Antwerp World Diamond Centre - Diamond Landmark

Request for proposals
DIAMOND LANDMARK

Issue Date: April 2016
Submission Deadline: August 31th, 2016]
Request To: Design Agencies / Artists

1. ***Overview***

a. Terminology

- **AWDC**: Antwerp World Diamond Centre, representing the Antwerp Diamond Industry. More information on the Antwerp diamond industry can be found on www.awdc.be. For a visual impression of what the Antwerp diamond industry represents, please visit https://www.awdc.be/en/antwerp-diamonds-0

- **Diamond Landmark**: a piece of art that can function as the visualization of what the Antwerp diamond industry stands for in every facet; economical, historical, cultural, etc.

- **Antwerp, shaping the Diamond Story (diamond year 2017-2018)**: A dedicated year, which will run from October 2017 until February 2018, in Antwerp, set up by the City of Antwerp in collaboration with various partners – amongst others the AWDC. This Diamond themed year will include various initiatives such as a dedicated expo in the MAS Museum, the launch of DIVA, Antwerp Home of Diamonds etc.

b. Statement of Purpose

By issuing this call for proposals the AWDC calls upon design agencies and/or artists to design and execute a creative concept for a permanent diamond landmark, which will be unveiled at the start of a dedicated "Diamond Year" in the City of Antwerp, in October 2017 (tbc).

c. Background Information

- *Organization Background*

AWDC is a Public, Private Foundation, officially representing and coordinating the Antwerp diamond sector. Our mission is twofold: strengthening Antwerp's position as the world's primary diamond trading centre and strengthening the image of diamonds to a general audience. We do this through Diamond Office, where we streamline the vast import and export flow of diamonds in and out of Antwerp and through a wide variety of dedicated marketing campaigns, services, conferences, trade fairs, economic missions and much more…

Our goal is to service all those involved or interested in our fascinating stones, from professional players like the mining giants to the bride-to-be, looking for her perfect wedding ring.

Additional information on the Antwerp diamond industry can be requested by contacting the PR&Communications Department of AWDC via:

Liesbeth Moereels
PR&Communications Dept.
liesbeth.moereels@awdc.eu
Antwerp World Diamond Centre (AWDC)
Hoveniersstraat 22
2018 Antwerp

- *Project Background*

For more than five and a half centuries, the city of Antwerp has been the epicentre of the global diamond trade. The city hosts an unrivalled mix of key ingredients that enable that success; a wealth of expertise, skills and know-how, a critical mass of 1,700 buyers, sellers and manufacturers, joined by a series of adhering service-providers such as financial institutions, brokers, insurance companies, shipping companies etc., all working in a highly conducive, multicultural, stable and politically neutral climate. Antwerp literally is the nerve centre from which a global, multi-billion-dollar industry is coordinated, demonstrated by the staggering $48,3 billion in diamonds that are traded in Antwerp on an annual basis. Above all, Antwerp is recognized as a leader within the global industry from an intellectual, qualitative and sustainable/socially responsible perspective; it is the place where since long, major decisions were taken and where the highest standards in terms of controls and transparency are upheld. What Wall Street is for the financial world, Antwerp is for the global diamond industry.

Ranking fourth in the list of trade goods exported from Belgium, diamonds are an excellent calling card in Belgium's foreign trade relations, they represent 5% of all Belgian exports and no less than 15% of all exports outside the EU. From a local perspective, alongside other industries such as the Antwerp port, the Antwerp diamond industry can rightfully be considered one of Antwerp's economical strongholds, equaling 32,600 jobs, of which 6,600 are employed directly and some 26,000 indirectly.

The Antwerp diamond industry is concentrated in three small streets, often referred to as the "diamond square mile", in a completely secured area. Even though on average, a whopping US$220 million worth in diamonds passes through these streets on a daily basis, the Antwerp diamond industry is a wholesale industry which is not open to the public. The square mile itself is visually highly unattractive, as it is composed of large office buildings, a typical B2B environment.

More precisely, there are no shops or diamonds otherwise showcased. In short, there are virtually no visual references to what the industry represents. (the so-called - often shady - diamond shops, near the Central Station – Astridplein, have in fact nothing to do with the wholesale trade and other activities that take place in the Antwerp diamond square mile.) The industry itself has no desire to create more "tourist" traffic in the diamond square mile, for obvious reasons, such as security, the lack

of links with B2C activities,... Like the Bull of Wall Street symbolizes a world that is not open to the public; the Antwerp diamond industry is looking for a diamond landmark that can symbolize the immense diamond heritage, the cultural wealth and the economical powerhouse the Antwerp diamond industry represents.

2. Scope of Work

a. Scope of Work

We are looking for a partner to design, plan and execute the creative concept from start to finish.

b. Roles and Responsibilities

The selected party will be charged with the full execution of the project, in accordance with the AWDC. Contractual terms and conditions, such as specific procedures, a listing of as all services that will be delivered, project management, status reporting meetings with a Steering Committee, project management approach on (sub-)contractors, legal requirements on delivery of the project, corrective actions processes, etc will be specified in a contract upon final commissioning.

c. Project Timeline

May 18: Optional information session & tour behind the scenes

August 31: Deadline for submitting proposals

September 30: Jury – announcement of selected proposals

October 21: Jury - presentation selected proposals

November 2016 – August 2017: planning and construction of the landmark

September 2017: Official unveiling of the landmark

3. Procedures

a. Evaluation and Award Process

Each proposal will be evaluated on the criteria set out in this call for proposals by a team of judges representing the AWDC and representatives of the Antwerp diamond community. This jury will decide which of the presented concepts will be presented to the commission "Beeld in de stad" and if withheld which candidate will be commissioned to build the landmark.

The following criteria will be used to evaluate the proposals: quality/budget/originality/sustainability.

b. Criteria

- CONCEPT OF THE ARTPIECE

The concept has to have a **clear and positive link** with the Antwerp diamond industry/the product (diamonds)

The concept should **reflect the fascinating story** of what goes on in the Antwerp diamond square mile in a clever, original and creative way

The concept should encourage people to stop at the landmark, take a picture and share it on social media and, in a broader sense, **intrigue visitors and activate** the diamond experience.

The concept preferably lends itself to a certain **name** (eg. The Wall Street Bull, The Bean (Chicago), etc)

The concept should **surprise** and **amaze**, if possible invite people to do something **interactive**

The product diamond should be present in the concept, not necessarily literally, but the unique aspects of diamonds should be part of/incorporated in the concept (reflection, clarity, mirror, purity, optical, brilliance, sparkle, perfection, polished, rough)

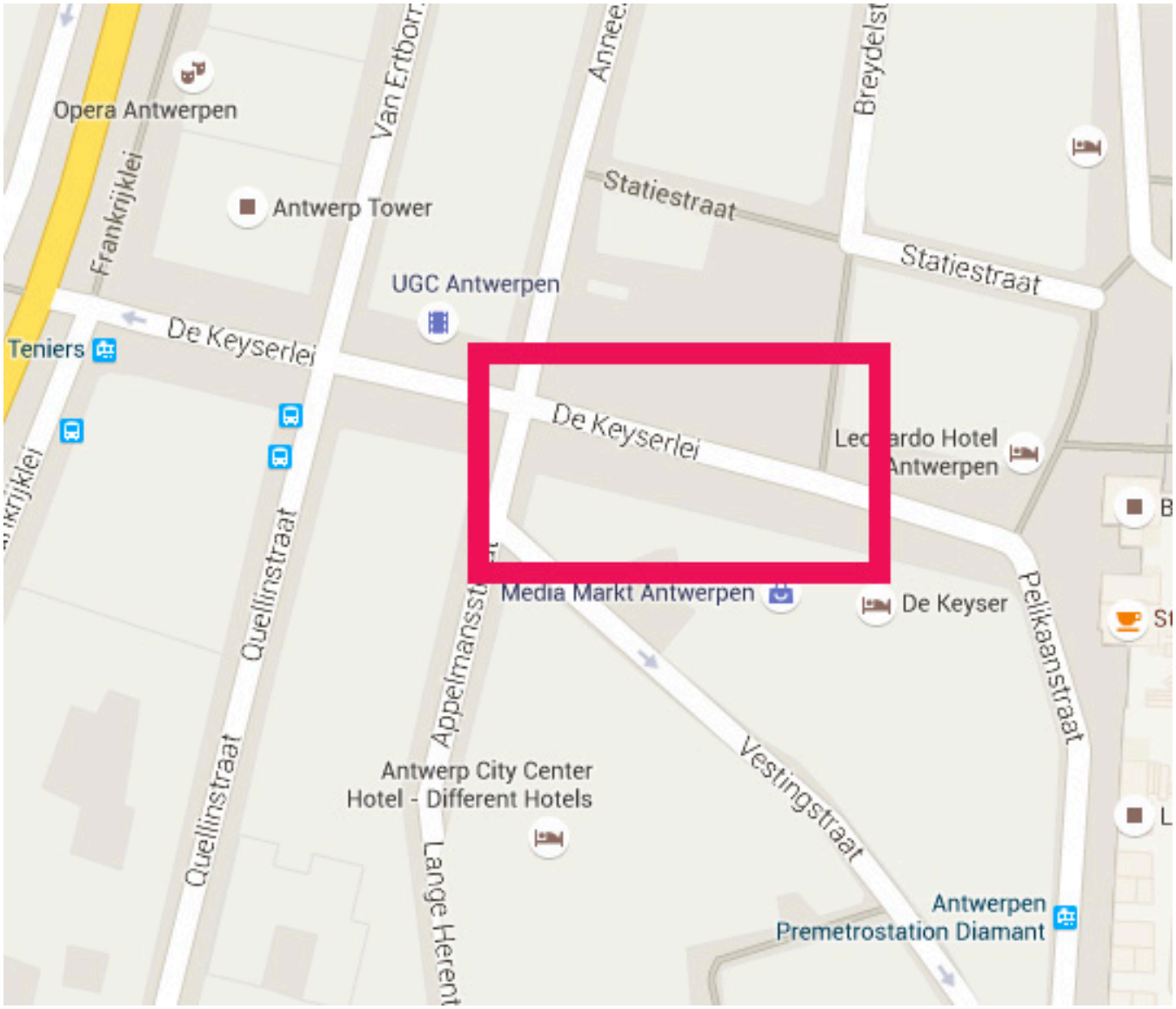
The concept needs to respect the different cultural and religious beliefs and sensitivities that are inherent to the Antwerp diamond community.

- TECHNICAL

The **"Commissie Beeld in de Stad"** by the City of Antwerp, will judge the selected concepts by AWDC on **quality**, **sustainability** and **international appeal**: The concept should be **sustainable**, fit for permanent presence in **open air** and should be **low-maintenance**. The concept should appeal to an **international audience**.

The concept should take into account and fully **respect all applicable laws** and regulations concerning the **public domain**. Use of auditive experiences are prohibited. Use of light or reflection should not lead to any nuisance.

The artpiece will be **located** bordering the Antwerp diamond square mile, more specifically, in the area around Appelmans- De Keyserlei crossing. Proposals to establish the landmark in a different location should be well-reasoned in the proposal. Please find a location map below.
For a detailed streetmap click here.


Opera Antwerpen
Van Ertborn
Frankrijklei
Antwerp Tower
Statiestraat
Statiestraat
UGC Antwerpen
Teniers
De Keyserlei
De Keyserlei
Quellinstraat
Quellinstraat
Media Markt Antwerpen
De Keyser
Pelikaanstraat
Vestingstraat
Antwerp City Center
Hotel - Different Hotels
Lange Herent
Antwerpen
Premetrostation Diamant

- BUDGET AND TIMING

The proposal should include a complete overview of the proposed timing and detailed budget, including an estimation of the costs for each phase: 'concept, final design, technical construction, production, installment and maintenance of the landmark. The total budget for the original design may not exceed 200,000 euro. However, the proposal may include optional embellishments to the original design, provided a detailed overview of any additional costs is included.

c. Process Schedule

May 18: Optional information session & tour behind the scenes

August 31: deadline for submitting proposals

September 30: Jury – announcement of selected proposals

October 21: Jury - presentation selected proposals

November 2016 – August 2017: planning and construction of the landmark

September 2017: official unveiling of the landmark

d. Submission Details

Proposals should be sent by post or delivered to :

Attn: Liesbeth Moereels
PR&Communications Dept.
Antwerp World Diamond Centre (AWDC)
Hoveniersstraat 22
2018 Antwerp

4. Submission Requirements

a. Proposal Format

The proposal should be submitted before the deadline on paper (max 10 A3), and should include a 3D impression or sketch of the proposed concept.

The proposal can include a digital impression of the concept, delivered on portable media (USB, hard disk, …)

The proposal should include a complete overview of the proposed timing and detailed budget of all phases. The total budget for the original design may not exceed 200,000 euro. However, the proposal may include optional embellishments to the original design, provided a detailed overview of any additional costs is included.

The proposal should include a brief (max 1 A4) description in which the responding party demonstrates its understanding of the project goals, scope and approach.

The proposal should include a clear description of the materials used in the concept.

The proposal should include a minimum of three relevant references that demonstrate significant experience in designing and executing similar projects.

The proposal should include a brief bio of the agency/artist/team… submitting the proposal.

An information session and tour behind the scenes of the Antwerp diamond industry will be held on May 18th. Would you like to participate? Registration for the information session is mandatory via https://www.awdc.be/en/landmark-infosession