

ASEAN 2017

TERMS OF REFERENCE

For the Services of a **Venue Designer and Stylist**
ASEAN Ministerial Grand Commemorative Dinner at the SM Mall of Asia (MOA) Arena
(Department of Foreign Affairs - Hosted Welcome Dinner Reception)

Schedule and Venue:
06 August 2017 / SM Mall of Asia (MOA) Arena, Pasay, Metro Manila

I. BACKGROUND

The Philippines plays host to the Association of Southeast Asian Nations (ASEAN) this 2017. As part of the National Organizing Council (NOC) for the Philippines' ASEAN hosting, the Department of Tourism (DOT) has been assigned to Chair the Committee on Tourism Hospitality, Tours, Social Events, and Site Enhancement.

Among the ASEAN Working Groups that the DOT formed is the Working Group on Social Events which was tasked to plan, execute, and supervise all cultural presentations for the ASEAN 2017 welcome dinner receptions (from the level of Senior Officials to Ministers) and other ASEAN-related events which will take place in various parts of the country.

The ASEAN NOC sought the expertise of the Cultural Center of the Philippines (CCP) to ensure that the Philippine ASEAN dinner shows are proper representations of both the Philippine and ASEAN culture. To ensure as well that the high level ASEAN dinner shows will show a progression for the benefit of our foreign guests, the CCP was requested to conceptualize concepts that creates a storyline that culminates to the ASEAN Summit in November.

To serve as reference on the general mindset of the delegates during ASEAN meetings, it would be helpful to note that the ASEAN aims to create a rules-based, people-centered and people-oriented community that has the following characteristics:

1. United, resilient and inclusive;
2. Highly integrated and cohesive; competitive, innovative and dynamic; with enhanced connectivity; and integrated with the global economy; and
3. One that engages and benefits the peoples.

Since the Philippine hosting will also coincide with the *50th Anniversary of ASEAN*, the Philippines can highlight ASEAN's success and achievements over the last 50 years and its instrumental role in the continuing evolution of ASEAN as one of its five founding members.

This momentous event will be celebrated on 6 August 2017 during the ASEAN Ministerial Grand Commemorative Dinner at the SM MOA Arena. A grand show has been specially conceptualized by the Cultural Center of the Philippines that would showcase the Best of the Philippines and ASEAN.

In view of the above, the DOT is in need of a VENUE DESIGNER AND STYLIST to transform the SM MOA Arena into a dinner reception venue that would complement the proposed theme conceptualized by CCP for the ASEAN Ministerial Grand Commemorative Dinner on 6 August 2017.

I. SCOPE OF SERVICES

The VENUE DESIGNER AND STYLIST is expected to:

1. Develop and create an overall venue design that adheres to the main concept created by CCP (for further development and interpretation): *A Commemoration of the Golden Anniversary of the ASEAN*, that features traditionally-inspired contemporary numbers, popular arts and modern pieces that showcase the best of the Philippines and ASEAN.

Attached as ANNEX A is the detailed concept brief on the dinner show specially created by CCP for the said event. Aside from the dinner show's thematic concept, the Venue Designer and Stylist should also consider the General Creative Direction that the DOT would like to present about the Philippines.

General Creative Direction: *"To create a cumulative net impression that the Philippines is one of the most progressive, youngest and most inclusive societies in the 21st century showcasing contemporary Filipino culture, reflecting soft power, and our modern modes of thinking"*

2. Work closely with the Dinner Show's Director and CCP (creator of the main concept and creative consultant contracted by the ASEAN NOC) and Caterer and DOT ASEAN F&B Team to ensure a unified design and to fully realize the overall effect/ grand impact intended to be presented to our foreign guests in celebration of the Philippines and ASEAN. Listed below are areas within MOA Arena that are subject for Venue Styling/ Enhancement:
 - a. SM MOA Arena Drop Off Area (Coral Wing)
 - Decorate the entrance to the event venue according to the thematic design
 - *to include masking of unnecessary elements (view of turnstiles, etc); creation of a foliage/ elegant themed design that will enclose a pathway at the arrival area leading to the Cocktails Venue (SM MOA Concourse Lobby)
 - Floral arrangements/ landscaping structures may be utilized to soften the look of the venue.
 - b. SM MOA Arena Concourse Lobby
 - Convert the SM MOA Arena Concourse Lobby into an elegant Cocktails area that follows the overall thematic design of the dinner
 - *to include masking of unnecessary elements (view of turnstiles, escalators, etc)
 - Floral arrangements/ landscaping structures may be utilized to soften the look of the venue.
 - Design should include a grand entrance to the dinner venue (Event Bowl)

c. SM MOA Arena Event Bowl

- Convert the Event Bowl into a dinner reception area that could easily be enhanced/ tweaked to best complement the stage design of the dinner show
- Mask the bleachers and/or other stadium elements by use of draperies/ other structural design elements that will reflect/ complement the dinner’s thematic design.
- Floral arrangements/ landscaping structures may be utilized to soften the look of the venue.

***Important Note:**

1. The venue styling of the Event Bowl does not include the design and construction of the stage and the sets. These shall be the responsibility of the Stage director and the Production Designer.

3. Consider the following details in planning the overall design:

Event Title	PARTICULARS			ABC
	Date/ Time	Venue	Approximate Attendance	Total:
ASEAN Ministerial Grand Commemorative Dinner 50th ASEAN Ministers Meeting (AMM) and Post-Ministerial Conferences/ 18th ASEAN Plus Three Foreign Meeting (18th APT FMM)/ 7th East Asia Summit Foreign Ministers Meeting (7th EAS FMM)/ 24th ASEAN Regional Forum (ARF)	06 August 2017 (Cocktails to start at 6:30pm, Dinner at 7:00pm)	Mall of Asia (MOA) Arena	500	Php 5,000,000.00

Note: Schedule and venue of event subject to change without prior notice in view of security and protocol priorities.

** NOC/ CCP Creative Directors will form part of the recommendatory team during the opening of bids who will provide an artistic evaluation of the proposed development of the main concept by bidding Production Teams.*

Upon the awarding of the winning bid, NOC/ CCP Creative Directors will further assist in monitoring and ensuring the proper implementation of the proposed concept (from the planning stage to the actual event)

4. Create a Design Team to manage, coordinate, oversee the pre-, during and post-production operations, audiovisual requirements (if applicable), physical and technical requirements, and other elements needed for the enhancement of the dinner venue.
5. The Design Team shall include/ source and contract the services of the following:

- Principal Designer (and, Assistant, if needed)
 - Team of Stylists
 - Floral arrangement/ indoor landscaping team
 - Others, as may be necessary
6. Arrange for and shoulder their team's traveling and logistical expenses (land transfers, accommodation, meals), logistical expenses (shipment, rentals, etc.) and all necessary permits needed for the implementation of the project.
 7. Provide the following (*if applicable/necessary*):
 - Venue set-up and dismantling
 - Identification of materials for event/venue styling
 - Lighting and AV equipment (as needed)
 - Haze/Smoke/Fog Machines other special effects (as needed)
 - Other technical requirements
 8. Produce and execute the appropriate graphical designs/ design structures to complement the dinner show in consultation with the Show Director/CCP (and DOT/NOC).

II. TECHNICAL ELIGIBILITY REQUIREMENTS

1. Must be Filipino-owned, operated and legally registered (Venue/ Event Stylist/ Interior Designer/ Scenic Designer) entity under Philippine laws or a government agency mandated to promote Philippine arts and culture;
2. Must be registered in the Philippine Government Electronic Procurement System (PHILGEPS);
3. Must have minimum of 3 years experience in designing large-scale events and/or world-class entertainment productions/ booths
4. Must demonstrably have good reputation in styling themed events;
5. Must have the necessary skills and manpower support to implement the project;
6. Must be able to submit a highly creative proposal on how to best present the Philippines
7. Must source out a minimum of 70 percent of the supplies and services for the events as mentioned above from the local companies and suppliers (unless supplies and services are unavailable or of low quality that would be disadvantageous to the end-user); and
8. To submit an itemized estimated budget breakdown for the execution of their proposed show/s and logistical requirements.

9. To ensure an above-average execution of the Venue Styling and Design of the SM MOA Arena for the ASEAN Ministerial Grand Commemorative Dinner on August 6, the DOT requires the bidders' presentation of their proposed design in accordance to the CCP-provided thematic concept and creative guidelines mentioned.

IV. TECHNICAL ELIGIBILITY DOCUMENTS

1. Company Profile
2. PhilGEPS Certificate of Registration
3. List of large-scale or high profile local/international events participated (designed/styled) in the past

V. TERMS OF PAYMENTS:

The indicative payment scheme is as follows:

Output/Milestone	% of payment
Upon presentation and approval of preliminary program concept	15%
Upon submission and approval of venue/stage design	35%
Upon satisfactory performance of services	50%
Total:	100%

Bid Price Ceiling is P 5,000,000.00 inclusive of all applicable taxes. Cost of items in bid should be broken down. The winning bid shall be determined **based on the quality of the proposal with the most advantageous financial package cost**, provided that the amount of bid does not exceed the abovementioned approved Budget.

Proposed Concept for the AMM Welcome Dinner and Cultural Presentation

Date of event : August 6, 2017; Sunday
Time : 6:30pm – 9:00pm
Venue : Mall of Asia Arena
No. of Guests : 600pax

Event Concept: Like the golden rice stalks bound together, the Golden Anniversary of the ASEAN will be celebrated as a tribute to 50 years of regional unity, confluence and cooperation. The pre-program fanfare and cultural presentation will feature traditionally-inspired contemporary numbers popular arts and modern pieces that showcase the best of the Philippines and ASEAN – a progressive and connected association of nations.

Thematic pegs: ASEAN@50 = stronger and more dynamic
Now (present); contemporary; fun
Harvest (a harvest of the best in Philippine and ASEAN arts and culture)

Proposed structure for cultural presentation

1. The Philippines, Now and Then (NEO-ETHNIC SUITE)
A vibrant contemporary society with strong influences from its diverse and colorful cultural heritage.
2. A Hip Society (POP SECTION)
A modern nation with strong connections to the world and technology
3. A dynamic Philippines; A dynamic ASEAN (CONTEMPORARY CELEBRATION)
At 50, the Philippines stands with ASEAN as a progressive and stronger community