



United Nations
Educational, Scientific and
Cultural Organization

German Commission
for UNESCO



GERMANY 2015
39TH SESSION OF THE WORLD HERITAGE COMMITTEE
39E SESSION DU COMITE DU PATRIMOINE MONDIAL
ALLEMAGNE 2015

CALL FOR OFFERS

“HERITAGE HEROES” – AN EXHIBITION IN THE FRAMEWORK OF THE 39TH SESSION OF THE WORLD HERITAGE COMMITTEE

Terms of Reference: Conceptualising and Producing the Exhibition “Heritage Heroes”

The German Commission for UNESCO is inviting professionals with an understanding of the international heritage field, proven artistic experience in conceptualising and producing exhibitions, and with practice in photography and story-telling to submit an offer corresponding to the following Terms of References before 16 March 2015.

The Idea – „Stories behind“

The idea of „Heritage Heroes“ is to highlight civil courage, and personal dedication and involvement of individuals for the conservation of cultural and/or natural World Heritage, especially in post-conflict countries and situations of political, ecological or economic crisis.

On the one hand, the exhibition should contribute to raising awareness for the importance of cultural and natural heritage for peaceful coexistence and our common future. On the other hand, it should inspire and encourage others to take action for safeguarding our common World Heritage.

The exhibition will be presented during the 39th Session of the World Heritage Committee (28 June to 8 July 2015) in Bonn, Germany.

The Concept – „Story telling“

12 to 15 persons (approx. 2 per world region) should be identified through a thorough inquiry and research process (e.g. World Heritage Centre, Site Managers, Advisory Bodies etc.) according to the following criteria:

- an extraordinary personal effort and commitment for the protection and conservation of World Heritage sites
- a diversity of personal backgrounds represented – including from the political field, public service, civil society, artistic or private sector
- a diversity of World Heritage sites covered (culture, nature, mixed, cultural landscape, transnational etc.)
- a geographical and gender balance represented
- the security of the persons portrayed in the exhibition must not be compromised at any time.

These personalities should be portrayed through high-resolution close-up images and through narrating their stories in approx. 100 words (visual and literal portray).

Possible Methodology and Implementation

- Identification of potential personalities through research (online, offline, literature, personal experience of World Heritage experts in the field) and in close communication with the German Commission for UNESCO
- Contacting the identified persons via phone, email or personal contacts on-site
- Visiting the identified persons on-site to listen to and to portray them, and register their voices
- Production and selection of high-resolution photos in close cooperation with the German Commission for UNESCO
- Writing the short stories (100 words) in English and French in close cooperation with the German Commission for UNESCO
- Production of the exhibition

The exhibition should be produced by respecting the principles of sustainability, especially with regard to the materials used.

Expected Outcome Products

12 to 15 panels (textile fabric or plastics) featuring the written stories (in English and French) and the photos in high-resolution and large scale in an easily manageable format (multiple use and transport of the exhibition is a must).

Timeline

The exhibition has to be produced within 2 months, starting upon notification of the successful candidates on 23 March 2015. Latest possible submission of the complete exhibition is 29 May 2015.

Profile

- Familiarity with heritage and nature conservation at the international level; experience with World Heritage would be an asset
- Proven experience and knowledge in artistic photography (portraying)
- Capability to listen to persons and reproduce narrations through a story-telling-methodology
- Excellent communication skills in English and French
- Excellent written language skills in either English or French
- Experience with the production of exhibitions
- Willingness and availability to travel long-distance in a short period of time
- Proven capacity to produce high-quality output and to deliver on time

Submission of Proposals

Proposals need to be submitted electronically before 16 March (midnight CET) to the German Commission for UNESCO (steinkamp@unesco.de) and must include the following documents

- 2-pages concept on how to implement the exhibition (work plan)
- detailed estimate for costs necessary to implement the exhibition (up to 60.000 € all inclusive)¹
- CV of the person(s) involved in the project implementation indicating relevant experience (references would be an asset)
- up to 3 work samples with relevance for this project

The proposals have to be submitted in German, English OR French language.

More Information

www.39whcbonn2015.de

The 39th Session of the World Heritage Committee is organised by UNESCO, the German Federal Foreign Office and the German Commission for UNESCO. The Session is financed by the Federal Foreign Office.

¹ The rules and regulations of German law on public procurement and German Travel Expenses Acts are applied in all further proceedings of the project.