

# **REQUEST FOR PROPOSAL (RFP): Public Exhibition during Eastern Market After Dark at AIA Detroit Celebration of Architecture**

AIA Detroit, a Chapter of the American Institute of Architects  
440 Burroughs Street, Suite 524  
Detroit, MI 48202

May 29th, 2018

## **1. SUMMARY AND BACKGROUND:**

AIA Detroit (AIAD) is currently accepting proposals for a set of public-facing exhibitions to be featured at the 2018 AIAD *Celebration of Architecture* (CoA) on Thursday, September 20th, and at additional installations to follow. The purpose of this Request for Proposals (RFP) is to solicit concepts from various allied trade associations and nonprofit organizations wishing to educate, engage, and inform the public on the important work carried out by the many unique and interconnected entities that contribute to the built environment in southeast Michigan. Concepts will be evaluated by AIAD, and selections for the limited number of available exhibit slots will be curated based on the quality and relevance of the submissions received.

### **About the Event and Exhibition**

The AIA Detroit *Celebration of Architecture* has become the largest gathering of AEC and Design professionals in the State of Michigan, regularly attracting over 1,000 industry professionals, and 3,000+ members of the general public in attendance for Design Core Detroit's *Eastern Market After Dark*. The intention behind co-locating AIAD's annual Honor Awards presentation with the Detroit Design Festival has always been to leverage the opportunity to engage a broad public audience with the organizations, commercial partners, architects and allied professionals.

To that end, and capitalizing on the momentum building behind the UNESCO Detroit City of Design Action Plan developed by Design Core Detroit, AIAD has decided this year to host a series of public galleries featuring not only the recipients of our own Project and Professional awards, but also exhibits from a wide range of allied trade associations and nonprofits doing truly remarkable work in the city. AIAD recognizes that the City of Detroit and southeast Michigan are in a period of growth, renewal, and reinvention, and that such a landscape presents our industry with a unique opportunity to become more collaborative, mutually supportive, and engaged with the general public than ever before.

The hope is that this event serves as only the first in a long series of collaborative, industry-wide engagements, culminating in a new, independent organization, and an

affiliated permanent physical space within the City, dedicated to hosting public programming on the importance of the built environment and those who shape it.

### **Schedule**

- **Tuesday, 5/29: RFP Issued** to an invited group of allied organizations
- **Monday, 7/9: RFP Responses due** back to AIAD; Proposals need not include the final exhibit graphics/images, only a summary of the exhibit concept
- **Monday, 7/23: Proposals selected** for exhibition will be announced; it is the intent of AIAD to accept as many proposals as can reasonably be included at the event; AIAD may defer exhibits from exhibiting at the Celebration of Architecture, but invite participation in future exhibits and/or digital galleries.
- **Monday, 8/6:** Exhibiting organizations' **final graphics/images due** to AIAD for formatting, processing, and printing; submission materials include final exhibit board, organization's logo, and the logos of any exhibit sponsors
- **Thursday, 9/20: AIA Detroit Celebration of Architecture** at Eastern Market After Dark, 5:30 - 10:00pm, Eastern Market Shed 3, Detroit

### **2. PROPOSAL GUIDELINES:**

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted through 11:59pm EST on July 9th, 2018. Any proposals received after this date and time will not be reviewed. All proposals must be signed by an official agent or representative of the organization submitting the proposal. While it is not strictly mandated that the submitting organization be an IRS 501(C)6 or 501(C)3 organization, strong preference will be given to nonprofit entities deemed to be well-aligned with the stated mission of this exhibition.

Proposals must include the organization name and contact information, and a written description (no more than 500 words) of the proposed exhibit, and may optionally include a mock-up or preliminary version of the final exhibit graphic/image. This written proposal and optional mock-up are due to AIAD no later than 11:59pm EST on Monday, July 9th. There is no cost to submit a proposal.

Proposals should be submitting to [Celebration@AIADetroit.com](mailto:Celebration@AIADetroit.com). Written descriptions should be in an attached text document (.docx or .pdf), and optional graphics should be no more than 10MB.

### **3. EXHIBIT GUIDELINES:**

Final exhibits will be submitted as a single 48"-wide by 96"-tall graphic (.pdf, .ai, .eps, .jpg, .png, or .tiff), which AIAD staff will embed within a larger exhibit template (See Appendix for current conceptual template). The template will include separate frames for an exhibit description, organization logo, and any exhibit sponsor logos, as well as

information about AIAD, the *Celebration of Architecture*, and any Gallery Sponsor(s) (Identified by AIAD). Final materials (48"x96" Exhibit Board, Final Written Description, Organization/Sponsor Logo(s)) are due to AIAD no later than 11:59pm EST on Monday, July 23rd.

To help offset exhibit production costs, each exhibiting organization is asked to identify a sponsor for (or self-sponsor) their exhibit in the amount of \$500, payable to AIA Detroit. Exhibit Sponsors will receive brand recognition on their sponsored exhibit alongside the exhibiting organization, as well as in overall exhibit signage, and in CoA promotional materials, including the AIAD website, and the CoA Program. If any exhibiting organization is unable to identify a sponsor, AIAD will work with the organization to identify and engage an appropriate sponsor for the exhibit.

#### **4. PROPOSAL EVALUATION CRITERIA**

AIAD will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- **Organizational Relevance:** Proposals will be evaluated on the submitting organizations' relevance to the broader goals of communicating to the public the value and importance of the built environment, and educating them on the roles of the many distinct professions involved in its development, execution, maintenance and use.
- **Exhibit Content:** Proposals will be evaluated on the content of the proposed exhibit in relation to the overall exhibition. AIAD-driven exhibits will include the 2018 AIA Detroit Honor Awards, the 2018 Commerce Design Detroit awards, and exhibits from AIAD Committees. While there are no explicit limitations on the content to be proposed, it is expected that proposals will feature organizations' award programs, existing exhibits/installations, and/or other relevant programming packaged for public appreciation, education, and engagement.
- **Logistical Constraints:** Under ideal conditions, AIAD would seek to exhibit all qualifying proposals. However, the physical and time constraints of mounting and demounting this exhibition may prevent the inclusion of every submission (the CoA is held in an active farmers market facility, and as such all exhibit materials---along with all event staging, furniture, signage, etc.---must be clear of the building by 11:59pm EST the night of the event to accommodate overnight commercial market activities).

Requests for additional information should be directed to AIA Detroit Managing Director Charlie Klecha at [Charlie@AIADetroit.com](mailto:Charlie@AIADetroit.com). Proposals must be submitted by Monday, July 9th, to [Celebration@AIADetroit.com](mailto:Celebration@AIADetroit.com).

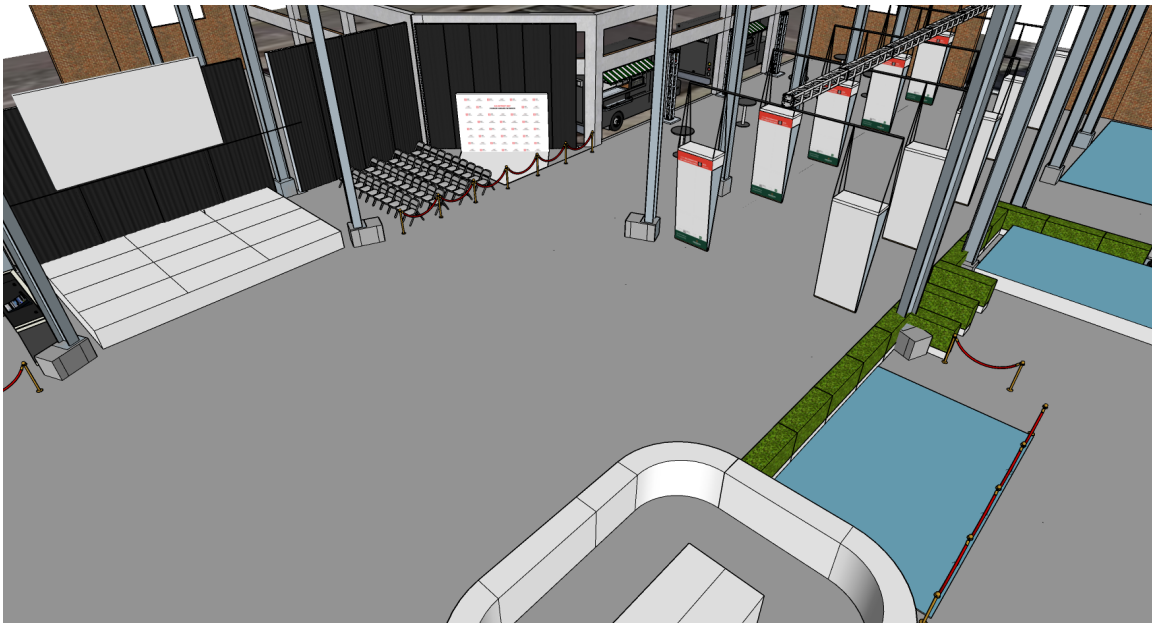
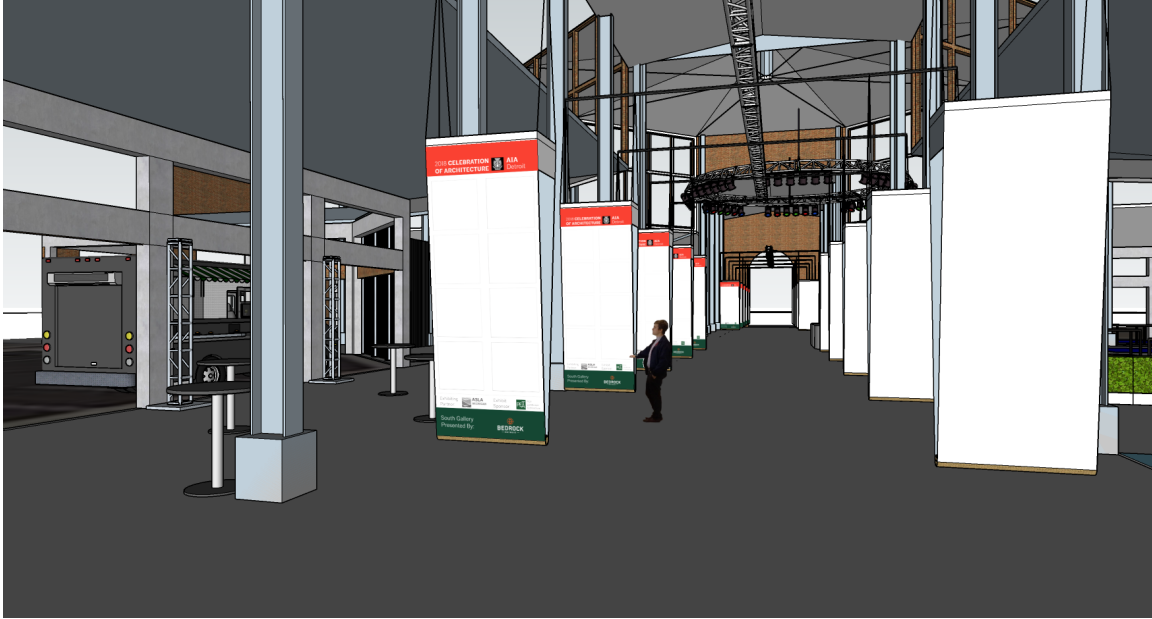
**CC:**

National Organization of Minority Architects Detroit Chapter [NOMA-Detroit]  
Michigan Architectural Foundation [MAF]  
US Green Building Council Detroit Region [USGBC Detroit]  
American Society of Landscape Architects Michigan Chapter [ASLA Michigan]  
International Interior Design Association Michigan Chapter [IIDA Michigan]  
American Society of Interior Designers Michigan Chapter [ASID Michigan]  
Interior Designers Coalition for Change [IDCFC]  
Engineering Society of Detroit [ESD]  
Construction Association of Michigan [CAM]  
National Association of Women in Construction [NAWIC]  
Illuminating Engineering Society Detroit Section [IES Detroit]  
Urban Land Institute Michigan Chapter [ULI Michigan]  
Preservation Detroit  
Commercial Real Estate Women Impact Awards [CREW]  
Society for Marketing Professional Services Michigan Chapter [SMPS Michigan]  
American Institute of Architecture Students, University of Detroit Mercy, Lawrence  
Technological University, and University of Michigan Chapters [AIAS UDM, AIAS  
LTU, AIAS Michigan]  
American Institute of Graphic Artists Detroit Chapter [AIGA Detroit]  
User Experience Professionals of America Michigan Chapter [UXPA Michigan]  
Detroit Design 139  
Sukkah x Detroit Design Competition  
University of Detroit Mercy School of Architecture [UDM SoA]  
Lawrence Technological University College of Architecture & Design [LTU CoAD]  
University of Michigan Taubman College of Architecture & Urban Planning [UM TCAUP]  
Wayne State University  
College for Creative Studies  
Cranbrook Academy  
Michigan State University  
City of Detroit

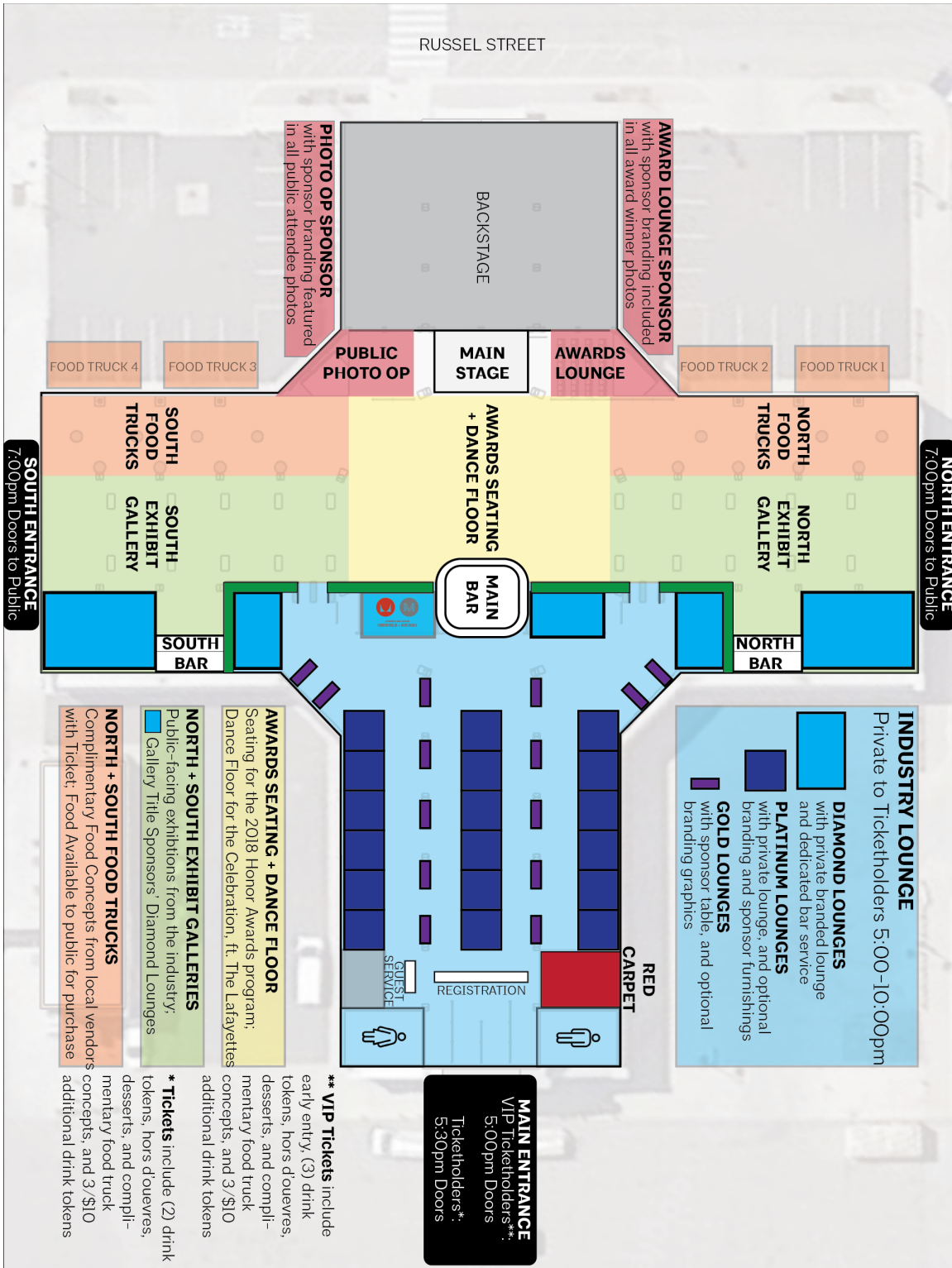
## APPENDIX 1: Conceptual images/renderings of Exhibit layout

**Please Note:** Companies/Organizations shown are for demonstrative purposes only, and not necessarily committed exhibitors/sponsors. Grid of 22"x22" squares within exhibit area is a suggestion of how individual projects/features/boards could be arranged within the larger 48"x96" exhibit area (i.e. highlighting individual awards), but no such requirement is imposed on exhibit proposals. Overall Gallery/Exhibit layout and template format are subject to change, but the 48"x96" exhibit format will remain unchanged.

48	32	16	0	16	32	48	
<b>2018 CELEBRATION OF ARCHITECTURE</b>  <b>AIA Detroit</b>			<b>2018 CELEBRATION OF ARCHITECTURE</b>  <b>AIA Detroit</b>				
							
							
<b>48" Wide x 96" Tall Exhibit Frame</b>							
Exhibiting Partner: 		Exhibit Sponsor: 		AIA Detroit Emerging Professionals Committee Christopher Kelley Leadership Development Program 		Exhibit Sponsor: 	
South Gallery Presented By: 			North Gallery Presented By: 				



# APPENDIX 2: Overall Working Event Layout



**MAIN ENTRANCE**  
 VIP Ticketholders\*\*: 5:00pm Doors  
 Ticketholders\*: 5:30pm Doors

**INDUSTRY LOUNGE**  
 Private to Ticketholders 5:00-10:00pm

- DIAMOND LOUNGES**  
with private branded lounge and dedicated bar service
- PLATINUM LOUNGES**  
with private lounge, and optional branding and sponsor furnishings
- GOLD LOUNGES**  
with sponsor table, and optional branding graphics

**AWARDS SEATING + DANCE FLOOR**  
 Seating for the 2018 Honor Awards program. Dance Floor for the Celebration. ft. The Lafayettes

**NORTH + SOUTH EXHIBIT GALLERIES**  
 Public-facing exhibitions from the industry; Gallery Title Sponsors' Diamond Lounges

**NORTH + SOUTH FOOD TRUCKS**  
 Complimentary Food Concepts from local vendors with Ticket; Food Available to public for purchase

**\*\* VIP Tickets** include early entry, (3) drink tokens, hors d'oeuvres, desserts, and complimentary food truck concepts, and 3/\$10 additional drink tokens

**\* Tickets** include (2) drink tokens, hors d'oeuvres, desserts, and complimentary food truck concepts, and 3/\$10 additional drink tokens