

TERMS OF REFERENCE

Consultation on branding for the South Africa-France Reciprocal Seasons.

1) Reciprocal Seasons

A Season is an exemplary bilateral co-operation initiative taken by Heads of States, aimed at giving officials, professionals, artists, the public and the media a better understanding of the cultural life of the partner country and, through this exceptional cooperation, transforming the image each country has of the other.

Reciprocal Seasons are an expression of the strong will of two Governments to promote and strengthen exchanges in various fields: culture in general; innovation; science and technology; business; tourism; sport; basic and higher education; etc. Many partnerships initiated in the framework of the Seasons continue beyond the event.

These Seasons shall be jointly coordinated by the respective teams of each country and supervised by their Commissioners-General. They are made possible by the contribution of public and private partners from institutions, companies and the media. Business and Arts South Africa (BASA), appointed by the Department of Arts and Culture, is the implementing agency of the Reciprocal Seasons in South Africa and France, for the South African side. The French Institute is the operator of the Ministry of Foreign and European Affairs for France's cultural policy abroad, and shall be the implementing agency in France and in South Africa, for the French side.

The France-South Africa Reciprocal Seasons shall be held under the patronage of the two countries' Heads of States. They will be coordinated by:

·On the South African side, the Department of Arts and Culture, and implemented by Business and Arts South Africa (BASA)· On the French side, the Ministry of Foreign and European Affairs and the Ministry of Culture and Communication, and implemented by the French Institute

The South Africa-France Reciprocal Seasons will allow the two countries to reciprocally present the various aspects of their respective cultures through a series of events – exhibitions, shows, concerts, TV and radio shows, colloquiums, publications. These cultural events shall be combined with a wide array of events in other fields: business, universities, sciences, education, sports, schools, languages, tourism, etc.

Most events and exhibitions held in each country will be jointly produced with partners and institutions of the sending country. Most projects carried out in the framework of these Seasons are also presented in partnership.

II) Context

France's Season in South Africa will be held in the second half of 2012 and South Africa's Season in France will be held in the second half of 2013. The fact that these Seasons will follow each other in time will allow partners to be fully mobilised and their initiatives to intertwine and be joined. This reciprocal event between the two countries is meant to be a genuine partnership.

In 2012 and 2013, the French and South African cultural schedules will be filled with 150 to 200 events aiming at showing the vibrant energy of the two societies, in the past and today. The events will be held throughout the two countries.

The goal of these Seasons is to improve reciprocal understanding and contribute to the diversification of France's image in South Africa and South Africa's image in France, by stressing the modernity and values that the two countries have in common. Both of them enjoy a rich and traditional culture and both want to share their respective modern, vibrant realities, leaving stereotypes behind. It will be the first time that a Sub-Saharan African country is involved in the Seasons with France.

This shows the important place of South Africa in the world. It also shows that France and South Africa share a number of values and priorities, among them the promotion of cultural diversity.

These Seasons will not only be a cultural showcase for the two countries. They will promote South African-French joint projects in order to reinforce and perpetuate their relations.

III) Programming:

See description of key events in Annex

IV) Services requested:

Title of France-South Africa Reciprocal Seasons

Because these Reciprocal Seasons will follow each other in time, they should be considered as one single project going from one country to the other and back, just like a "round trip". It is therefore possible to give them a single title, with tag lines in French and English for each side of the Seasons, reflecting this reciprocity. It is also possible for them to have two different titles, one in English and the other in French, reflecting and echoing each other.

Visual identity / branding of the Reciprocal Seasons:

The agency will have to design the visual identity for the Reciprocal Seasons: to create a logo and its graphic identity for generic layout, as well as drafts for printed and online materials (i.e. a program cover or press kit, a generic poster, etc.).

The logo shall be based on the proposed title for the Seasons and include the two languages. It will have to be visually strong and embody the values listed below.

The logo will have to be original enough to:

- Have a powerful impact and be easy to remember
- Be meaningful and easily understandable for both the South African and French public
- Be attractive and not too institutional (avoid using the colors of the two national flags, national symbols and stereotypes of the two countries)· Help remember the Reciprocal Seasons and the title

The logo will need to reflect the concept of cross-cultural and simultaneous exchanges and include the idea of close cooperation between the two countries.

It will have to be easily printable in colour and black and white and in small format.

The rights of use and availability of the logo and graphic charter will be disposed of by the French Institute and South African implementing agency, which will use it freely for all online and print communication media produced within the framework of the Reciprocal Seasons.

The agency shall propose branding for the following media:
Stationary

- Headed notepaper and following pages
- Business cards
- Correspondence cards
- Invitation cards
- Web banners
- Posters
- Press ads
- Signing (kakemonos and streamers)

Targeted Audience:

The French and South African general public shall be targeted as a priority. The Seasons are about touching and involving civil society in both countries beyond the official political aspects: professionals in the cultural field (programme planners, festival and museum directors, etc), institutional stakeholders (sponsors, cultural institutions, local authorities), artists, companies, intellectuals, the press both in South Africa and in France. Several artistic projects in the French and South African programs will take place in public areas, thus reinforcing the targeting of the general public for in situ communication.

Values the visual identity must convey

- cultural diversity
- modernity
- innovation
- open-mindedness, dialogue, exchange- action, movement
- social inclusiveness

V) Schedule:

Step 1 Survey and Approach

The Agency shall send its proposals to The Chief Executive, Tau Ya Phoka, (contact details below) before 11 February 2012 at 6 p.m at the latest in three copies along with a quote clearly indicating the estimated amount for the branding and stationary design (with a assignment of the rights on the logo, branding and graphic charter). The Agency

shall surrender its rights of use and availability of the logo according to its graphic charter and its availability, according to the future needs in various communication tools (websites, programmes, com cards, signing, etc) whether in France or in South Africa or abroad.

A second call for tender will be issued for the general communications strategy and marketing implementation, press relations and public relations for the South Africa-French Season Exchanges for both years, 2012 and 2013.

VI) Selection criteria:

- Relevance of the logo: the proposal shall comply with the environment and image requested
- Artistic qualities: creativity, originality, memorability
- Technical qualities: clarity, reproducibility, availability
- Budget
- References of the Agency

VII) Contacts:

The Chief Executive

Tau Ya Phoka

Suite 607, Boshoff street,

The Orchards, 0182

Attention: Mr Mantshela Tau

Mobile: 0828024814

Email:

mttygroup@gmail.com

Enquiries should be directed to

Project Co-ordinator

Mr Mehlaleng Mosotho

Email:

mehlaleng@typgroup.co.za Cell: 0836537878

Fax:

+27 86 609-8254

ANNEX

Description of highlights in the events schedule of the France-South Africa Reciprocal Seasons (in South Africa in 2012)

FRANCE IN SOUTH AFRICA (Projects to be confirmed)

THEATRE, CIRCUS, STREET ARTS

- Street shows for the general public with gauges such as the Grahamstown Festival with 3000 people or 20 000 people in Johannesburg (end-of-Season show)

DANCE

- 9th biennial event of Danse l'Afrique Danse at the Soweto Theatre. Participation of laureates of previous biennials and focus on South African dance. Hip-hop contest.
- Several French productions of contemporary dance will be presented at the Grahamstown Festival.

HERITAGE

- Masterpieces of the XIXth century: Manet, Matisse, Bonnard, Degas (Johannesburg)

·Resuming at the Standard Bank Gallery of the exhibition presented at Shanghai in 2010

VISUAL ARTS

·Participation of French galleries (Baudoin Lebon Gallery and young galleries) in the Joburg Art Fair 2012 (Johannesburg)

·Exhibition of French artists in residency in South Africa (Johannesburg, Durban, etc) (Alain Clément, Malala Andrialavidrazana, Christian Courrèges)

·Art in public areas

- Cooperation with the Trinity Session. (digital art)
- Installing of an illuminated sculpture by Patrick Rimoux in a public are
- Taxi Art Show (by French and South African graphics artists on taxis)

·Presentation of young French artists (Rendez-vous, international platform devoted to young creation in cooperation with the Contemporary Art Museum of Lyon, the IAC of Villeurbanne and the ENSBA of Lyon) and exchanges between exhibition organizers.

PHOTOGRAPHY

·Cross visions on South Africa, work in twos of French and South African photographers/Artistic management: Rencontres Photographiques and Market Photo Workshop Johannesburg.