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#### I. Introduction

#### (i) Concept of Heritage Museum

AHeritage Museum is a museum facility primarily dedicated to the presentation of historical and cultural information about a place and its people. The museum serves as a world of discovery, and uses exciting concepts to explore the history, architecture, art, culture and heritage of the place. The museum galleries through artifacts, installations and new technology present the history of the place.

#### (ii) The Scope of the Project

The main objective of the proposed Bastion Bungalow, Fort KochiDistrict Heritage Museum is to establish a "**MUSEUM**" in the context of the history, architecture, art, culture, and heritage of Ernakulam and Kochi, and the ancient trade and commerce, and the cosmopolitan culture of Fort Kochi. The purpose of establishing the museum is to trace and showcase the manifold facets of the origin and history of the city from the earliest times to the present.

A complete set of basic drawings and plan of the museum is being shared.

#### 2. Location of the Museum

Bastion Bungalow, Fort Kochi is located in the heart of Fort Kochi, near the seashore and Vascoda Gama Square. The building is a protected monument of the Archaeology Department. The total area of the building is 542 square meters or approximately 5800 square feet.

The conservation works of the building has been completed and the physical condition of the building is quite sound.

A sketch of Bastion Bungalow showing the layout of the rooms is enclosed.

#### 3. Fort Kochi Heritage Zone

Kochi is located on the coast of the Arabian Sea, and is the commercial capital, and the most cosmopolitan city of Kerala. The city is known as the Queen of the Arabian Sea. Kochi has one of the finest natural harbours in the world, and was one of the major centres of ancient trade and commerce drawingArabs, Romans, Jews, Chinese, Portuguese, Dutch and the British.

Fort Kochi, an obscure fishing village, which became the first European township in India, has an eventful and colourful history. Fort Kochi served as a gateway to the Indian Ocean World, and has the reputation ofbeing a sea-faring commercial town from a very ancient period. Thetown was largely shaped by the Portuguese, and the Dutch, and in the later period by the British. As a testimony of this cultural fusion, many vestiges and remains of Indo-European buildings and historically important monuments still exist in Fort Kochi. The remains of the original fort built by the Portuguese and Dutch are still visible in some places in the town.

## 4. The Proposal: THE BASTION BUNGALOW MUSEUM

It is proposed that The Bastion Bungalow Museum will be curated and designed as a **MUSEUM**thatwill serve as a springboard for visitors to explore the historic precinct of Fort Kochi. The museum will be a destination of historical and cultural significance for visitors, and the communities residing in Fort Kochi.

## CONCEPT

The curatorial vision for Bastion Bungalow envisages the establishment of the heritage building as a "**MUSEUM**" with a special focus on Fort Kochi as an entrêpot of the ancient pepper and spice trade.

Dedicated spaces will explore the external and internal circumstances and influences over time, which led to the evolution of Kerala's trading landscape across the centuries. Events, people, communities and key resources that drove Fort Kochi's economic success, and the commodities that formed the basis of the trade will be presented. The story of pepper, the history and various components of the ancient maritime trade, of the communities that made Fort Kochi their home, architecture and lifestyle, tangible and intangible heritage etc. will all be narrated through objects, material culture, visuals, and multi-media format. The Museum will make the history of Fort Kochi in the context of Trade, intelligible to the local people, and to visitors from around the world.

Combining conventional approaches, such as maps, objects &artefacts, and narrative panels, the story of Fort Kochi will be showcased in themed galleries integrated with large-format graphics, digital media and interactive components such as an introductory film, virtual hosts, in-gallery videos, holograms, augmented reality, and exploration zones.

The storyline of the proposed permanent galleries is to establish a '**Museum'** showcasing the economic, and cultural history of pepper or black gold, spices, and other commodities The story line will encompass the lives of peoples from around the world that flocked to Fort Kochi, in quest of black gold – pepper, the spice that shaped history.

The Curatorial Concept of the Museum should be focused on trade, the commodities of trade, the commercial relations, the history, and development of the Fort Kochi precinct in the broader context of the region, and the stories of the peoples who arrived for trade and made it their home. It will showcase Pepper – the spice that made Kochi an entrêpot of trade in the ancient world.

The museum will tell stories using the full range of conventional and modern multimediaresources: archaeological material, objects, material culture, moving images (newsreel, movies, documentaries), audio (oral history); documentary (maps, letters, papers, manuscript records, botanical prints etc), art (sculpture, painting etc.); photographs, clothes, food, design, architecture etc.

The curatorial concept of the Museum and the proposed subject matter for the galleries is follows.

1. Bastion Bungalow – History and legacy

Bastion Bungalow, a sea-facing heritage building, was constructed by the Dutch in 1667 as part of the Stromberg Bastion of the Dutch fort. More than 100 years earlier, the Portuguese had built Fort Emmanuel with seven bastions. After the fort was destroyed by the Dutch, the Dutch built a smaller fort around the bastions, of which the present Bastion Bungalow is a part. The sea-facing heritage building has been witness to the vibrant trade that dominated Fort Kochi for more than 400 years.

- 2. The Kochi (Cochin) Royal Family and the Cochin State early history of the Kulasekhara rulers, and the colonization of Kochi.
- Kochi The melting pot of Indian and World culture Early travellers - Chinese travellers such as Ma Huan, IbnBatuta, Nicolo Conti, St. Thomas the Apostle, Vasco da Gama etc.
- 4. Archaeological Heritage of Kochi Muziris-Pattanam, Kottapuram

Muziris-Pattanam - was a flourishing port city on the Kerala coast that was the centre of the global spice trade for more than 2000 years until it mysteriously disappeared in the 14<sup>th</sup> century. Reproduction of the 'Muziris Papyrus' - a 5th century financial document in ancient Greece showing commercial exchanges between traders from India and the West. Muziris is also mentioned in ancient Sangam literature and in the works of Pliny the Elder and Marco Polo.

Kottapuram – the history of the fort told through the artifacts found in excavations.Built in 1523, the Cranganore or Kodungallur Fort later came to be known as the Kottappuram Fort. The word Kottapuram means 'the place around a Fort' (Kotta means Fort). The Fort had a strategic position, on the mouth of the river Periyar before it joins the Arabian Sea, which gave it the advantage of controlling the ships and boats that passed to and from the interior of Malabar.

- 5. The story of Pepper the Black Gold
- 6. The Maritime History The Spice Routes. Discover how the Kerala coast was destined by geography to emerge as the one of the most significant lands that linked world trade across the Indian Ocean from earliest times.
- 7. The Spice Bazaars, the ancient bazaars in Fort Kochi recreating sights, sounds etc.
- The merchants, their establishments and business, and residents of Fort Kochi

   Romans, Arabs, Chinese, Jews, Syrian Christians, Portuguese, Dutch, Muslims, Hindus, Gujaratis, Nairs etc. To include Spice merchants, Fishing, ship building, textiles, gem trade etc. The stories of the diverse heritage of the communities that have made Fort Kochi their home.
- 9. Kochi Port and Sir Robert Bristow.
- 10. Makers of Kochi and the social reform movement in Kochi.
- 11. Art and culture of Kochi.
- 12. Archival and Epigraphical gallery

Please note that the above galleries are only suggestive. The Curator may add other perspectives and organize the museum galleries as per his/her vision of the given concept of the museum. The narrative should flow smoothly between the galleries in the Museum.

Apart from the galleries the following facilities are to be incorporated in the Museum.

- 1) A Children's Cultural and Heritage Activity Center
- 2) Administrative offices
- 3) Reception and Ticketing
- 4) Museum Café
- 5) Museum Souvenir shop
- 6) Museum Theater cum Lecture room
- 7) Visitor amenities Restrooms, Baggage check facility
- 8) Conservation cum Storage area
- 9) Access for the differently-abled will have to be provided
- 10) Any other requirements of a museum

# The Curator and Design team will have to respect the historicity, and the heritage status of the Bastion Bungalow while working on the Galleries and display.

# 3.<u>Scope of the Work</u>

## (i) Scope of the work is as follows

1. Preparation of a detailed curatorial concept/storyboard of the Museum

2. Allocation of the rooms in the building as exhibition galleries as per the curatorial concept and narrative

3.Complete Design and layout of the exhibition galleries& display of museum objects etc. including lighting, signage etc.

- 4.All signage, labels, text panels etc. will be in dual language format
- 5. Conservation of objects if required

6.Disaster management measures

7. Mechanism for temperature control inside the museum if required

8. Facilities for entry and movement of differently-abled persons.

9.New Media -The galleries should bedesigned using a museological narrative supported by appropriate new media aides. Large-format graphics, digital media and interactive components such as an introductory orientation film, virtual hosts, ingallery videos, holograms, augmented reality, exploration zones, mobile-based AR applications (IOS & Android), audio guides etc. should be included in the initial presentation and the final DPR.

10.Content and plan forguided tours of the Museum and Heritage Walk tours within the Fort Kochi Heritage Zone.

- 11. Utilization, if found appropriate, of the objects presently displayed in the museum
- 12. Solar power generation will be considered

13. Any additional conservation work, change of flooring, remodelling etc. will be considered

The design of the galleries should combine conventional exhibition display features together with digital, and interactive technology where relevant and appropriate respecting and keeping in mind the heritage status of the building. The presentation of information in the galleries should be informative, educational, and engaging, and the proposed intervention should be an example of Adaptive Reuse.

The curatorial storyboard and narrative will have to be prepared by a qualified CURATOR – who has good knowledge of the history & culture of Kerala in general, on Ernakulam in particular, and on the proposed contents of the museum, and/or has the proven ability to undertake comprehensive research and prepare the narrative for the museum.

The curator will be responsible for Content Development and Preparation of the Narrative for the museum. Historical accuracy of research is of prime importance. The Curator is responsible for the intellectual integrity of the exhibition, and the content should reflect current knowledge of the subject, and should be on board right from the start of the project. It is mandatory that the Curator will be present at the time of the presentation. The designer will work closely with the Curator on Storyboarding, and prepare an interpretation design of the narrative. The designer shall not act as the curator of the museum. Wikipedia research will not be appreciated in the presentation, and the submission is likely to be judged accordingly.

Artefacts, archival material, maps, palm-leaf manuscripts, archeological material, coins, paintings & portraits, old photographs, and other cultural material are held by Department of Archaeology for inclusion in the above galleries.Keralam Museum will facilitate access for the Curator to various institutes, archives, museums etc. for artefacts, archival materials, maps, palm-leaf manuscripts, archaeological material, coins, paintings, portraits, old photographs, and other cultural materials for inclusion in the galleries. Permissions to borrow, copy, digitize material for the Bastion Bungalow Museum will be facilitated by Keralam Museum. Items requiring conservation will have to be separately listed and Keralam museum will assist in conservation of the collections for display in the Museum.

The Curator will have to undertake research to source other material pertinent to the Narrative from archives, institutions, and collections in other parts of the world. The costs for obtaining such materials such as image reproductions, permissions, and copyrights, etc. will be borne by the Consultancy Firm.

The DPR will include submission of a detailed Curatorial storyboard of the Museum, the narrative of the different galleries, detailed design drawings

of all the galleries, schematics, elevations, design of cases, etc. including a preliminary list of proposed objects, archival material, photographs, paintings, lithographs, drawings etc. The designer will have to respect the archaeological status of the building, and should consider it as an example of Adaptive Reuse rather than plain Reuse.

All signage in the museum, and the exhibition rooms will be in dual language format – English and Malayalam. All the labels in the exhibition – Title, Section, Theme, Case & Object labels etc. will also be in dual language format.

The Design of the galleries should be innovative, and use media, materials, and other design elements innovatively.Conventional cum innovative modern design and display incorporating new & interactive technology where appropriate should be maintained.

The building being a protected heritage building under the state Department of Archaeology, the designer has to respect the historic character of the building, and the proposed intervention should be Adaptive in nature.

The proposed Timeline for preparation of the (within the set period) of the Museum Project is to be clearly indicated in your submission. Preparation of item-wise rate cost estimate for all the components suggested for the project is required with brief specifications.

## (i) <u>Period of completion of work/preparation of DPR (3 months)</u>

The successful bidder must complete work and submit DPR within 3 months from the date of issue of work order.

## (ii) <u>Site Visit</u>

Agencies/Firms are advised to visit the site and its surroundings, and satisfy themselves before submitting bids at their own cost. They shall be deemed to have full knowledge of the site whether they inspect it or not and no extra charges consequent upon any misunderstanding or otherwise shall be allowed.

## 4. ELIGIBILITY CRITERIA FOR APPLYING

With a view to ensure a thoroughly professional implementation of the project The Consultant or the Consultancy Firm must have the association of such individual(s)/domain expert(s) with archaeology & history, curatorial & museums, exhibition design, conservation architect. This is an essential requisite. An MOU /Agreement confirming the association of each individual consultant should be submitted, and shall be binding till completion of the project.

1. The applicant can be one of the following:

- Museum Consultancy Firm

- Design/Architectural Firm with expertise in museum exhibition design and production

- A Consortium of allied professionals/organizations.

## Appropriate documents supporting their status must be submitted.

2. The Firm/Consortium of allied professionals should have singly or as part of a Consortiumexecuted a museum project/s measuring more than 2500 square feet with proven experience of preparation of DPR for at least 2 museums having minimum area of 2500 sqft with a project outlay of Rs. One Crore each. <u>Certificate of proof</u> from the Director or Head of Institute is to be attached.

3. The Firm/Consortium of allied professionals should have the requisite ability to follow the designs and drawings to execute the work, ability to manage complex situations and to effectively co-ordinate the work with the concerned offices/officers of the department, and respect the historicity of the building.

4. The Firm/Consortium of allied professionals should have academic, technical and financial capabilities on the lines mentioned below.

## a. <u>Experience</u>

The Firm/the team leader of the Consortium of allied professionals hould have a minimum of 5 years experience in museums, adaptive reuse of heritage works, having handled projects related to museums works at National / State level and must have accomplished at least 1 museums/exhibition project in total as detailed below:

i) At least one Project related to Heritage/Historic/ Antiquities/Museum Exhibition/Art Treasures themes including designing/setting up museum, etc. with Govt./NGO/Institutions/private museums in India or abroad.

**b.** <u>Financial soundness</u> - The Firm/Team leader of the Consortium of allied professionalsshould have:

i. Tax registration number/PAN number

ii. Minimum turnover of at least Rs. 20 Lakhs in each of the last 3 years.

**c.** <u>**Technical Expertise-**</u> To provide the project a professional & right direction, the associated/employed panel of expert(s) should have the requisite qualifications:

i. **The Curator** should be a Historian/Art Historian/Social Scientist/Research Specialist with necessary qualifications & knowledge to be the Curator of the project and develop the narrative for the Museum. A degree in History, Art, Archaeology,

Art-History, Museology/Museum Science, related areas or commensurate experience in the field would be an added advantage. Knowledge of local history will be an advantage.

ii. **The Architect** – A recognized degree in Architecture and should be registered with the Council of Architecture for at least 5 (five) years, as on the date of application.

iii. **The Exhibition Designer** – A recognized degree/diploma in Design would be an added advantage.

**iv. Heritage Conservationist** - At least one member should have a degree/diploma in Heritage Conservation and/or Art Conservationor have commensurate experience in the field.

v. Others in the consortium should include graphic designers with sound background & experience in their respective fields of artistic works, exhibit fabrication, display, graphics & signage.

5. Relevant documents(self attested) such as consent letters of the allied professionals/employed panel of experts are to be submitted.

6. Interested applicants are requested to submit the following documents with the EOI in order to facilitate assessment of adequacy of the resources and expertise available with the Consultant or the Consulting Firms:

• General profile of the Firm/Lead firm of allied professionals.

• Annual turnover for the last 3 years of the Firm/Lead firm of allied professionals.

• Experience of working in similar projects with documentary proof and recommendation certificates from Director or Head of such institution.

• Details of works in hand. (Including project cost, scope of work, and place of work).

• List of permanent and professional employees and consultants having experience in the required area of experience alongwith their consent letter.

Please submit the above information tabulated in an **EXCELSHEET** for evaluation – clearly listing all the above-mentioned requirements.

**Please note:** The firm that is awarded the DPR will be required to Supervise the execution of the Project to ensure that the final outcome is in keeping with the DPR.

The firm must indicate FinancialQuote for the Preparation of DPR with payment schedule, and the quote should be inclusive of all statutory taxes.

The financial bid has to include supervision charges for the execution of the project, which can be shown separately.

Taxes will be deducted as per rules from the bills at source. (The Financial Quote is to be placed in a separate sealed envelope).

• An undertaking for commitment of personal attention by the Lead Consultant, if awarded the work.

# 7. Evaluation Methodology

The evaluation will be a two-stage process Stage 1 – General cum Technical Bid Evaluation Stage 2 – Financial Evaluation

## 7.1. General cum Technical Bid Evaluation

The evaluation will involve validating the credentials submitted in the format as prescribed. Credentials without valid proof will be invalid and will not be considered for eligibility. Interactive Museum of Cultural History of Kerala (Keralam Museum of History and Heritage) reserves the right to accept or reject proof of credentials at its sole discretion without having to give reasons to the Bidders thereof.

The Bidders proposed implementation methodology, project management methodology and on-site construction supervision methodology will also be considered for General cum Technical evaluation.

The following weightage criteria will be adopted during technical evaluation.

Sl.No.	Evaluation Criteria- Parameters	Bidder's	Max.
		response	Score
1.	Firm/Lead firm of allied professionals - Background and Experience –work/jobs or Museum/Exhibition Design/Culture/Heritage Conservation related Projects during the last three Financial Years (2014-15, 2015-16 and 2016-17) with an average annual turnover as under:		20
	<b>10 marks</b> – Turnover up to Rs 20 lacs <b>18 marks</b> –20 lacs to 40lacs <b>20 marks</b> –> 50 lacs		

		1	
	A Copy of Balance Sheet/ an authentic audited document clearly specifying above services of the Company/Agency is required.		
2.	Number of employees of Firm/Lead firm of allied professionals.		15
	There should be on the pay rolls of the Firm/Lead firm of allied professionals an adequate number of qualified personnel with respect to the project as set out under <b>Technical Expertise</b> above.		15
	<ol> <li>Curator</li> <li>Architect with experience and continuous registration with the Council of Architecture for at least 5 (five) years, as on the date of application.</li> <li>Exhibition Designer</li> <li>Conservationist</li> <li>Other experts</li> </ol>		
	Qualified Personnel in the Firm/or the Consortium of allied professionals: <b>5 marks</b> - if qualified personnel strength is upto 5 in any of the projects for at least period of one year <b>10 marks</b> - if qualified personnel strength is more than >5 and <10 <b>15 marks</b> - if qualified personnel strength is 10 or more		
	Kindly submit the above required list of all key personnel along with their qualifications. For the architect on the team kindly enclose certified copy of registration with Council of Architecture or concerned professional body. Qualifications of all personnel who will have impact on the project should be included.		
3.	Winning of design competitions and prestigious awards related to museum/exhibition works. Details of design competitions won, and awards received.		10

	Also enclose copy of documentary proof of winning design competitions/awards	
4.	Company Incorporation & their presence	
	<ul> <li>5 marks- if company is upto 5 years old (as on date of application)</li> <li>10 marks- if bidder company is more than 5 years old (as on date of application)</li> </ul>	10
5.	Museum Consultancy Firm/ Design/Architectural         Firm with expertise in museum exhibition design and production/ Lead Firm of Consortium of allied professionals/organizations - consultancy assignments / jobs completed during the last three years ending on 31 <sup>st</sup> March 2017.         Experience in consultancy assignments / jobs         - The firm should provide three citations (in various price bands) of consultancy assignments / jobs or related Project assignments completed by Company/Agency during the last three years as under:         5 marks - value of projects <20 lacs 10 marks – value of projects >20 lacs to < 50lacs         15 marks – value of projects >50 lacs         Proof of successful completion of engagements and remuneration pertaining to consultancy assignments / jobs or related Projects (Work Order/Completion Certificate/ Client Certificate and citations) are required.         Please clearly list in Excel Sheet Format Nos. 1-5 above to enable correct and thorough evaluation. Information not tabulated and submitted on an Excel Sheet is likely to be rejected.	15
6.	Technical Presentation (Subjective evaluation)	30
	6 marks – Curator's presentation	

	6 marks - Understanding the brief	
	6 marks - Respecting the historicity of the	
	building and demonstrative adaptive reuse	
	6 marks - Design flow/strength	
	6 marks - Confidence in executing	
7.	Total Score	100

#### The minimum qualifying score will be 70% of total score.

In the event only one Bidder qualifies, **Interactive Museum of Cultural History of Kerala (Keralam Museum of History and Heritage)** will have the right to place the order with the single qualified Bidder.

In the event that none of the Bidders qualify, then **Interactive Museum of Cultural History of Kerala (Keralam Museum of History and Heritage)**at its discretion may choose to waive the criteria to select two top most Bidders in scoring.

Also Interactive Museum of Cultural History of Kerala (Keralam Museum of History and Heritage)may, at its sole discretion, decide to seek more information from the bidders in order to normalize the bids. However, bidders will be notified separately, if such normalization exercise is resorted to.

Only those Bidders who fulfill **Interactive Museum of Cultural History of Kerala (Keralam Museum**'s) functional & technical requirements and comply with the eligibility criteria will be short listed for commercial bid opening.

#### **Evaluation of Financial Bid**

a) The Financial Bids of the qualified bidders will be opened on the prescribed date in the presence of the bidder representatives

b) The bidder with the lowest financial bid (L1) will be awarded 100% score.

c) Financial Scores for other than L1 bidders will be evaluated using the following formula:

Financial Score of a Bidder = {(Financial Bid of L1/Financial Bid of the Bidder) X 100}% (Adjusted to two decimal places)

d) Only fixed price financial bids indicating total price for all the services specified in this bid document will be considered.

e) The bid price will include all taxes and levies and shall be in Indian Rupees.

f) Errors & Rectification: Arithmetical errors will be rectified on the following basis: "If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail".

#### **Combined Evaluation of Technical & Financial Bids**

a) The technical and financial scores secured by each bidder will be added using weightage of 70% and 30% respectively to compute a Composite Bid Score.

b) The bidder securing the highest Composite Bid Score will be declared as the Best Value Bidder for award of the Project.

c) In the event the bid composite bid scores are 'tied', the bidder securing the highest technical score will be declared as the Best Value Bidder for award of the Project.

7. The successful bidder has to provide a letter of acceptance to Interactive Museum of Cultural History of Kerala(Keralam Museum of History and Heritage, Trivandrum)within seven days of receiving communication about his/her selection from the Department.

8. The successful bidder will have to sign an agreement with payment schedule at the time of award of the work.

9. The period of validity of Expression of Interest would be 60 days after opening of Technical bid.

10. Keralam Museum of History and Heritage reserves all the rights to reject or accept any/all EOI applications, without assigning any reason. The Department takes no responsibility for the delay, loss or non-receipt of any submission or letter sent by post, within the prescribed time period.

Application / EOI in sealed cover complete in all respect and super scribed "Expression of Interest for Selection of Museum Consultancy Firm for preparation of DPR for setting up of the District Heritage Museum, Bastion Bungalow, Fort Kochi, Ernakulam"shall be submitted at the following address. A copy of the details given in this format should be sent as soft copy along with this application. Interested consultants/ consortia of consultants can download the EOI documents from the website www.museumkeralam.org. The last date for receipt of application is 5 pm on February 20, 2018.

Executive Director Interactive Museum of Cultural History of Kerala (Keralam Museum of History and Heritage), Park View VikasBhavan P.O, Trivandrum – 695033.







