



إكسبو 2020
دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES

**EXPO 2020 DUBAI
REQUEST FOR INFORMATION
Beyond Horizons
*[working title]***

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EXPO 2020 DUBAI OVERVIEW

Every World Expo has celebrated the unique achievements of its era and unveiled new concepts and experiences to its visitors, including technological advancements, iconic architecture, and opportunities for cultural exchange, to name but a few.

Expo 2020 Dubai seeks to deliver this same sense of wonder and hope for the future to millions of visitors of all ages, cultures, nationalities and backgrounds. Under the theme 'Connecting Minds, Creating the Future', our overarching vision is for a World Expo that celebrates the potential of human collaboration, and inspires and drives a positive, long-term impact for people and communities across the world.

Connecting minds requires a mutual understanding of our world and a greater sense of empathy. The connection of ideas is the essence of innovation, while the connection of cultures and communities requires a spirit of inclusion to ensure the benefits reach as many people as possible.

Therefore, understanding, innovation and inclusivity are the core values that lie at the heart of our themes, and will guide our approach to building Expo 2020 – by developing engaging stories and encouraging connected thinking.

Central to this vision is an exceptional visitor experience – one that ensures that every kind of visitor is engaged, excited, entertained and inspired. Our mission therefore is to develop and deliver an immersive, tailored experience that appeals to all of the senses - from the brilliant basics that ensure a smooth and seamless journey throughout the site, to the inspiring exhibitions, entertaining events and iconic architecture that deliver the all-important 'wow' moments.

And as the first World Expo to be held in the Middle East, Africa and South Asia, coinciding with the 50th anniversary of the founding of the United Arab Emirates, Expo 2020 is also a truly unique opportunity to express the proud spirit and values of our nation and region – ambition, optimism, resilience, hope, inclusivity and understanding.

Content and Experience Principles

Expo 2020 seeks to deliver an experience that goes beyond pure information and engages visitors physically, intellectually and emotionally. It inspires them to be part of shaping a better world. This is the spirit of Expo 2020 and is reflected in the following principles, which drive the content and the experience.

1. **The UAE's value system will live and breathe across the entire site:** The values of the UAE are the bedrock and inspiration for the content and the springboard for connecting it to the global contributions brought to Expo 2020 by all participants. The experience will exemplify that this is the first Expo to be held in the GCC, Arab world or Muslim world.
2. **Expo embraces the spirit of collaboration and partnership:** Collaboration between countries, corporates, SMEs (small medium enterprises) and individuals is the driving force behind new developments and partnerships, and follows the model Dubai and the UAE have deployed over their 50- year history. Partnerships are built into the physical master plan by placing countries from different regions, sizes and cultures, alongside one another. Our content should foster new connections and inspire new ideas among everyone involved.
3. **Technology is an agent of change:** Technology and technical innovation is not a goal in of itself; instead, it will assume its rightful place as an enabler of progress. Expo brings to the global stage thought leaders, innovators, as well as cultural and business leaders highlighting

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the wealth of ideas and talent in their communities. This same spirit of innovation is also applied to the way in which the programming and content is presented.

4. **Expo is an inspirational call to action:** Each visitor to the Expo site can be encouraged to move from having information, to developing knowledge, to making conscious choices. Whether it is to post a note, a pledge, or a tribute or to actively making a commitment that contributes to the wider Expo story where we create 25 million possible engagement points.
5. **Expo is multinational, multicultural and inclusive:** Participants play a key part in making the Expo diverse and multicultural. Each nation will stand alongside the next, highlighting its prowess in mobility, sustainability or opportunity. The UAE is fostering inclusion and giving each nation an equal voice to express their identity and uniqueness. They manifest their identity in their cultural practices, their talents – from musicians to inventors, chefs to dancers, scientists to artists – as well as their unique challenges and environmental/geographical contexts.
6. **The Expo experience is customisable and authentic:** Visitors will be able to experience the Expo along journeys they design themselves, but also through subjects that connect. A schoolchild can go on an island treasure hunt across anchor pavilions and countries to search for answers to questions that will define their journey; a European visitor can journey around the Indian Ocean, eating cuisine, experiencing music, learning about solutions to challenges across this vast body of water.
7. **The theme and subthemes imbue every part of the site:** Expo highlights the theme and subthemes not only in the stories it tells, but also in the ways it is built and designed, including the use and demonstration of sustainable materials or creation of opportunities for talent to be nurtured through the event or operations. Visitors are inspired to learn more having discovered new ideas and perspectives.
8. **Expo is fun and surprising:** transformation and inspiration come in many packages. Expo also includes components of entertainment, surprise, and unexpected stories that engage visitors in common moments of fun and play.

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SCOPE OF WORK

DETAILS

Name:	Beyond Horizons [working title] during Expo 2020
Category:	Live Performance
Type:	Dance, Music, Digital, Visual, Lighting, Costumes, Props
Dates:	20 th October 2020 – 10 th April 2020 (173 days)
Timings:	12:30pm & 9:00pm (daily)
Duration:	Maximum 75 mins – No intermission

PREFERRED LOCATIONS

Outdoor Amphitheater on the Expo 2020 Dubai site.

Important: It is of great importance that the technical design of the production is easily dismantled and reinstalled as the performance venue will be used for other events during the performance period.

Specifications of the Amphitheater are as follows:

Venue Type	Amphitheater
Stage Size	Rectangular stage – 20 x 10m (200 m ²)
Capacity	Seating 500 - 2500 fixed
Wing space	35 m ²
Back of House	Total area 300m ² Production offices Toilets x 2 Dressing rooms Green rooms Multi-purpose rooms
Loading unloading area	150m ²

Technical Production Team available at Ampitheatre as follows:

Crew Chief / Supervisor	1
LX Operator	2
Sound operator	2
Video and/or Projection team	2
Electrician	1
Riggers / flyer	3
Production crew (change over, stage equip)	5
Crew (get in / out / fit up)	20
Runner (catering/laundry etc.)	2

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TARGET AUDIENCE

Expo 2020 Dubai aims to attract 25 million visits, with approximately 70% of our visitors expected to come from outside the UAE. As per our current visitor market research, we are anticipating an influx of visitors during the performance period from the following countries: Indian, Saudi Arabia, China, UK, Pakistan, Oman, Germany, Philippines, North America and Russia. The production proposal therefore needs to take into consideration the multinational public, which is especially important when considering any language components.

OVERVIEW & THEME

The Emirates Mars Mission space exploration probe **Hope (Al Amal in Arabic)** is set to launch in July 2020 by the United Arab Emirates. Upon its launch, it will become the first ever mission to Mars by any Arab or Muslim country with an aim to investigate the Martian atmosphere and explore connections between today's weather and the ancient climate of the Red Planet. Space probe **Hope** is set to arrive to Mars in 2021, coinciding with the 50th anniversary of the founding of the UAE and will send to Earth over 1000 gigabytes of new data about Mars.

Space probe **Hope** will inspire a young generation to think positively and see a future filled with possibility.

The Earth and Mars orbit the Sun at different rates, and are aligned at their closest point only once every two years, leaving space probe **Hope** a very brief launch window in July 2020 to blast off from planet Earth.

Space probe **Hope** will be transiting through space for around 200 days, most of which will be during the World Expo 2020.

Expo 2020 Dubai wishes to celebrate this pioneering journey through space and time with a special commissioned signature multimedia resident production **presented on a daily basis throughout the 6 month Expo 2020.**

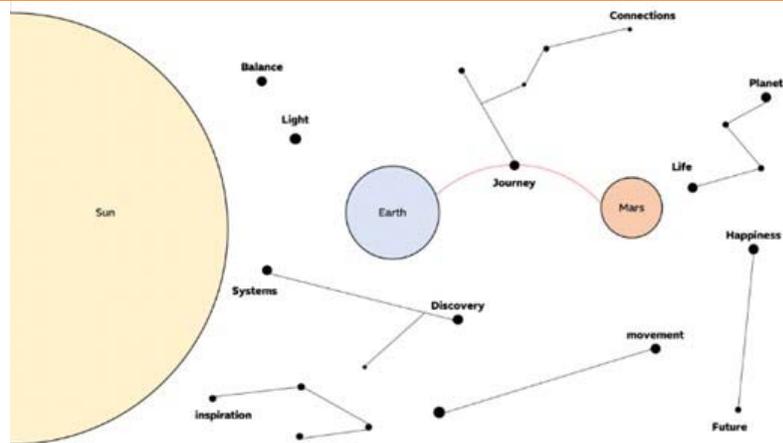


"This probe represents hope for millions of young Arabs looking for a better future. There is no future, no achievement, no life without hope. The Emirates Mars Mission will be a great contribution to human knowledge, a milestone for Arab civilisation, and a real investment for future generations."

His Highness Sheikh Mohammed bin Rashid Al Maktoum

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KEY MESSAGING & PROGRAMMING NARRATIVE



Embedded in Expo 2020 Dubai's *content and programming narrative*, the creative content and direction of the production focuses on the conception of a **journey of discovery** and exploration. Aimed at expanding the horizon of mankind's knowledge and ambition to secure a **future** for human **life**, the mission to Mars aims to examine temperature patterns, ice, water vapour, dust in the atmosphere, unraveling whether the environment can be habitable.

Incorporating the notions of **movement, balance, light** and **systems** the event should take the visitor on an **inspirational journey of discovery** into the **future**, exploring the possibility of **life** on a new **planet**.

Spectacular Space: Transient time and shining stars



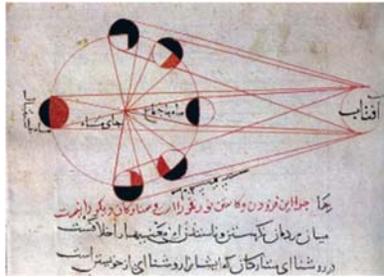
Expo 2020 Dubai is calling on world class creatives to develop an iconic signature commission production, providing the anticipated 25 million Expo 2020 visitors the opportunity to experience a unique show inspired by the pioneering journey of space probe **Hope** and its mission to Mars.

Highlighting the notion of space and confinement in the immensity of the universe, the notion of gravity, and the concept of exploration and discovery as a basic need for human continuation and longevity, the production should embody kinesthetic awareness, and utilise the disciplines of **dance, music, sound** and **digital art and/or projection components**.

The performance will need to be accessible to a diverse range of audiences from all around the world and use cutting edge technology and digital advancements is highly desired to illustrate a futuristic chronicle.



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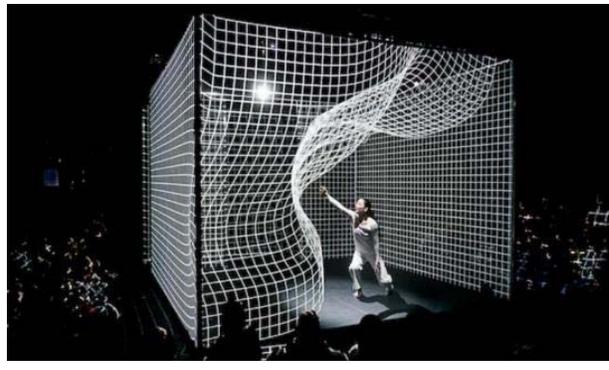
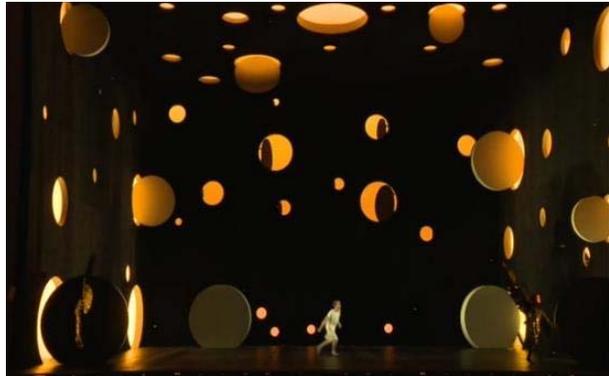
Highlighting the vast achievements and innovations of the Arab and Muslim contribution to world civilization and the science of astronomy is also a key message. Muslim scientists and scholars, helped develop the oldest natural science, contributing to the accuracy of the stars and their coordinates, examining better predictions of celestial and star movements.

The production should clearly portray the beauty of the planetary system we live in, whilst highlighting the constant necessity of pursuing knowledge, discovery and research.



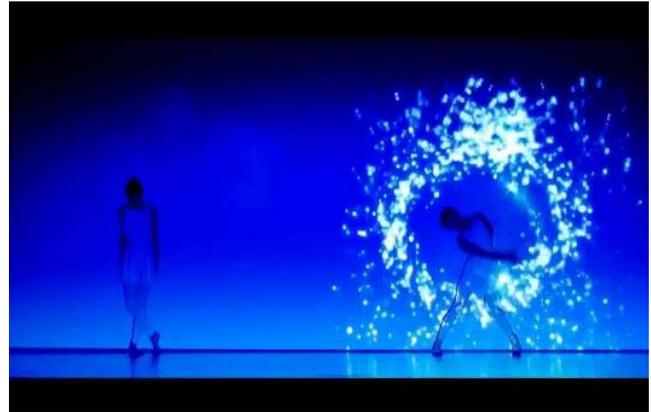
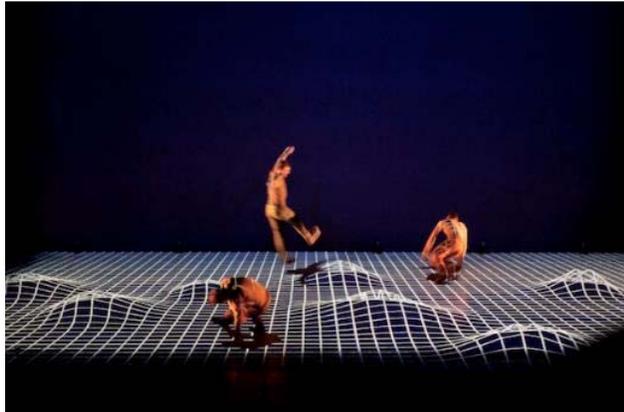
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VISUAL AND CONTENT REFERENCES





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Emirates Mission to Mars

<http://emiratesmarsmission.ae/> | <http://emiratesmarsmission.ae/mission-journey> | <http://emiratesmarsmission.ae/scientific-goals>

UAE National Space Programme

<https://government.ae/en/about-the-uae/strategies-initiatives-and-awards/federal-governments-strategies-and-plans/national-space-programme>

Celestial Globes Armillary Spheres

<http://www.muslimheritage.com/uploads/CelestialGlobes.pdf>

How Islamic scholarship birthed modern astronomy

<http://www.astronomy.com/news/2017/02/muslim-contributions-to-astronomy>

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The role of astronomy in Islam

<https://moonsighting.com/articles/roleofislam.html>

RESPONSE TO RFI

Agency to submit the following:

1. Company information

- Company name
- Confirm whether your company is acting as a sole company or as part of a consortium. If acting as part of a consortium, state the names of the other companies involved in the consortium; how long your company has been working with these other companies; and the nature of the services that these companies are providing to the consortium.
- Previous company name (if applicable) and length of time since name change.
- Registered office and address.
- Address for correspondence (if different from above)
- Contact name for the response to this questionnaire
- Telephone number
- Facsimile number
- E-mail address for main contact.
- Copy of valid Trade license attached
- Name and address of parent or holding company (if applicable).
- Provide details of your company structure (e.g. an organization chart) describing the corporate structure of the company and indicating the number of staff working in each function.

2. Technical capability

- Details of similar projects
- State number of years performing similar works/projects
- Organogram: State number of staff. Indicate skill level.
- State number of engineers/project managers. Indicate skill level.
- Provide list of references (with contact person's details) for the similar works performed/projects undertaken
- Confirm that your company has internal capability to carry out works.

3. Financial and economic standing

- Has your company ever had a contract terminated by employer?
- Has your company suffered deductions for liquidated and ascertained damages for any contract within the last three years?
- Are there currently any outstanding claims or litigation against the organization?

4. Health and Safety

- Does your company have a Health and Safety Policy?

5. Insurances (provide copies)

- Professional Indemnity
- Workmen's compensation

6. Quality assurance

- Please provide full details of your auditing and/or quality assurance programme including details of registration under any formal quality accreditation scheme.

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TIMELINE

Request for Information	Thursday, January 10, 2019
Submission Deadline	Thursday, January 31, 2019
Evaluation	Sunday, February 3, 2019
Request for Proposal	Thursday, February 28, 2019
Confirm Expression of Interest	Sunday, March 3, 2019
Clarifications Deadline	Wednesday, March 6, 2019
Submission Deadline	Friday, April 5, 2019
Evaluation	Thursday, April 18, 2019
Final Award & Kick-Off	Monday, May 6, 2019

BUDGET

A high-level itemised budget needs to be included with the submitted production proposal. Sections for the budget is outlined below

Please Note: The RFP stage will provide more detail on venues and scale of the requirement for a detailed Pricing Schedule to be submitted

Sections	Items	Cost in UAE Dirhams
1	Design Development i.e. Design fees (incl choreography, sound and lighting design), prototyping / modelling	
2	Content Development i.e. Choreography, narrative, musical composition	
3	Manufacture & Production (sets, props & costumes) i.e. Sets and props, costumes, sound light and AV eqt	
4	Staff i.e. Project Management, Production, Operations Teams	
5	Talent & Entertainment i.e. Directors, Entertainers (performers) and support staff	
6	Transport & Logistics i.e. Equipment, sets and costumes	
7	Travel & Accommodation i.e. For staff , talent and crew	
8	Permits & Permissions	
9	VAT (5%) & Other Applicable Charges	
Total Cost in AED		XXX

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GENERAL CONSIDERATIONS

1. Expo 2020 Brand Guidelines

The Visual Standard Guidelines (VSG) is a best practice guide for delivery of the Expo 2020 Dubai® brand.

Expo 2020 Brand Guidelines: <http://brand.expo2020dubai.ae/bms/?link=C8C1B936>