



REQUEST FOR PROPOSAL
RFP# REQ810677

**[Traveling Exhibition - Design, Fabrication, and Installation Services for the MSU
Museum]**

RFP Timeline	
RFP Issue Date:	May 6, 2024
Deadline for Respondent Questions to MSU:	May 17, 2024
RFP Response Due Date:	May 29, 2024, 3:00 pm Eastern
Estimated Contract Award	June 10, 2024

RFP Contact	
Name:	Amanda Capanema
Email:	amanda.capanema@affiliate.msu.edu

DESCRIPTION: Michigan State University (the “**University**” or “**MSU**”) is soliciting proposals through this Request for Proposal (“**RFP**”) for the purpose of obtaining Design, Fabrication, and Initial Installation for the MSU Museum Natural Science Collections. The requested services are more thoroughly described under the Scope of Work Section of this RFP. Firms intending to respond to this RFP are referred to herein as a “**Respondent**” or “**Supplier**.”



PROPOSAL INSTRUCTIONS

- PROPOSAL PREPARATION.** The University recommends reading all RFP materials prior to preparing a proposal, particularly these Proposal Instructions. Respondents must follow these Proposal Instructions and provide a complete response to the items indicated in the table below. References and links to websites or external sources may not be used in lieu of providing the information requested in the RFP within the proposal. Include the Respondent’s company name in the header of all documents submitted with your proposal.

Document	Description	Response Instructions
Cover Page	Provides RFP title and number, important dates, and contact information for MSU	Informational
Proposal Instructions	Provides RFP instructions to Respondents	Informational
Respondent Information Sheet	Company and Contact Information, and Experience	Respondent must complete and submit by proposal deadline
List of Critical Questions	Information on Respondent’s experience	Respondent must complete and submit by proposal deadline
Scope of Work	Describes the intended scope of work for the RFP	Respondent must complete and submit by proposal deadline
Pricing	Pricing for goods and services sought by the University through this RFP	Respondent must complete and submit by proposal deadline
Master Service Agreement	Provides legal terms for a contract awarded through this RFP	Deemed accepted by Respondent unless information required in Section 9, Master Service Agreement is submitted by proposal deadline
MSU Museum Collections Policy	MSU Museum Collections Policy Provides guidance to ensure legal and ethical obligations concerning the collections are met and that curatorial activities adhere to standard museum practices as established by the American Alliance of Museums.	Respondent must comply to the MSU Museum Collections policy (when applicable).

- EXPECTED RFP TIMELINE.**

Activity	Date
RFP Issue Date:	May 6, 2024
Deadline for Respondent Questions to MSU:	May 13, 2024, 3:00 pm Eastern
RFP Response Due Date:	May 27, 2024, 3:00 pm Eastern
Estimated Contract Award	June 10, 2024

- CONTACT INFORMATION FOR THE UNIVERSITY.** The sole point of contact for the University concerning this RFP is listed on the Cover Page. Contacting any other University personnel, agent, consultant, or representative about this RFP may result in Respondent disqualification.



4. **QUESTIONS.** Respondent questions about this RFP must be submitted electronically by email to the contact listed on the cover page of this RFP. In the interest of transparency, only written questions are accepted. Answers to all questions will be sent to Respondents via email. Submit questions by referencing the following: (i) Question Number, (ii) Document Name, (iii) Page Number, and (iv) Respondent Question. Please refer to **Section 2** above for the deadline to submit questions.
5. **MODIFICATIONS.** The University may modify this RFP at any time. Modifications will be sent via email. This is the only method by which the RFP may be modified.
6. **DELIVERY OF PROPOSAL.** The Respondent must submit its proposal, all attachments, and any modifications or withdrawals electronically via email to the contact listed on the cover page of this RFP. **The price proposal should be saved separately from all other proposal documents and should be sent as a separate attachment from the other proposal documents.** The Respondent should submit all documents in a modifiable (native) format (examples include but are not limited to: Microsoft Word or Excel and Google Docs or Sheets). In addition to submitting documents in a modifiable format, the Respondent may also submit copies of documents in PDF. Respondent's failure to submit a proposal as required may result in disqualification. The proposal and attachments must be fully uploaded and submitted prior to the proposal deadline. **Do not wait until the last minute to submit a proposal.** The University **may not** allow a proposal to be submitted after the proposal deadline identified in the Cover Page, even if a portion of the proposal was already submitted.
7. **MANDATORY MINIMUM REQUIREMENTS.** The RFP may contain minimum qualifications, which will be identified as "**Mandatory Minimum Requirements**" in the Scope of Work Section of this RFP. If the RFP does contain mandatory minimum requirements, any proposal not meeting these minimum requirements **will be deemed non-qualified and will not be considered.** All proposals meeting these mandatory minimum requirements will proceed for review and evaluation consistent with **Section 8, Evaluation Process.**
8. **EVALUATION PROCESS.** The University will convene a team of individuals from various Departments within MSU to evaluate each proposal based on each Respondent's ability to provide the required services, taking into consideration the overall cost to the University. The University may require an oral presentation of the Respondent's proposal; conduct interviews, research, reference checks, and background checks; and request additional price concessions at any point during the evaluation process. The following criteria will be used to evaluate each proposal:

Criteria	Weight
Overall Proposal Cost	30%
Technical Specifications/ Approach to solution	30%
Demonstrated value	20%
References	20%
	100%

9. **MASTER SERVICE AGREEMENT.** The University strongly encourages strict adherence to the terms and conditions set forth in the Master Service Agreement. The University reserves the right to deem a proposal non-responsive for failure to accept the Master Service Agreement. Nevertheless, the Respondent may submit proposed changes to the Master Service Agreement in track changes (i.e., visible edits) with an explanation of the Respondent's need for each proposed change. Failure to include track changes with an explanation of the Respondent's need for the proposed change constitutes the Respondent's acceptance of the Master Service Agreement. General statements, such as "the Respondent reserves the right to negotiate the terms and conditions," may be considered non-responsive.



- 10. CLARIFICATION REQUEST.** The University reserves the right to issue a Clarification Request to a Respondent to clarify its proposal if the University determines the proposal is not clear. Failure to respond to a Clarification Request timely may be cause for disqualification.
- 11. RESERVATIONS.** The University reserves the right to:
- a. Disqualify a Respondent for failure to follow these instructions.
 - b. Discontinue the RFP process at any time for any or no reason. The issuance of an RFP, your preparation and submission of a proposal, and the University's subsequent receipt and evaluation of your proposal does not commit the University to award a contract to you or anyone, even if all the requirements in the RFP are met.
 - c. Consider late proposals if: (i) no other proposals are received; (ii) no complete proposals are received; (iii) the University received complete proposals, but the proposals did not meet mandatory minimum requirements or technical criteria; or (iv) the award process fails to result in an award.
 - d. Consider an otherwise disqualified proposal, if no other proposals are received.
 - e. Disqualify a proposal based on: (i) information provided by the Respondent in response to this RFP; or (ii) if it is determined that a Respondent purposely or willfully submitted false or misleading information in response to the RFP.
 - f. Consider prior performance with the University in making its award decision.
 - g. Consider total-cost-of-ownership factors (e.g., transition and training costs) when evaluating proposal pricing and in the final award.
 - h. Refuse to award a contract to any Respondent that has outstanding debt with the University or has a legal dispute with the University.
 - i. Require all Respondents to participate in a Best and Final Offer round of the RFP.
 - j. Enter into negotiations with one or more Respondents on price, terms, technical requirements, or other deliverables.
 - k. Award multiple, optional-use contracts, or award by type of service or good.
 - l. Evaluate the proposal outside the scope identified in **Section 8, Evaluation Process**, if the University receives only one proposal.
 - m. Utilize third parties to assist in the evaluation process, provided such parties are subject to confidentiality requirements.
- 12. AWARD RECOMMENDATION.** The contract will be awarded to the responsive and responsible Respondent who offers the best value to the University, as determined by the University. Best value will be determined by the Respondent meeting any mandatory minimum requirements and offering the best combination of the factors in **Section 8, Evaluation Process**, and price, as demonstrated by the proposal. The University will email a **Notice of Award** to all Respondents. A Notice of Award does not constitute a contract, as the parties must reach final agreement on a signed contract before any services can be provided. The awarded Respondent is prohibited from partnering with losing bidders unless the RFP specifically allows for such arrangement, and any violation of this prohibition may result in disqualification of the awarded Respondent.
- 13. GENERAL CONDITIONS.** The University will not be liable for any costs, expenses, or damages incurred by a Respondent participating in this solicitation. The Respondent agrees that its proposal will be considered an offer to do business with the University in accordance with its proposal, including the Master Service Agreement, and that its proposal will be irrevocable and binding for a period of 180 calendar days from date of submission. If a contract is awarded to the Respondent, the University may, at its option, incorporate any part of the Respondent's proposal into the contract. This RFP is not an offer to enter into a contract. This RFP may not provide a complete statement of the University's needs, or contain all matters upon which agreement must be reached. Proposals submitted via email are the University's property.



14. **FREEDOM OF INFORMATION ACT.** Respondent acknowledges that any responses, materials, correspondence or documents provided to the University may be subject to the State of Michigan Freedom of Information Act ("FOIA"), Michigan Compiled Law 15.231 *et seq.*, and may be released to third parties in compliance with FOIA or any other law. Questions about the Respondent's own performance can be directed to the RFP Contact indicated on page 1 of this document. Questions about the overall evaluation and any other post-award inquiries must be submitted via a formal FOIA request to the [Michigan State University FOIA office](#).



RESPONDENT INFORMATION SHEET

Please complete the following Information Sheet in the space provided:

Information Sought	Response
Contact Information	
Respondent's sole contact person during the RFP process. Include name, title, address, email, and phone number.	
Person authorized to receive and sign a resulting contract. Include name, title, address, email, and phone number.	
Respondent Background Information	
Legal business name and address. Include business entity designation, e.g., sole proprietor, Inc., LLC, or LLP.	
What state was the company formed in?	
Main phone number	
Website address	
DUNS# AND/OR CCR# (if applicable):	
Number of years in business and number of employees	
Legal business name and address of parent company, if any	
Has your company (or any affiliates) been a party to litigation against Michigan State University? If the answer is yes, then state the date of initial filing, case name and court number, and jurisdiction.	
Experience	
Describe relevant experiences from the last 5 years supporting your ability to successfully manage a contract of similar size and scope for the services described in this RFP.	
Experience 1	
Company name Contact name Contact role at time of project Contact phone Contact email	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Experience 2	
Company name Contact name Contact role at time of project Contact phone	



Contact email	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Experience 3	
Company name Contact name Contact role at time of project Contact phone Contact email	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	



LIST OF CRITICAL QUESTIONS

Please complete the following Information Sheet in the space provided:

Questions	Response
Does your company design and fabricate or will you subcontract exhibition fabrication and installation?	
If you subcontract, do you have a fabricator that you work with regularly? Please detail.	
Please describe your experience working with audio experiences in exhibition settings.	
Please provide photographic examples of exhibitions you've created in the past 5 years.	**** Suppliers are expected to provide this information as part of their proposal as an attachment. ****
Do you have experience building and crating traveling exhibitions? Please provide examples.	



SCOPE OF WORK

Please address each of the sections below in a written response, which can be completed on a separate sheet (using the same section headings).

1. Background

The MSU Museum is an innovative and experimental collaboratory that exists to catalyze creativity. A space where people can openly explore, express, and experiment with ideas across disciplines and interests, and indulge their natural curiosity about the world. It is accredited by the American Alliance of Museums and is the state's first Smithsonian Affiliate. The MSU Museum is a registered scientific institution with the Convention on International Trade in Endangered Species (CITES) and a member of the International Coalition of Sites of Conscience.

Since 1857, the Museum had been collecting objects and specimens and creating exhibitions that reflect our shared histories and experiences. Collections and exhibitions are used as a catalyst in teaching, learning, and research creating a vital collaboratory for student and faculty success.

In September 2022, the MSU Museum introduced a new innovative laboratory called the CoLab Studio. Building on the acclaimed work of its predecessor, MSU's Science Gallery, the Studio's timely and relevant programs will be novel, transient, and experimental. This approach enables the MSU Museum team to explore new methods for designing and implementing programming, informal learning, and community engagement. Findings from our work enable the MSU Museum to capitalize on new ways to engage students, faculty, and researchers as it works to maximize its mission. To this end, the MSU Museum helps to push the boundaries of what it means to be a 21st century interdisciplinary museum.

2. Working Exhibit Title: *Detroit and the Rise of Machine Music*

Afrofuturism, a movement that combines African diaspora culture with futuristic elements, has always had a strong connection to sound. Sound serves as a powerful tool for Afrofuturists, allowing them to reshape the universe and create new possibilities. It acts as a technology that captures the black experience, particularly for those who have been displaced from Africa and have lost their cultural roots.

By analyzing Afrofuturism through the lens of sound, we can uncover layers of connection across time, space, and musical instruments. This exploration emphasizes the importance of place, community, and identity within the movement. Sound theorist Erik Steinskog refers to this as "multimedial transmission," which lies at the heart of sound's role in Afrofuturism. It allows black people to transmit knowledge across generations, breaking free from constraints and sharing stories about culture, technology, and the future.

Detroit has played a significant role in Afrofuturist sound. Artists such as Derrick May and Underground Resistance have used Detroit techno music to document the decline of the city and the changing industrial order of the 20th century. Techno's birth and evolution in Detroit provide a platform for black perspectives on cultural change, showcasing innovation and critique. Beyond the beats, the sounds of a particular time and place in Detroit serve as a communal archive, transmitting stories of black existence and contributing to the early foundations of Afrofuturism.



In summary, sound is a crucial element in Afrofuturism, allowing black voices to reshape the universe, transmit knowledge, and express their worldview. Detroit's legacy in Afrofuturist sound highlights the importance of sound in defining early Afrofuturism and capturing the experiences of black communities in the city.

3. Scope of Work

- Supplier will design, fabricate and install a new temporary exhibition that will serve as a platform for exploring the development and rise of Machine Music in the City of Detroit between 1975 and 1995 and its relationship to the themes of Afrofuturist thought and its impact on postwar Detroit.
- Supplier will develop the conceptual design for an integrated, immersive exhibition experience for MSU Museum visitors, approximately 1500-2000 square feet. Supplier is charged with the overall design of the exhibition and exhibit-related areas including any audio-visual or interactive components working closely with the exhibition curator and MSUM Director of Exhibitions.
- Supplier will fabricate and install exhibition components in off-site gallery in East Lansing, MI. Note: this exhibition should be designed to travel. It is planned to open in East Lansing February 2025, then travel to a Detroit venue in summer, 2025. There have been inquiries from other institutions outside the state of Michigan to travel in the future.
- Supplier will build museum crates and create packing lists for travel, in other words the exhibition should be designed to be shipping ready. Note: The exhibition will be de-installed and packed by MSU Museum staff for travel to the Detroit venue. Supplier is not responsible for packing or transport to second destination.

4. Responsibilities and Deliverables

- Prepare plans and renderings that illustrate the key components of the exhibition and the relationships between them.
- Create digital design assets for all components of the exhibition, incorporating content produced by MSU Museum.
- Create fabrication specifications to be used to build and install the exhibition.
- Assist in developing a projected exhibition construction schedule for installing the exhibit noting major deadlines and expected completion dates for major project components.
- Submit a complete fabrication plan for all aspects of the exhibition and the space in general, or will submit a complete list of confirmed subcontractors, with a complete budget, and proof of commitment, for all essential subcontractors, to fabricating the required components, according to spec, in the required time frame.

5. Miscellaneous:

- Supplier shall keep informed and comply with all applicable ordinances, rules and regulations of the MSU Museum Collections Policy attached herein (when applicable).
- All information regarding the planning and funding of this exhibition, as well as information



about the design or status of its implementation, will remain confidential throughout the course of the project and should not be shared with other institutions or vendors without the permission of the MSU Museum.

- The MSU Museum assumes full ownership of any plans and documents generated at any point of the design process.
- The design of the exhibition will comply with all national, state, and local regulations pertaining to accessibility, health, and safety.
- All necessary personnel, equipment and materials required for the services will be provided by the Supplier. Exceptions might be made for specialized audio equipment, but only by approval through MSU Museum Director of Exhibitions.

6. Expected Timeline:

- Initial Designs shall be presented by September/October 2024
- Final Designs shall be presented by November 2024
- Fabrication and Installation shall be completed by February 1, 2025



PRICING

Supplier must fully detail the fee structure for the services detailed herein. The Supplier should clearly delineate fee structure and how fees related to work performed are calculated. All fee structures are appropriate, e.g. fee for service (not to exceed), fixed fee, and combination of fee for service and fixed fee.

Please include an itemized Pricing Proposal as identified below:

- Detail breakdown of the following pricing components, and any provision for contingencies should unexpected cost increases occur.
 - Design
 - Fabrication
 - Installation
- All pricing components above shall be quoted in USD.

Offer Validity:

The Respondent agrees that its proposal will be considered an offer to do business with the University in accordance with its proposal, including the Master Service Agreement, and that its proposal will be irrevocable and binding for a period of 180 calendar days from date of submission. If a contract is awarded to the Respondent, the University may, at its option, incorporate any part of the Respondent's proposal into the contract.



Requested Information List

The Respondent must submit its proposal, all attachments electronically via email to the contact listed on the cover page of this RFP by proposal deadline. *Please refer to Section 6 of the RFP Instructions for more information.*

- Respondent Information Sheet (Attachment required)**
- List of Critical Questions (Attachment required)**
- Photographic examples of exhibitions (Attachment required)**
- Scope of Work with timeline (Attachment required)**
- Pricing Proposal (Attachment required)**
- MSA (Attachment required)**



MASTER SERVICE AGREEMENT

(attached)

Please refer to Section 9 of the RFP Instructions when reviewing the Master Services Agreement terms and conditions.



MSU Museum Collections Policy

(attached)