

EXPRESSION OF INTEREST

Chihuly in The Garden: Adelaide – 2024/2025 activation

Opens Tuesday 20 February

Closes 5pm, Friday 5 April (please let us know of your intention to submit by Thu 28 Mar)

Do you have an idea for a business opportunity associated with an activation of the installation of Dale Chihuly's Garden Cycle in Adelaide in 2024-2025? We'd like to hear from you!

ABOUT THE PROJECT

The Botanic Gardens and State Herbarium (BGSH) is seeking Expressions of Interest from suitable parties that can demonstrate an ability to create, manage and/or support an activation program at Adelaide Botanic Garden as part of *Chihuly in The Botanic Garden* (working title); (<https://www.botanicgardens.sa.gov.au/news/adelaide-to-host-exclusive-exhibition-by-world-renowned-artist-dale-chihuly>).

The offering/program should seek to enhance or support the Chihuly installation for visitors, create memorable visitor experiences, demonstrate economic viability and community interest, and create a financial return for your business and the BGSH.

Examples of the kinds of support that we are seeking include (but are not limited to) public event creation and management, site management support, ticketing support, regular programs such as tours or one-off events, and the development of related products and services. Corporate events and activations are available for discussion through a partnership arrangement.

Chihuly in The Botanic Garden is an installation of renowned glass artist Dale Chihuly's art. It will be on display for seven months (27

September 2024 to 29 April 2025) at Adelaide Botanic Garden.

During normal Gardens opening hours, access to the exhibition will be without charge (with the exception of a special indoor exhibition within the Bicentennial Conservatory). Outside these hours, however, paid experiences which extend and enhance the installation offering will be presented. The BGSH intends to establish regular ticketed evening viewings of the installation with special lighting, and is open to proposals that support this program or propose additional special out-of-hours experiences. In addition, paid experiences during daytime opening hours are being scoped by the BGSH and proposals will be considered for an external organisation/s to develop and run such experiences.

Expressions of interest are sought from individuals, organisations and businesses that can demonstrate an ability to create an activation or program (large or small in scale and duration) for the site and provide additional opportunities for visitors to enjoy the Chihuly installation and the Garden.

BACKGROUND

Since 2001, world-renowned glass artist Dale Chihuly has been making large scale glass sculptures and installing them across botanic gardens. These installations have been shown in cities around the US, at Kew in London and in Singapore's Gardens by the Bay. Adelaide will be the first location outside the northern hemisphere to host one of Chihuly's Garden Cycles, in an exclusive experience in Australia.

Featuring 12 large-scale outdoor works across the Adelaide Botanic Garden (ABG) and an interpretive experience featuring a further seven works within the Bicentennial Conservatory, Chihuly works will delight art lovers, nature lovers, cultural consumers, families and others.

With each artwork delivered with a lighting plan, night-time activation offers many possibilities, and the timeframe of the exhibition (stretching across spring, summer and autumn) allows for a multitude of experiences to be offered during the exhibition period.

Similar installations worldwide demonstrate significant increases in visitation to sites during the event period, drawing visitors from far and wide, and attracting diverse audiences.

With a seven-month season, BGSB is targeting visitors from interstate and overseas, and is planning a range of activities to draw local crowds to visit on multiple occasions.

THE OPPORTUNITY

- A national and local marketing campaign will ensure that Chihuly is front and centre in the cultural landscape through the installation period.
- The internationally acclaimed artwork will provide a perfect drawcard for innovative public program ideas.
- The seven-month season will allow a variety of programming to be presented. BGSB seeks to build a strong, diverse program, linking to other activities within the city and the state.
- The scale of our site (50 hectares) and length of season creates opportunities to separate different audiences over seasons, times of day, or by space.
- Leverage off our 'food and beverage' licensee Blanco Horner Hospitality, to support events with on-site catering and licensed premises.
- A map of the Adelaide Botanic Gardens site is located on our website:
<https://www.botanicgardens.sa.gov.au/visit/adelaide-botanic-garden/planning-your-visit>

CHIHULY PROJECT GOALS

- Boost visitation to Adelaide Botanic Garden, and more widely to the city and create economic benefit to the state through additional cultural tourism and economic activity.
- Build on the reputation of Adelaide Botanic Gardens as one of the finest botanic gardens in the world.
- Reinforce the place of Adelaide Botanic Garden in the heart of Adelaide's cultural landscape.
- Support the BGSB role of enhancing our collections and sharing our botanical knowledge.
- Provide opportunities for other organisations/individuals to capitalise on the Chihuly installation
- Create new revenue opportunities for the BGSB.

OTHER INFORMATION ABOUT THE PROCESS

- Ensuring the integrity of the Chihuly brand is central to the project, input and feedback on programs will be sought from Chihuly Studios in Seattle.
- BGSB is looking for a variety of activations across the seven-month period and expects to enter into multiple agreements to deliver visitor experiences outside normal ABG operating hours.
- Further rounds of submissions may be called.
- BGSB reserves the right to enter negotiations with applicants regarding proposed services.
- BGSB will be entering into a number of corporate and project partnerships to present this installation. We will assess all activation proposals for brand alignment and potential sponsorship benefits/conflicts.
- Please note:
 - o Blanco Horner holds the exclusive catering rights at Adelaide Botanic Gardens. BGSB will provide an introduction for proposals which include the consumption of food and beverage elements, during contracting phase. This installation may have obligations regarding exclusivity of Beverage Sponsors at specific sites / times.
 - o An exclusive retail partner has been engaged for *Chihuly in the Garden* and no additional retail will be considered.

EXPRESSION OF INTEREST REQUIREMENTS

Evaluation Criteria

1. Clear articulation of the activation opportunity – eg timing, duration, capacity, visitor experience, target audience
2. Clear connection to Chihuly installation
3. Clear connection to BGSH brand and values
4. Economic viability underpinned by sound business model
5. Provision of skills, technology or resources not currently within the BGSH
 - 5.1. Direct financial return to the BGSH
 - 5.2. Clearly defined business model and marketing plan
 - 5.3. Broader value to wider Adelaide and South Australian communities
6. Demonstrated experience in delivering similar programs in another context, including
 - 6.1. Ability to work within constraints and opportunities of site, including protection of the living collection and landscapes and biosecurity requirements
 - 6.2. Site safety and risk management processes
 - 6.3. Screened and responsible staff
 - 6.4. Appropriate insurances and relevant training
 - 6.5. Ability to work within public work site, and to take direction onsite as required
7. Potential sponsorship/partnership alignments

PROCESS

1. Discuss your project with us before 28 March
2. Initial EOI submitted by Friday 5 April
3. BGSH committee review proposals and determine suitable program to meet BGSH goals
4. Additional information from some applicants may be sought
5. Negotiation of contracts with successful applicants.
 - 5.1. This may include some variations to original proposals
 - 5.2. Additional Expressions of Interest may be sought to fill gaps in the program

For further information, please contact:

Allison Russell
Deputy Director (Public Engagement)
0416 139 848 allison.russell@sa.gov.au

Allison will be on leave 26 February to 1 March – during this time, please direct your enquiries to

Rhianna Pezzaniti
Producer, Chihuly Project
08 8222 9436 Pezzaniti Rhianna.Pezzaniti@sa.gov.au

SUBMISSION REQUIREMENTS

Submissions to be emailed to:

Allison Russell allison.russell@sa.gov.au

Please use the subject line CHIHULY SUBMISSION [ORGANISATION NAME]

1. Name of Organisation
2. Key contact and contact details
3. Names of all parties (i.e. business partners, sub-contractors, potential sponsors etc)
4. Description of the activity (i.e describe the visitor experience)
5. Proposed operating times/tenure
6. Proposed infrastructure requirements
7. Statement relating to Evaluation Criteria
8. Clear financial and commercial projections
9. Risk management plan (including how ABG site will be managed)
10. Site layout plan
11. Proof of insurances required for activity
12. Any other information