

OPEN CALL FOR EXHIBITION PROPOSALS

**THE BRITISH PAVILION
AT THE 17TH INTERNATIONAL
ARCHITECTURE EXHIBITION – LA
BIENNALE DI VENEZIA**

MAY – NOVEMBER 2020

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1. The invitation

The British Council invites proposals for the British Pavilion at the 17th International Architecture Exhibition – La Biennale di Venezia 2020.

Submissions must be received by midnight on Monday, 18 February 2019

The application process has two stages:

Stage 1

Proposals submitted via open call

Stage 2

Shortlisted candidates invited for interview

Details and a timeline for each of these stages are included in the following sections. Please note that the British Pavilion application process has changed from previous years so please read this document and the Application Form in full (see p.8 for link) and complete all information as requested.

Key points at a glance

Who can apply – see p. 7 for more detail

We are looking for a cross-disciplinary team, which must include a curator who will lead the project and manage the team. The other team members may include architects, researchers, writers, artists, critics, and we also welcome collectives and teams from institutions and organisations.

Proposals

We want to see proposals that present bold ideas about contemporary British architecture that inspire debate and address today's most relevant questions.

Timing of the open call

We have launched the open call for the British Pavilion earlier than usual and, importantly for your proposal, before the Biennale's announcement of their lead curator and the central theme for 2020. This is in order to have a longer lead-in time for the exhibition. Once the central theme has been announced, the successful team may decide to adapt or develop their proposal but this is not mandatory.

Key dates - see Appendix A on p.9 for a detailed timeline

18 February 2019:	Deadline for proposals
25 February 2019:	Shortlisted teams notified and asked for further clarification on their proposals
8 March 2019:	Deadline for developed proposals
19 March 2019:	Shortlisted teams present their proposals and are interviewed by Selection Committee in London
22 March 2019:	Winning team offered commission
May 2020:	17th International Architecture Exhibition - La Biennale di Venezia opens

2. Background

The exhibition will be hosted in the British Pavilion, a listed building opened originally as a tea house in 1897 in the Giardini in Venice. The British Council has been responsible for the British Pavilion at the Venice Biennale since 1937 and is renowned for commissioning the highest calibre UK artists and architects to present exhibitions and installations at the Pavilion.

The exhibition space is on a single floor and consists of six galleries, including one central, larger space. This is the maximum space available but, when considering your proposal, you should not feel obliged to fill the entire space with exhibition material. Pavilion location, plans and elevations can be found in Appendix C, pp.11 and 12.

Find out more about the British Pavilion and our previous exhibitions:

www.britishcouncil.org/venicebiennale

With up to 500,000 international visitors each year, the Venice Biennale is one of the longest running cultural festivals in the world. The Venice Biennale (La Biennale di Venezia) is renowned for setting new global trends and launching the international careers of many pioneering artists and architects. The Biennale presents an unparalleled opportunity for international cultural and political networking, and offers a unique platform, bringing together leading artists, architects and curators from around the world. It is a remarkable opportunity to demonstrate the UK's strength in art and architecture. At the British Pavilion, we commission ground-breaking new projects, promoting the best of British visual arts and architecture.

For more information about La Biennale di Venezia, visit: www.labiennale.org/en

3. Working with the British Council

Our work in arts is a cornerstone of the British Council's mission to create a friendly knowledge and understanding between the people of the UK and the wider world. We find new ways of connecting with and understanding each other through the arts, to develop stronger creative sectors around the world that are better connected with the UK. We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

For more information, please see the British Council Arts Strategy here:

www.britishcouncil.org/sites/default/files/bc013_arts_strategy_1.pdf

The British Council has a strong commitment to equality, inclusion and diversity. It is a disability confident employer and aims to create opportunities and reduce barriers for everyone, particularly under-represented groups. Proposals for the British Pavilion should be aligned with this. Your proposal should be designed to provide a positive, accessible and inclusive visitor experience and aim to reflect the rich diversity of British culture. This requirement is reflected in the weighting determining the evaluation of proposals. See p.5 for criteria.

What we provide

The British Council is here to support the selected team and help realise the vision for the project. To do this, the British Council's core Venice team provides marketing, PR, project management, programming, production and logistics.

We expect the production to cost £200,000. We require your proposal to include a budget breakdown, which can be found in the Application Form (see p.8 for the link).

The lead applicant from your team will sign a contract with the British Council and be paid a fee of £20,000 (plus VAT). This is to cover fees for all members of your team, and the lead applicant will be responsible for distributing the fee among the team.

Using the British Council's standard procurement procedures, we will separately appoint, contract and manage:

- graphic design company for the design of all visual and printed materials, wayfinding, signage and exhibition identity in line with the British Council brand guidelines
- publisher for the production and distribution of an exhibition catalogue
- PR consultant / agency for international press
- publicity material e.g. photography, film/s, digital content and promotion
- assistance with travel
- logistics for materials transportation

Press and publicity

The British Council's communications and marketing team, working with a PR consultancy, will support the successful project. The selected team will be required to take part in a substantial media and marketing campaign and act as spokespeople for the project. At least one member of the team will be expected to undertake speaking responsibilities for UK and international press opportunities.

Copyright

Any team entering the competition will be deemed to have given the British Council an irrevocable, royalty-free license to use and reproduce any image material provided for all purposes connected with promoting the exhibition. Original copyright holders of any images provided shall retain their copyright.

Fundraising

The appointed team will be expected to participate fully in fundraising for the Pavilion alongside the British Council's partnership team. This will include attendance at up to three events for the British Pavilion patrons scheme. Any budget above and beyond the production budget will be the responsibility of the appointed team including identifying commercial sponsors and material and in-kind partners.

Venice Fellowships

The Fellowships programme was initiated in 2014 by the British Council to strengthen the British Pavilion as a platform for ideas and research. Each year, the Fellowships provide a unique opportunity for up to 70 students and volunteers to spend a month in Venice, where they share their time between stewarding the British Pavilion exhibition and conducting research. Fellows are selected through British Council partner universities and organisations. For more information, please visit:

venicebiennale.britishcouncil.org/fellowship

4. Application process

The open call application is a two-stage process.

Stage 1: Proposals submitted via open call by midnight **Monday, 18 February 2019**

Stage 2: Shortlisted candidates to submit developed proposals by **Friday, 8 March** ahead of the Selection Committee interviews on **Tuesday, 19 March 2019**

Submission requirements

Only applicants who have the capacity and availability to meet time and travel commitments will be considered (see timeline in Appendix A on p.9). The team will be assessed on the following criteria. Each criterion will be weighted as outlined below:

Criteria	Points (out of 100)
the strength and vision of the proposal	25
clarity of the proposal	20
feasibility of the proposal being realised within the given time and budget	15
level of capacity and experience of the team	15
representation of equality, diversity and inclusivity in proposal	10
strength of audience engagement and potential to broaden the understanding of contemporary British architecture	10
strength and relevance of proposed outcome back in the UK	5

Each submission should include the following information, totalling a maximum of five double-sided A4 pages, formatted as PDFs:

Item	Specifications (all submissions should be in PDF format)	Completed ✓
Application form	Completed in full and signed by team lead	
Sample of writing	PDF of article or introduction text from previous exhibition / programme or blog post (max. two sides of 1 x A4)	

Concept image/s	Up to three images illustrating proposal (max. two sides of 1 x A4)	
Previous work	Up to five images of relevant projects (max. two sides of 1 x A4)	
Budget	Complete in full on Application Form	
Short biographies of each team member	Max. two sides of 1 x A4	
Letter of support from partner institution (if applicable). See p. 7 for more details	Max. one side of 1 x A4	

All submitted documents should be in English and clearly labelled with the team lead's name. Applications must be filled out electronically – rather than by hand – submitted by email, and all documents must be in PDF format. The email submission, including all attached documents, must be a maximum of 5MB. Send emails to venice.2020@britishcouncil.org by midnight on Monday, 18 February 2019.

Shortlisted applicants must be available on Tuesday, 19 March 2019 for interviews.

Stage 1: Proposals

For the British Pavilion, we are interested in proposals that explore contemporary architectural practice and offer a new way to express and communicate this to a wide and diverse international audience.

The British Pavilion at the Venice Architecture Biennale aims to create debate that both challenges and influences the future of British architecture. We are looking for bold and imaginative proposals, which encourage participation, stimulate discussion and offer a new experience of and perspective on contemporary British architecture.

As this application process precedes the announcement of the Biennale curator and central theme, the winning team may decide to adapt or develop their proposal when the central curatorial theme is announced although this is not mandatory.

The shortlisting process will be based on scoring on the outlined criteria (p. 5) and carried out by the British Council. Due to the volume of submissions, there will be no feedback given to submissions received in Stage 1.

Stage 2: Shortlisted candidates invited for interview

As a result of the shortlisting process, up to twelve teams will be asked for clarification on their proposal. These developed proposals need to be submitted by Friday, 8 March. The updated submissions will then be sent to the Selection Committee. On Tuesday, 19 March 2019, the shortlisted teams will attend an interview in London and present their proposals to the Selection Committee.

Please note, no fees are payable for the development of proposals.

British Pavilion Architecture Selection Committee

Invited by the British Council's British Pavilion Commissioner, the 2020 Selection Committee includes:

Pooja Agrawal, Co-founder, [Public Practice](#)

Eva Franch I Gilabert, Director, [Architectural Association \(AA\) School of Architecture](#)

Gabrielle Jenks, Digital Director, [Manchester International Festival](#)

Indy Johar, Co-founder, [Architecture 00](#)

Alan Jones, [RIBA](#) President Elect 2019

Jim MacDonald, Chief Executive, [Architecture & Design Scotland](#)

Sarah Mann, Commissioner, [British Pavilion](#); Director, [Architecture Design Fashion](#)

Farshid Moussavi, Founder, [Farshid Moussavi Architecture](#)

Oliver Wainwright, Architecture and Design Critic, [The Guardian](#)

If you are selected to proceed to the Stage 2 interview in London, two members of the nominated team will be reimbursed for their UK economy class travel costs, if coming from outside London.

All proposals shortlisted for Stage 2 will be published on the British Council's Architecture Design Fashion and British Pavilion websites and made available for communications and promotional materials after the announcement of the winning proposal.

In the event that the Selection Committee is unable to identify an outright winner, the right is reserved not to appoint, to reissue the brief, or extend the time period for applications.

Who can apply?

We are looking for a cross-disciplinary team, which must include a curator who will lead the project and manage the team. The selected team will work closely with the British Council to develop and deliver the project.

Alongside the curator, the other team members may include architects, researchers, writers, artists, critics, and we also welcome collectives and teams from institutions and organisations. If you partner with an organisation or institution for your proposal, we require a letter of support from the named institution as part of your application. See Application Form, link on p.8.

The curator must be able to allocate a significant proportion of their time to the project. You must nominate a lead applicant from your team, who will be our main contact during the application process.

Members of the team do not need to be UK-born, but the nominated lead applicant should currently be a resident or working in the UK and have a strong connection to contemporary British architecture.

Team criteria

We are looking for teams that clearly demonstrate the following:

- A detailed knowledge and understanding of contemporary architecture, both British and international
- Experience working on, making or curating exhibitions and public programmes
- Confident public speaking and able to communicate to the press
- Willingness to participate in a significant press and marketing campaign
- Ability to produce clear and engaging writing

The team will be expected to:

- provide a curatorial and exhibition proposal, which is flexible enough to have outcomes back in the UK. These outcomes should be accessible to a wide audience, for example, a series of events, talks, digital outputs, workshops, articles or an exhibition
- produce and source all exhibition content
- produce detailed designs for the exhibition and work with the British Council production team to build it
- produce all written material for the project
- work closely with the British Council on all material, including, but not limited to exhibition text, catalogue essays, leaflets and digital collateral, public events programme and digital content
- involve a curator who will be responsible for the management of the team and timely delivery of the project in collaboration with the British Council's Venice team

Questions

Should you have any clarification questions about this open call process, please contact us at venice.2020@britishcouncil.org. All enquiries should be made by midday **Wednesday, 19 December 2018**.

Answers to questions about the open call process will be published online on **Thursday, 20 December** on the British Council's Architecture Design Fashion website: www.britishcouncil.org/design

On Monday, 14 January 2019, we will run a Q&A session online where we will talk through the open call process and you can ask us questions directly. Watch out for details about this on the Architecture Design Fashion website and social media channels:

www.britishcouncil.org/design

Twitter & Instagram: @British_Design

5. Application form

Please visit the following link and fill out the application form in full:

<http://bit.ly/2020ApplicationForm>

6. Appendices

- A. Schedule timeline
- B. Resources
- C. British Pavilion site location, plans and elevations

Appendix A - Schedule timeline

Open call for proposals for the British Pavilion launched	6 December 2018
Deadline to submit clarification questions about the open call	19 December 2018
Replies published on www.britishcouncil.org/design	20 December 2018
Webinar by British Council Venice team about the open call	14 January 2019
Deadline to submit proposals	18 February 2019
Shortlisting by British Council	18-22 February 2019
Shortlisted teams notified of interview date and receive clarification questions from British Council prior to interview	25 February 2019
Unsuccessful teams notified	25 February 2019
Shortlisted teams to develop proposals ready for interview	25 February - 8 March 2019
Developed proposals submitted to British Council	8 March 2019
Interviews and presentations to Selection Committee	19 March 2019
Winning team offered commission	22 March 2019
Feedback from Selection Committee to unsuccessful teams	26 March 2019
Contracting and procurement phase with selected team	22-30 March 2019
Press announcement of winning team	April 2019
First site visit to British Pavilion by selected team	w/c 8 April 2019
The team to participate in British Council's British Pavilion patrons visit to Venice	September 2019
Venice Fellowships training school	April 2020
Monthly meetings at British Council	March 2019 - May 2020
Project development and production with the British Council	April 2019 - May 2020
Opening week of British Pavilion	May 2020
Public programming - four events	May – November 2020

Appendix B - Resources

For more information about the British Pavilion's previous exhibitions and Venice Fellowships initiative, visit: www.britishcouncil.org/venicebiennale

For more information about the Venice Biennale, visit: www.labiennale.org/en

For more information about the British Council's Architecture Design Fashion (ADF) team and projects, visit: www.britishcouncil.org/design

For more information about our work in arts, visit the British Council Arts YouTube channel: www.youtube.com/user/britishartschannel

Appendix C - British Pavilion site location, plans and elevations



D'AMBROSIO & ROMANELLI ARCHITETTI
Dottorato 34836a - 30123 Venezia - T. 041 730370

DOCUMENTAZIONE FOTOGRAFICA
0200 - attuale

RILEVIO PLANIMETRICO DEL
PACCHIONE DELLA GRAN BRETAGNA AI
GIARDINI DELLA BIENNALE DI VENEZIA
VENICE BIENNALE PAVILION

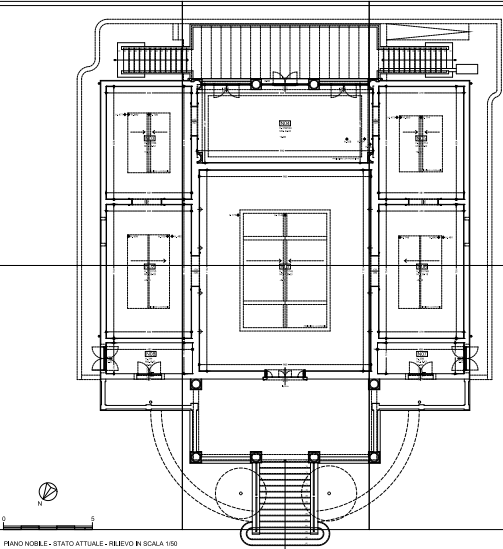
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Scale: 1:500
Date: 2019

D'AMBROSIO & ROMANELLI ARCHITETTI
Dottorato 34836a - 30123 Venezia - T. 041 730370

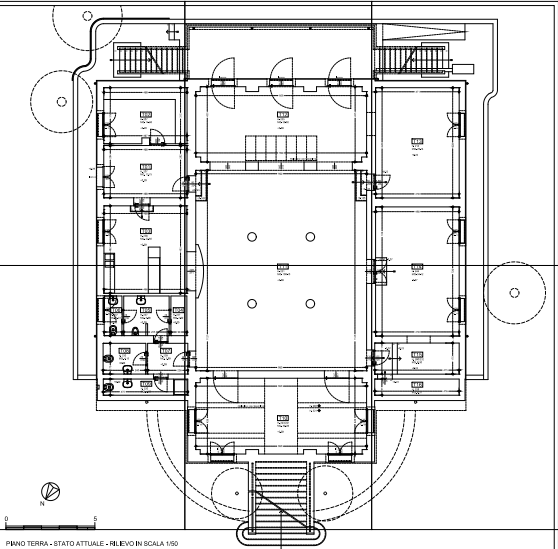
TAV. 01 PLANIMETRIE PIANO TERRA
Stato attuale

RILEVIO PLANIMETRICO DEL
PACCHIONE DELLA GRAN BRETAGNA AI
GIARDINI DELLA BIENNALE DI VENEZIA
VENICE BIENNALE PAVILION

Architect: D'AMBROSIO & ROMANELLI ARCHITETTI
Scale: 1:500
Date: 2019



PIANO NOBILE - STATO ATTUALE - RILEVIO IN SCALA 1:50



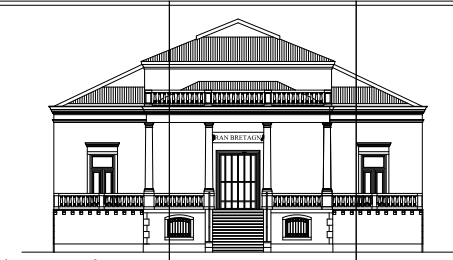
PIANO TERRA - STATO ATTUALE - RILEVIO IN SCALA 1:50

D'AMBROSIO & ROMANELLI ARCHITETTI
Dottorato 34836a - 30123 Venezia - T. 041 730370

TAV. 02 PROSPETTI
Stato attuale

RILEVIO PLANIMETRICO DEL
PACCHIONE DELLA GRAN BRETAGNA AI
GIARDINI DELLA BIENNALE DI VENEZIA
VENICE BIENNALE PAVILION

Architect: D'AMBROSIO & ROMANELLI ARCHITETTI
Scale: 1:500
Date: 2019



PROSPETTO NORDOVEST - STATO ATTUALE - RILEVIO IN SCALA 1:50

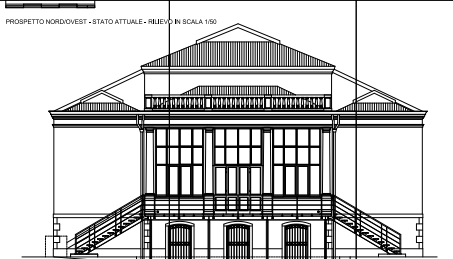


PROSPETTO SUDOVEST - STATO ATTUALE - RILEVIO IN SCALA 1:50

D'AMBROSIO & ROMANELLI ARCHITETTI
Dottorato 34836a - 30123 Venezia - T. 041 730370

PROSPETTO SUDOVEST
PROSPETTO NORDOVEST

Architect: D'AMBROSIO & ROMANELLI ARCHITETTI
Scale: 1:500
Date: 2019



PROSPETTO SUDEST - STATO ATTUALE - RILEVIO IN SCALA 1:50



PROSPETTO NORDDEST - STATO ATTUALE - RILEVIO IN SCALA 1:50