# DIGIMUSE OPEN CALL 2021: CREATORS' BRIEF

## EXECUTIVE SUMMARY

This call for digital project proposals is open to Singaporean and Permanent Residents[1], and offers support for the development of prototype projects that effectively utilise digital technologies, specifically a virtual heritage experience of the Kampong Gelam precinct.

Proposals should be in line with the themes of heritage promotion and preservation, community participation, accessibility, inter-generational conversations, research and gallery experience, as well as storytelling.

Selected projects will be presented under the DigiMuse programme spearheaded by the National Heritage Board of Singapore. Submissions will be reviewed by a panel and the selected entries is targeted to be awarded by September 2021. The panel reserves the right to conclude the Open Call with no award should there not be any suitable proposals received.

The final entries will be showcased as part of the annual DigiMuse Presents programme in end-2021.

## 1. BACKGROUND

### About the National Heritage Board of Singapore

The National Heritage Board (NHB) is the custodian of Singapore's heritage. We are responsible for telling the Singapore story, sharing the Singaporean experience, and imparting our Singapore spirit.

NHB's mission is to preserve and celebrate the shared heritage of our diverse communities, for the purpose of education, nation-building and cultural understanding. It manages the national museums and heritage institutions, and sets policies relating to heritage sites, National Monuments and the national collection. Through the national collection, NHB curates heritage programmes and presents exhibitions to connect the past, present, and future generations of Singaporeans.

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[1] International firms/individuals interested in participating in this Open Call may form a collaboration with a Singaporean or Permanent Resident firm(s)/individual(s) to submit a proposal.

NHB was formed on 1 August 1993 and is a statutory board under the Ministry of Culture, Community and Youth.

**About DigiMuse**

Since its inception in 2017, the DigiMuse initiative has endeavoured to foster exchange and innovation. Every year, we invite the technology sector to crowdsource ideas to enrich our museum and cultural experiences.

Through this series of Open Calls, DigiMuse invites artists, technologists, and culture professionals to co-create projects and provide thought-provoking interventions that showcase the wonderful possibilities of integrating culture and technology in our museums.

**About the Virtual Heritage Experience**

The NHB is piloting a new web-based virtual platform environment which features 3D model replicas of the Kampong Gelam precinct. The platform encourages visitors to explore the virtual twin of the precinct by navigating their avatar and engaging with its heritage through virtual scenes and tours. Additionally, it serves as a potential location for live-streaming virtual festivals and events.

To further bridge online and offline experiences, the NHB is keen to testbed ideas and interactive solutions that can add to such virtual explorations and encourage visitors to learn more about the heritage of our historic precincts.

Selected digital projects shall be showcased in a space within this virtual platform situated broadly around a virtual Kampong Gelam precinct. Please note that submissions are not required to be built on top of the platform and can be hosted separately, subject to technical and IT security considerations which should elaborated upon by applicants as part of the proposal submission. Therefore, applicants need not worry about their submission's UX compatibility with our pre-existing virtual environment.

## 2. TARGET AUDIENCE

The proposed project should digitally engage both the general local public and international visitors of varying digital competencies.

Of particular interest are proposals that encourage the participation and contribution of the community, as well as proposals that encourage i) online engagement to our existing content platforms like Roots.sg, ii) and/or physical visits to the precinct and museums like the Malay Heritage Centre.

### 3. COMMISSION BRIEF

We are seeking pilot projects that demonstrate creative and innovate ways to present heritage content through innovative digital technologies, as we shift towards a Post-COVID 'new normal' way of engagement. Proposals should show their potential for bridging the virtual and the physical space, creating an in-between "phygital" space – wherein our experience is grounded in the physical but made accessible via technological innovations. It should aim to enliven our cultural experience and engage with our communities, and proposals that encourage meaningful interactions either with the digital content or between visitors/users is advantageous.

The digital projects presented could tap on available content from NHB's online platforms and channels, as well as exhibition content from the Malay Heritage Centre, heritage trails and street corner museums in the Kampong Gelam precinct, and/or relevant heritage and cultural content. Some online resources are available at:

- <u>National Heritage Board website</u>
- <u>Malay Heritage Centre website</u>
- <u>Roots heritage portal</u>

Projects should also encapsulate innovative story-telling and experiences that have the potential to excite and engage with the community and a broad range of audiences. Ideas may include but are not limited to gamified experiences built around the Malay Heritage Centre's collection of artefacts, interactive heritage trails of the precinct, digital artworks or virtual performances presented within the physical and/or digital space.

The following considerations should also be taken into account:
- Increasing public awareness of digital technology in heritage and culture;

- Experimenting with digital techniques that encourage community engagement and production of community-driven content;
- Increasing accessibility to NHB content and collection
- Interest visitors to both physically and virtually explore the Kampong Gelam precinct;
- Increase online engagement to drive users to Roots.sg to discover more heritage content
- Ease of adoption and ability to scale

Successful applicants are expected to deliver the projects within 10 weeks from point of award.

## 4. HOSTING OF PROJECT

Applicants should propose digital projects that may be hosted on a third-party site, and linked via NHB's web-based virtual tourism experience platform and heritage portal www.roots.gov.sg.

## 5. BUDGET

Applicants should submit a detailed budget that **should not exceed SGD$25,000**. This budget should be all-inclusive of full professional fees and all other associated costs such as design, production, software and service fees. Platform hosting fees for selected projects shall be undertaken by the applicant.

The budget allocated to selected projects will be determined taking all factors (ie. scale, technical specifications, etc.) into consideration, and mutually agreed upon with the applicant before moving forward with contracting.

## 6. PROCESS AND TIMELINE

Shortlisted applicants may be invited for a video panel interview if deemed necessary. The production of selected projects are targeted to be completed and showcased by end-2021.

Submissions will be evaluated by representatives from the NHB.

### 7. PROPOSAL SUBMISSION

**Submission Deadline: <u>Tuesday, 31 August 2021, 1600 hours (Singapore Time)</u>**

The following should be included as part of the Proposal:

- Title of project and Concept Statement – proposal must clearly describe the project and include motives and intent of the project; its innovative and/or creative use of digital technology; how it intends to engage the public;
- Sample visuals and designs sufficient to convey clearly the concept and style – illustrations can be presented in 3D digital renderings/photographs and/or sketches, screen recordings and/or relevant digital media formats as necessary;
- Technical specifications – including proposed media format to be used and clear specifications of equipment and required;
- Detailed and itemised budget breakdown;
- A current CV – including samples of recent and relevant work as digital files (ie. Mp4, jpeg, mpeg, pdf).

Submission Format:

• Entry Proposal to be presented in a PC-compatible PowerPoint file (for viewing on Version 97–2002 & 2005). If file size is too large to attach to email, please provide a download link in your submission.

• The Entry Proposal should be confined to a maximum of 10 slides. The CV may be included as an Annex.

• If the project uses specific gear requirements (eg. HMD, 3D photogrammetry, etc.), please indicate on application.

### 8. PROPOSAL SELECTION PROCESS

The proposed project will be evaluated on the following selection criteria:

- Price reasonableness (60%);
- Quality of the proposal (30%); and
- Applicant's track record (10%)

Submissions shall be shortlisted based on the above criteria before a panel interview.

**Contracting**

Following the panel interview and selection, successful applicants shall be contracted by the NHB, in accordance with government procurement processes. A detailed contract shall be agreed between parties prior to award, with a sample Conditions of Contract available as an annex, for reference.

9. **HOW TO APPLY**

Please complete and send your submission **by Tuesday, 31 August 2021, 1600 hours (Singapore Time)** to:

DigiMuse@nhb.gov.sg

Any proposals submitted after the deadline will not be accepted.