

Consultancy

Gallery Designer For the Jamaica Music Museum

1. Background:

The Institute of Jamaica was established in 1879 by Sir Anthony Musgrave, then Governor of Jamaica, "For the Encouragement of Literature, Science and Art", and as such was designed to help Government in the promotion, development and preservation of Jamaica's intangible and tangible culture in Jamaica. It has the responsibility for five (5) Divisions named as follows:

1. African Caribbean Institute of Jamaica/ Jamaica Memory Bank Division
 - Liberty Hall: The Legacy of Marcus Garvey (Special project)
 - Jamaica Music Museum (JAMM) (special Project)
2. National Gallery of Jamaica (NGJ) Division
3. Natural History Museum of Jamaica (NHMJ)
4. National Museums Jamaica (NMJ) Division
5. Programmes Coordination Division
 - East Street Junior Centre
 - Portmore Junior Centre
 - Simon Bolívar Cultural Centre

The Institute of Jamaica has worked assiduously to fulfil its charge and has been the focal point of the island's cultural activities since 1879. As a leading cultural catalyst in Jamaica, the Institute of Jamaica has made strides in giving impetus to the birth of several other entities (for instance, Edna Manley College of the Visual and Performing Arts, National Library of Jamaica, etc) and has been instrumental in collecting, preserving, researching and showcasing our natural and intangible heritage.

In 2007, the IOJ began a new initiative based on feedback from its various stakeholders for the establishment of a National Music Museum that would promote Jamaica's secular and sacred folk music, mento, jazz, rhythm and blues, ska, rock steady, reggae, dancehall, gospel music, musical theatre and dance opera and concert music by Jamaicans. Consequently, the Jamaica Music Museum(JAMM) was established in 2010 with the appointment of Mr. Herbie Miller, Director. It is mandated to archive generic research and exhibit the various Jamaican music forms to highlight the social, historic and musical values and aesthetics.

The Jamaica Music Museum (JaMM) showcases an array of archival material; from rare musical recordings and oral histories of Jamaican music greats and the lesser known figures to musical scores, photographs, films, research files, business records, personal correspondence and musical instruments that belonged to eminent Jamaican musicians. Unfortunately, since 2010 JAMM has no permanent infrastructure or designated space to properly house and preserve its wide cadre of artefacts. The development project has been significantly slow due to IOJ's ability to secure funds for additional staff, subvention, programmes and the construction of the building. These limitations have significantly undermined the JAMM capacity to reach its full potential locally and internationally.

However in 2017, the parent Ministry, Culture, Entertainment, Gender and Sport instructed the IOJ to proceed with the rehabilitation of an old building owned by IOJ to facilitate the first phase of the JAMM. This building is located at 8 East Street, Downtown Kingston. When completed, the JaMM is expected to house a vast collection of Jamaican records, a library and database of Jamaican music and provide visitors with a modern and interactive musical experience.

The restoration project was evaluated by the Public Investment Management System (PIMS), whose objective is to streamline the preparation, appraisal, approval and manage all Government projects in Jamaica, regardless of the source of funding, the type of procurement or implementation method used. It was recommended that the IOJ complete several strategic tasks to make the project more viable one of which was the improvement of its Marketing and Public Relations plan. In order to achieve this objective the IOJ would like invite a consultant to design the Gallery spaces so that a 3D virtual tour and videos of the Gallery could be produced to enhance its Marketing strategy. This resource will be used to develop a unique package for the JaMM inevitably improving its attractiveness to investors both locally and internationally.

The preparatory phase and associated pre-investment activities for this project will be funded by the Strategic Public Sector Transformation Project under the Public Investment and Evaluation Fund.

The Strategic Public-Sector Transformation Project:

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The Government of Jamaica (GOJ) has received loan financing from the International Bank for Reconstruction and Development (IBRD) towards the cost of the Strategic Public-Sector Transformation Project (SPSTP). The Project Development Objective (PDO) is to strengthen public resource management and support selected public sector institutions in facilitating a more enabling environment for private sector growth. The project has 6 components divided into 2 thematic areas.

The first thematic area of the proposed intervention seeks to reinforce fiscal discipline and revenue enhancement through four main components: (a) Strengthening the Public Investment Management System (PIMS); (b) Strengthening the Budget Preparation Process and Results Based Budgeting (c) Adaptive Public-Sector Approaches to Promote Fiscal Sustainability and Project Management; (d) Modernizing of the Accountant General's Department.

The second thematic area seeks to support those institutions that sit at the interface between the public and private sectors: Bureau of Standards of Jamaica (BSJ) through component 5, Fostering Industrial Growth and Trade Facilitation, that will support strategic public-sector institutions essential to creating an enabling environment for the private sector. The management of the project makes up the sixth component.

Under Component 1 'Strengthening the Public Investment Management System (PIMS), the Project will support the designing of a fund for the funding of pre-investment financial and economic analysis and post-investment evaluations of the Borrower's public investments; and (ii) carrying out: (A) pre-investment financial and economic analysis of the Borrower's proposed public investments to identify priority public investments based on the Borrower's long-term development agenda; and (B) post-investment evaluations of the effectiveness of the Borrower's completed public investments.

2. Key Objective of the Consultancy

The IOJ would like to engage a consultant who would design the gallery space, develop a bill of quantities, project schedule, and budget in close consultation with the Director/ Curator.

3. Description of the Assignment

The assignment will involve:

- Collaborating with other technical expertise in the design of the Gallery spaces
- Working with the Director/Curator and Multimedia Specialist to develop, design and produce appropriate gallery designs including 3D elements, interiors, floor plans, elevations, lighting, displays, and interactive components
- Designing and producing drawings /information to illustrate design ideas to stakeholders for review, input, and approval.
- Managing the execution of physical design scope of the project blending media and environments
- Developing the budget for the Gallery to assist the Director/ Curator with the development of Capital Project budget
- Providing Technical support to the implementation team at inception.

4. Scope of Work

The Consultant will undertake all activities necessary to fulfill the objective and output of the services including but not limited to the following:

- (i) **Work in collaboration with the Director/Curator** for the coordination and execution of the design of the gallery space.
- (ii) **Prepare Schematic Designs:** Alternative schemes are explored for organizing both the fixtures and physical layout of the Gallery.
- (iii) **Complete the Gallery Design Development:** All major details of the project are to be accounted for and the design integrated into coherent media presentations for the overall building.
- (iv) **Final Designs of Gallery spaces:** All remaining development issues are to be resolved and production details finalized, including technical drawings, specifications, graphic production files, site coordination, graphic proofs, color, and material samples .

5. Deliverables

The consultant will be required to prepare the following documents as the key deliverables for payment:

DELIVERABLES/ACTIVITIES	DISCRIPTION	TIMELINE
<ul style="list-style-type: none"> ▪ Work plan 	The plan will outline the sequence of activities, the required resources and timelines for activities that will be done by the consultant in order to achieve the stated objective.	Submitted two (2) weeks after contract signing
<ul style="list-style-type: none"> ▪ Progress Report 	The report will detail the efforts that have been made at the midpoint of the assignment and outline any challenges faced with the assignment and the necessary steps that need to be taken to remove any bottleneck to the implementation.	<i>To be submitted by week 7 after signing of the contract</i>
<ul style="list-style-type: none"> ▪ Draft Final Report 	The draft report in-keeping with the scope as outlined above, will include <ul style="list-style-type: none"> • Detailed floor plan and elevations. • Sample graphic layouts / typography. • Material, finish, and color proposals. • Architectural modifications. • Text Level I (titles and descriptions). • Identify major images and artifacts. • Describe AV and interactive elements. • Bill of Quantity for the Gallery design 	<i>To be submitted by week 9 after signing of the contract</i>
<ul style="list-style-type: none"> ▪ Final Report 	The final report will reflect the changes agreed by IOJ to be made to the draft report. Final discussion with IOJ officers shall be had by last week of contract.	<i>Submitted by week 12 after signing contract</i>

6. Qualification

Individual consultant must have:

- At least 5 years' experience in exhibit/display design and fabrication
- Minimum Bachelor of Arts in Communication, Design, Architecture or related field.
- Knowledge of mechanical, electronic and audio visual equipment
- Working knowledge of basic computer software programs, i.e., Microsoft Word, Excel, Outlook or Outlook Express, and expertise in Adobe Creative Suite: Illustrator, Photoshop, and proficiency with AutoCAD or other computer assisted design software

7. SPECIFIC KNOWLEDGE AND SKILLS

- Must possess a thorough understanding of construction and fabrication techniques
- Sound understanding and knowledge of standard project management tools and techniques to schedule, plan and correct project performance.
- Sound understanding of government machinery and operations in order to meet the needs of the IOJ and an ability to provide realistic expectations.
- Proven experience of working with a wide range of stakeholders from the public and private sector to generate collective effort
- Ability and proven experience in multi-tasking, in taking initiative and working effectively under pressure.
- Must possess exceptionally strong design, visualization and organizational skills
- Desire and ability to work both independently and within a team environment

8. Contract Period

The work to be completed under the consultancy will be implemented over a period of **eighty (80) days** or the parties in writing may subsequently agree on any other period. It is expected That the *Consultant* will begin the consultancy once the contract has been signed. The work schedule/ plan for the contract period is expected to be submitted within two weeks of contract being signed.

9. Payment Schedule

Payments shall be paid in the following manner:

DELIVERABLES/ACTIVITIES/TASKS	TIMELINE
▪ Work plan	10%
▪ Progress Report	20%
▪ Draft Final Report	40%
▪ Final Report	30%

10. Reporting

The Consultant shall report to the Director/Curator.