



REQUEST FOR PROPOSAL

RFP# 887236

Singularity Exhibition: Design, Fabrication, and Installation Services for the MSU Museum CoLab Studio

RFP Timeline	
RFP Issue Date:	May 30 th , 2025
Deadline for Respondent Questions to MSU:	June 27 th , 2025
RFP Response Due Date:	July 11th, 2025
Estimated Contract Award	August 29 th , 2025

RFP Contact	
Name:	Matthew A. Uebel
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Phone:	517-884-6200

DESCRIPTION: Michigan State University (the “**University**” or “**MSU**”) is soliciting proposals through this Request for Proposal (“**RFP**”) for the purpose of designing, fabricating, and installing the exhibition, “Singularity.” 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

- 1. 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
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

- 2. EXPECTED RFP TIMELINE.**

Activity	Date
Issue RFP	May 30 th , 2025
Deadline for Respondent Questions to MSU	June 20 th , 2025
RFP Response Due	July 11th, 2025
Estimated Contract Award	August 29 th , 2025

- 3. 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
Experience	35.0%
Price / Acceptance of Payment Terms	27.5%
Supplier Availability / Timeline	15.0%
Supplier History with MSU	8.0%
Compliance with Proposed Master Service Agreement	7.5%
Supplier Risk	7.0%
	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](#).



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.

Michigan State University (MSU) Museum is an innovative and experimental collaboratory that exists to catalyze creativity. Here, people can openly explore, express, and experiment with ideas across disciplines and interests, fostering their natural curiosity about the world. The Museum is accredited by the American Alliance of Museums and is the state's first Affiliate of the Smithsonian Institution. It is also 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.

Established in 1857, the MSU Museum stands as a foundational pillar of educational and cultural enrichment at the heart of Michigan State University's mission. Conceived as a vibrant educational resource, it has consistently enhanced the learning journey of students and faculty by offering direct encounters with tangible artifacts and specimens. This unique access has deepened connections to the curriculum, particularly in the arts, sciences, and humanities, and propelled broader engagement in research, rendering the Museum an essential hub for scholarly exploration.

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 CoLab Studio helps to push the boundaries of what it means to be a 21st century interdisciplinary museum.

2. General Conditions and Information

- a. Performance of work per the agreement resulting from this RFP shall be coordinated with the MSU Museum
- b. The selected supplier for this RFP will be subject to the University's Criminal Background Check Policy, available at: <https://upl.msu.edu/common/documents/criminal-back-ground-check.pdf>.
 - i. If the University, at its sole discretion, determines the selected supplier is subject to this Policy, the supplier must sign and deliver the Contractor Certification for Criminal Background Checks to University prior to the provision of any services or delivery of any goods.
- c. MSU does not authorize any travel and will not reimburse any expenses incurred in responding to this RFP. If travel reimbursement is allowed by the resulting agreement, reimbursement is subject to MSU's Travel Reimbursement Policy set forth at <https://ctrl.msu.edu/COTravelNew/ReimbursementChart.aspx>
- d. All shipments shall be made F.O.B. Delivery Location
Named Point of Destination shall be MSU's East Lansing Campus, MSU reasonably anticipates deliveries to either the MSU Museum or MSU Central Receiving.
- e. The selected supplier shall name a single point of contact, who shall be responsible for project and account management
- f. Where the selected supplier's work may cause damage, or disrupt, existing MSU property, including but not limited to, utilities, industrial equipment, etc., the supplier shall make arrangements necessary for the protection of such property. The supplier shall, at its sole



responsibility, replace MSU property removed or damaged by, or at the direction of, supplier or any sub-contractor.

- g. The selected supplier, at its sole expense, shall be responsible to MSU for damage to MSU and non-MSU property as a result of its failure to protect such facilities and utilities
 - i. Replacements shall be new and current technology, unless otherwise authorized by MSU.
- h. The selected supplier will be responsible for all permits (if necessary), labor, materials, and equipment (including required PPE and safety equipment), needed to complete the scope of work
- i. Some areas of campus are restricted access locations and arrangement with the University's Public Safety Department will need to be made to access the facility
- j. The selected supplier shall equip staff with all tools and safety equipment, including equipment for air monitoring and testing (if necessary), to meet applicable OSHA and MIOSHA standards. Tools and safety equipment will not be provided to the supplier unless special arrangements are approved by the University
- k. If the selected supplier requires external staging, or on-site storage of materials and equipment, the location of this area must be agreed prior to actual use of the space

3. Safety and Regulatory Requirements

- a. The selected supplier will comply with all Federal, State, and Local, as well as MSU, safety rules and regulations and shall follow these as a requirement to continue work
- b. MSU personnel may stop any and all work if any Federal, State, and Local, as well as MSU, safety rules and regulations are not followed
- c. If disposing of material, the selected supplier is to comply with all landfill, or other appropriate licensed facility, requirements for entry, tipping, and disposal

4. Singularity Design, Fabrication, and Installation

Opening in August 2026, the MSU Museum CoLab Studio's *Singularity* exhibition transports visitors into a speculative future in which artificial intelligence has surpassed human intelligence, sparking unpredictable change in human civilization. Leveraging immersive design and performative theatre techniques within the visitor experience, *Singularity* invites audiences to step into the singularity and grapple with urgent questions at the intersection of technology, creativity, and society. The exhibition will be structured around three key subthemes:

- Humanity Redefined: exploring the evolving identity, ethics, and well-being in a post-singularity world.
- Artificial Minds, Creative Souls: showcasing and critiquing AI's role in art and creativity, challenging conventional notions of innovation.
- Democracy through an Algorithmic Lens: critically examining how the singularity reshapes democratic institutions, weighing both its potential to reinforce and undermine core democratic principles in an era of intelligent machines.

Through these lenses, the exhibition illuminates the myriad pathways our society might traverse in the shadow of singularity, prompting profound reflection on our collective destiny.



The exhibition will leverage an open call process for selecting the objects and creating the content of the exhibition. Our open call process allows anyone—artists, scientists, engineers, technologists, students, and anyone else with an interest — to submit their ideas, effectively crowdsourcing the program. This makes each exhibition a truly unique, multidisciplinary, and diverse collection of experiences. Some selected exhibitors already have completed works that are ready for display, whereas others are accepted based on their proposed concept and will be working to develop their piece in consultation with the CoLab Studio team and the selected vendor. For “Singularity,” we are seeking proposals that explore the future impact of rapid, technological developments in AI, grounded in the intersections of art, science, and ethics. This exhibition examines the utopian and dystopian aspects of continued advances in artificial intelligence, algorithms, and artificial superintelligence that eventually surpasses human intelligence challenging and redefining human society. Additionally, one of the primary goals of the exhibition design is to create an immersive, experiential narrative where visitors feel as if they have entered the Singularity. More information about the MSU Museum CoLab Studio’s exhibition development process can be found on the case studies page of the Museum website at <https://museum.msu.edu/case-study/colab-open-call/>

Additionally, the MSU Museum CoLab Studio’s award-winning CoLaborators will contribute to the project by engaging exhibition visitors and programming participants in dialogue around the exhibition content. CoLaborators are a team of undergraduate and graduate students that spark thoughtful discussions, facilitate ideas, and infuse learning and creativity through MSU Museum exhibitions and outreach.

5. Goals and Project Scope

MSU Museum’s CoLab Studio is issuing a Request for Proposals for the design, fabrication, and installation of a temporary exhibition “Singularity” that will speculate on the future impact of artificial intelligence. This exhibition will open at the MSU Museum in East Lansing in August 2026 and extend through December 2026.

The vendor selected for this project will develop the conceptual design for an integrated, immersive exhibition experience for MSU Museum visitors based on the selected works from the open call. The vendor is charged with the overall design of the exhibition and exhibit-related areas including any visual identity, audio-visual or interactive components. The vendor will work in partnership with the CoLab Studio’s curatorial team, and under the supervision of CoLab Studio’s designated Project Manager. MSU foresees working with design firms that can carry out the required fabrication, or which submit a detailed plan of fabrication, including all needed vendors and a complete budget.

Because the exhibition is curated through an open call process, it is important to note that much of the scope of work will involve consulting with selected exhibitors and helping them to refine their finalized exhibit concepts and tailor their presentation to the gallery space as needed. The vendor selected for this exhibition will consult with the selected exhibitors to help better understand the work and its connection to “Singularity’s” themes, as well as work to design and fabricate the overall environment, experience, and floorplan for the exhibition and create a cohesive visual experience across the different works.

\$100,000 is budgeted for the design, fabrication, and installation of this exhibition. Additionally, each selected exhibitor will be awarded a small stipend to help with the creation of their exhibit.

6. Responsibilities and Deliverables

a. Primary Responsibilities

- i. Selected supplier will review CoLab Studio’s exhibition concept and goals to reaffirm and establish the full scope of the project.
- ii. Selected supplier will join the CoLab Studio curatorial team in interfacing with selected exhibitors to both understand the exhibits and help advise exhibitors in developing engaging and exciting exhibits.



- iii. Selected supplier will prepare plans and renderings that illustrate the key components of the exhibit and the relationships between them.
 - iv. Designer will create digital design assets for all components of the exhibit, incorporating content produced by CoLab Studio.
 - v. Designer will create fabrication specifications to be used to build and install the exhibition.
 - vi. Designer will assist in developing a projected exhibit construction schedule for installing the exhibit noting major deadlines and expected completion dates for major project components.
 - vii. Designer will submit a complete fabrication plan for all aspects of all exhibits 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.
 - viii. Designer will complete a manual of start up/shut down and troubleshooting procedures to help the CoLab Studio team maintain the exhibition after install
- b. Additional Responsibilities
- i. All information regarding the planning and funding of this exhibit, 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 CoLab Studio
 - ii. CoLab Studio assumes full ownership of any plans and documents generated at any point of the design process
 - iii. The design of the exhibit will comply with all national, state, and local regulations pertaining to accessibility, health, and safety

7. Supplier Qualifications

- a. Sustainability Certification (e.g. ISO 14001, LEED, B Corporation, Green Seal), desired but not required

8. Project Timeline

- a. Initial Designs shall be presented by 12/5/2025
- b. Final Designs shall be presented by 5/1/2026
- c. Fabrication and Installation shall be completed by 8/21/2026

9. Critical Questions

- a. **As part of their written proposal, respondents shall answer the following questions**
 - i. What is your firm's approach to creative and innovative exhibition design?
 - ii. How does your firm approach overall exhibition design? Do you do your own fabrication, use subcontractors, or a mix?
 - iii. CoLab Studio exhibitions utilize a collaborative open call process, which allows artists, scientists, researchers, students, and more to both submit completed works and conceptual ideas for individual exhibits that align with the exhibition theme. Would your firm be willing to engage in limited discussions about the design of individual exhibits and the relation of those to the overall exhibition design along with CoLab staff and exhibitors (roughly 2 hours. of dialogue for 8-10 exhibits)?

10. Written Proposals



- a. As part of a written proposal, respondents shall overview their ability to meet the requirements of this RFP; including but not limited to:
 - i. Presenting respondents' ability to meet the Goals and Project Scope
 - ii. Presenting respondents' ability to meet the Responsibilities and Deliverables
 - iii. Outlining respondents' qualifications
 - iv. At least one, and no more than three, accounts of equal or greater size than the one described in this RFP for which the respondent has performed similar services.
Respondent shall provide direct contact information for the reference account. MSU will be allowed to contact these accounts independently and without respondent present

11. RFP Presentations

- a. Based on the written proposal and documents submitted per this RFP, and at its sole discretion, MSU may identify a short list of suppliers who may be scheduled for demonstrations / interviews
- b. If required, MSU shall provide a basic agenda for the demonstrations / interviews

12. Subcontractors

- a. The selected supplier may subcontract performance of work per the resulting agreement with the approval of MSU. The selected supplier shall be responsible for all acts and omissions of each subcontractor

13. Payment Terms

- a. Invoice payment terms shall be 2.75% 10 Days, Net 30 Days from receipt of invoice
 - i. Failure to accept these payment terms may result in a respondent being deemed non-responsive.
- b. Milestone Payments
 - i. 25% upon acceptance of initial design
 - ii. 25% upon acceptance of final design
 - iii. 25% upon delivery
 - iv. 25% upon MSU's final acceptance of fabricated and installed exhibits

14. Invoicing

- a. Electronic Invoicing
 - i. Invoices per the resulting agreement are to be submitted through the SAP Business Network
 - ii. MSU will not accept paper or emailed invoices
- b. Invoice Requirements
 - i. If invoicing for hourly services, the invoice shall indicate the number of hours invoiced and the service period
 - ii. If invoicing for reimbursable expenses is allowed by the agreement, original documentation of costs shall be provided