



October 17, 2015

Request for Proposal – Exhibit Designer and Fabricator Whale Biology and Ecology Interactive Exhibition

Approximate Project Value: \$75,000-100,000

Time Frame: Completed May 2016

The New Bedford Whaling Museum (NBWM) is soliciting RFP's for contractors interested in designing and fabricating a major new interactive exhibition at the Museum on whale biology and ecology. Installed in the Jacobs Family Gallery underneath three of the Museum's whale skeletons, this exhibition will set the tone at the point of visitor entry and exit as an introduction to and examination of the status of whales today and mankind's interaction with these magnificent mammals. The humpback, blue, sperm, and North Atlantic right whale skeletons are centerpieces of the Museum's collection, yet "bringing them to life" in a meaningful way for visitors has long been a challenge because they are not inherently interactive. Visitors cannot touch them, see them as they looked when they were alive, or hear the sounds they make. This interactive exhibition will bring these animals to life and inspire engagement, fun, and awe.

Relevant content will be provided by Museum staff and consultants, including sounds, video, text panels and graphics with content of approximately 400 words each. Where there are digital and/or audio components, the expectation is that the designer/fabricator will work with a NBWM selected digital designer to create the appropriate structure for this interactive component consistent and appropriate for handicapped requirements. While the environment is intended to inspire experiential learning, the aesthetic should be consistent with the Museum and architecture of the Jacobs Family Gallery and be accessible to a wide audience.

“Stations” need to include:

- **The World of the Whale**

This visual interactive creates an immersive visualization environment where visitors can listen to the sounds of humpback, blue, sperm, and North Atlantic right whales while viewing videos of whales interacting in their natural environment. This can be achieved with dome video projections, touch screens, and/or other technology such as audio domes and headphones.

- **Whale Communication**

The Museum's collection includes 18,000 calls from more than 70 species of marine mammals which will be incorporated into this sound-based interactive exhibit. Visitors will learn about how whales communicate and be invited to listen to the diverse sounds

made by the whale species represented in the Jacobs Family Gallery. Comparisons among human, ship traffic, submarines, and whale calls underwater and the impacts of noise pollution in the world's oceans on whale communication will be an essential element of the exhibit.

- **Prey to be one in a Billion!**

This tactile exhibit of a life-sized model of a North Atlantic right whale mouth includes hanging plates of “baleen” to allow visitors to learn how baleen works. Visitors will be able to enter and exit the space as “copepods,” the preferred food of this species. The baleen plates could be fabricated from rubber-like or other material and hang from a structure designed to replicate the upper jaw.

- **Whales and You!**

Referencing the skeletons overhead, visitors will relate to the whales through comparative anatomy. Possible solutions include pushing buttons on a touch screen relating to different parts of the whale and humans, while the relevant sections are illuminated; and light projections onto the actual skeleton.

- **Whale Habitats**

This contextualizing exhibit teaches the visitor where whales live and migrate all over the globe and may include overlapping shipping lane traffic areas to demonstrate impacts of ship strikes on whale populations. It includes a tactile topographical land and bathymetric ocean floor map/globe, as well as a digital Geographic Information System (GIS) interactive map which can be a projection or exist on a screen. Links to live whale tracking sites will be included in the exhibit.

Response should be sent to:

cconnett@whalingmuseum.org

If an accompanying hard copy is sent, please mail to:

New Bedford Whaling Museum
Attn: Christina Connett
18 Johnny Cake Hill
New Bedford, MA 02740

Deadline: Response must be received by November 13, 2015

The request for proposal does not commit NBWM to award a contract or to pay any costs incurred in the preparation of the proposal. NBWM reserves the right to extend the due date for the proposal, to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified consultant, or to cancel the RFP in part or in its entirety.

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Screening and Selection: A screening committee will review the submittals and rank proposals. The highest ranked proposals will be asked to interview.

Expected Sequence of Events

Pre-bid Q & A for applicants at the New Bedford Whaling Museum: October 28 from 3:00-4:00. Register with cconnett@whalingmuseum.org if attending in person need call in instructions.

Receipt of RFPs: November 13, 2015

Review and selection of qualified applicants: November 17

Interview top selected applicants: November 18 - November 24

Final selection of applicants: November 27

Response requirements:

Response should include, but is not limited to the following information:

1. Resume.
2. Background, history, and project experience.
3. Describe organizational approach.
4. Describe how you would address the following:
 - a. Design and Work Plan Strategy
 - b. Onsite Project Management Approach
 - c. Progress Meetings
 - d. Cost Estimating
 - e. Scheduling
5. Outline the proposed fee schedule.
6. Identify and describe any sub-contractors (sub-consultants) that will be used.
7. Provide client references.
8. Provide examples of work of completed projects.
9. Describe any experience working with projects of this nature.
10. Describe any relevant experience with integrated design or design charrette.

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General Requirements

Provide Certificate of Insurance for the insurance that, if selected, will need to be in force at all times during the contract period. Insurance company coverage must be with a current AM Best's rating of no less than A and include the following coverages:

Commercial General Liability \$1,000,000 each occurrence

Excess/Umbrella Liability \$1,000,000

Workers Compensation Statutory Limits

- a) Indemnification endorsement covering the additional insured's and owner.
- b) Insurance to be primary and non-contributory.
- c) Contain no exclusions for means, methods, techniques, sequences or procedures.
- d) General Aggregate to apply on a per project basis.
- e) Contain a deductible of no more the \$ 25,000.

All proposal packages received by NBWM will become NBWM's property for use as deemed appropriate.

The New Bedford Whaling Museum is an equal opportunity Employer. Every effort will be made to ensure that all persons, regardless of race, religion, gender, color and national origin have equal access to contracts and other business opportunities with NBWM.

Jacobs Family Gallery





