of how differences can, in fact, bring people together.

To this end, we will organize book talks, launches and workshops, for children and adults alike, covering a wide area of topics: general book talks revolving around the works of invited authors, illustration and story-telling workshops, activities for physically and mentally disabled children, educational opportunities presentations and many more.

Our entire programme, as well as the message that we want to send through our stand, will mirror the British Council's and, of course, our partner's values - valuing people, integrity, mutuality, creativity, professionalism – these are all values that stand at the core of all our actions and programmes, while we strive to work towards equality, diversity and inclusion. The GoH stand should be a place of inclusiveness, a free and safe space for anyone.

DESCRIPTION AND REQUIREMENTS

The stand will be 120 sqm in size and will be located in the central area of the event hall of Romexpo, shown in the plan attached in Annex 3.

For the five days of the fair, our stand will host diverse public events, a kids area, a book selling area and the exhibition Drawing Words (find details in Annex 3).

More specifically, the stand needs to include the following areas:

- Book talks and presentation area (approximately 35 sqm)– including a small stage and capacity for at least 40 seats
 - Note that this area will potentially be empty when no events take place – even when empty, the area should be nicely integrated in the design
- Kid's corner (approximately 30 sqm) – a space where children can safely read or draw at all times throughout the fair, which can also host events dedicated to them (storytelling sessions, creative writing etc.), each event being open to approximately 20 children. The area will need to accommodate a TV screen.
- Book selling area - one of our partners for this event, Cărturești, will be invited in the stand to sell the works of some of the most well-known British authors. This space needs to contain book shelves, additional lightning, as well as a sales point.
 - The book shelves area can either be a separate perimeter or fluidly integrated in the rest of the stand.
- Drawing Words children illustration exhibition – see Annex 3
- An information desk area, separate from the sales point. This place should accommodate one person who will offer information for the visitors.

Information about the dimensions and characteristics of the exhibition space can be found in the annexed plan, but the participants should consider that the maximum height of the intervention is 7 meters (including hanging items, should it be the case). It is possible to use the ceiling of the pavilion to hang parts of the proposed structure if needed (see Annex 3 for maximum load per linear meter).

The concept presented should integrate a proposal for the illumination of the stand; the intensity of the existing lights of the pavilion is below the needed level.

Environmental friendly approach

We recognise that our activities impact on the environment and are thus committed to improving our environmental performance. We are committed to reducing waste, recycling materials whenever possible and reducing the impact of our activities on the environment, so projects that use recycled materials will be favoured.

Also, with the same approach in mind, the possibility to reuse part of the furniture produced with this occasion (as a modular system that can be re-mounted for other events) would be appreciated.

BUDGET

The budget of the project should not exceed *10.000 EUR* and will include:

- Production
- Technical support for installation and removal
- Renting furniture or equipment from local suppliers (except for multimedia devices – projector, speakers, etc. – that will be the responsibility of the organiser)
- Transport (to the Romexpo exhibition)

EVALUATION CRITERIA

- Attractiveness, representative and elegance of the solution
- Coherence between the design proposal and the message of the UK's presence as Guest of Honour
- Practical and creative integration of different uses and activities
- Efficient and inventive technical solutions
- Adequacy and realism of the budget
- Ability to install within the agreed deadlines
- Environmentally friendly approach

Annexes:

Theme – Annex 1

Terms and conditions – Annex 2

Plans, photos of the hall and description of the Drawing Words exhibition – Annex 3

British Council brand book – Annex 4

Participation form - Annex 5

Production draft contract – Annex 6