

Consultancy: Synthesis of the Arts, Architecture Virtual Experience

Deadline for application 02nd March 2023



Source: Nubes Acústicas de Alexander Calder, 1953. Aula Magna. Félix León Carrillo

About Carlos Raul Villanueva and the Caracas UniversityCity

Born in London, with Venezuelan origin, Arch. Carlos Raul Villanueva, managed to develop an impressive work of great urban, architectural, artistic and landscape relevance in Venezuela and particularly its capital city: Caracas.

His most outstanding work, the Caracas University City, has been object of study at national and international level and registered in several publications, exhibitions and research works. Despite this, there are not so many people who manage to visit it or get to know it in depth, due to actual conditions of the site that serves as the main campus for the Central University of Venezuela, the most important and oldest in the country. In turn, there are few visitors who can come to Venezuela to see this extraordinary complex, declared World Heritage of Humanity in 2000, because its important contributions to architecture, urbanism and to the synthesis of the arts "...the creation of a new architectural- pictorial-sculptural body with

www.britishcouncil.org

no evident fissure between its different expressions”, thus accomplishing a truly overwhelming spatial and aesthetic experience. UNESCO's declaration includes 87 buildings of different schools and 108 pieces of art. The Botanical Garden, included as a component of the World Heritage declaration since 1999, treasures the largest palm collection of Latin America, also having a beautiful building for the herbarium and the auditorium with allusive murals by Lam and Narváez.



Source: From COPRED

Many of the books, architecture, and art guides or even documentaries that have been produced about the work manage to register, catalogue, and present all its values, but in a fragmented or partial way (architecture and art pieces by its own). That is why this project, aims to produce a digital animation of the experience of visiting the campus uniqueness: its covered corridors, covered squares, modern buildings, works of art, collection of plant species and conditions of use or activities, which allows to understand the value of this extraordinary complex in a comprehensive way. This in order to understand the concept of 'Synthesis of the Arts' that earned it its world distinction.



Source: Synthesis of the arts. *Caracas from the valley to the sea* / Viso, Vegas and Peña, 2015

General Objective:

Increase awareness of the importance, knowledge and preservation of the University City of Caracas, UNESCO World Heritage site through digital means to make it widely accessible to the national and international audiences.

Specific objectives:

- Develop a diagnostic analysis of the current situation of the CUC Complex to determine the potential of a digital awareness strategy considering priority actions to respond to the challenges of conservation and preservation of this valuable heritage complex.
- Offer advice on archiving and cataloguing to update the register of the elements that compose this heritage site.
- Propose the guidelines of what could be an Avant Garde architecture virtual experience to create awareness of the CUC complex and amplify the knowledge of the concept of "Synthesis of the Arts" wider visible.



Source: Covered Square, Amphion (Laurens) and bi-mural (Léger) *Caracas from the valley to the sea* / González Viso, Vegas and Peña, 2015.

Specifications

The project intends to define ways to present digital information about the Caracas University City in order to promote the preservation of this heritage site, its architectural and urban values, artistic heritage and the general landscape of the campus in terms of its open green spaces.

As a final result, a virtual reality digital proposal/platform will be developed to increase the visibility of this heritage site and make it widely accessible to the national and international public.

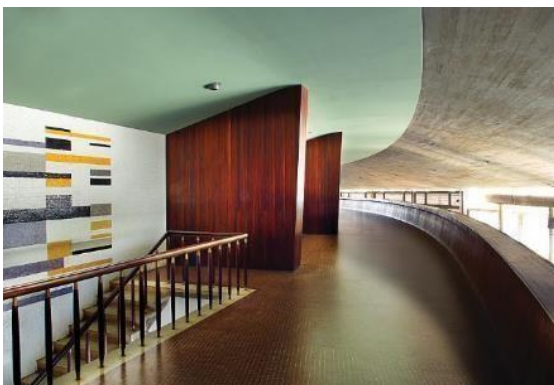
This first phase of the project will take place from **January to August 2023** and will be dedicated to collect all existing information about the campus: its buildings, corridors, open

spaces, works of art and its general infrastructure. This includes all technical drawings, historic documents, photographs of its original and current conditions, videos, documentaries, publications, articles, etc. As part of this process the team should develop a strategy to catalog, classify and identify all those elements that are somehow available on the files of different institutions or people. Specific actions and recommendations should come out from this phase in order to address the digital register of the University City of Caracas, determine preservation needs and priority actions to be implemented in a short/medium term. The scope of the programme includes working in collaboration with the local partner.

Deliverables:

- Written report which:
 - Develops an analysis of the current situation of the CUC complex and determines the potential of a digital awareness strategy considering priority actions for the dissemination of the importance of the complex.
 - Proposes the guidelines of what could be the virtual experience to create awareness of the CUC complex and the dissemination of the concept of “Synthesis of the Arts” identifying the most suitable virtual model
 - Offers advice on mapping, archiving and cataloguing to update local processes and best practices.
- Participation in two online sessions with local professionals to gain insights from the local perspectives and related topics.
- Attend regular meetings with the British Council and local partner teams via Microsoft Teams and/or Zoom for content development.
- Manage a 15,000 GBP budget which covers the totality of the consultancy work

The UK supplier will be working alongside the British Council in Venezuela and local partners to develop the content of the programme aligned to the objectives previously described. The British Council will provide the UK supplier all the information needed to achieve the goals and will carry out the logistics related to coordinating meetings with the local partner.



Source: Antoine Barrale *Caracas from the valley to the sea* / Viso, Vegas and Peña, 2015; and Fundación Villanueva

Timescale

Activity	Date / time
Deadline for clarification questions (Clarification Deadline)	February 22nd, 2023
Deadline for submission of RFP responses by potential suppliers (Response Deadline)	March 02nd, 2023
Final Decision	March 8th, 2023
Contract start date	March 2023

Eligibility

Criteria for eligibility to apply:

- Applicants must be UK-based organisations or team of specialists with previous experience on architecture / visual arts collection /space. Expertise support on conceptualization and digital content production.
- Organisations and professionals whose practices support preservation/restoration processes.
- Experience in the use of technology applied to cultural contents, immersive experiences, virtual tours, and approaches that increase the visitor's experience
- Applicants must be able to travel to Caracas, Venezuela for a period of 4 days in the month of April 2023.

Payment

Successful applicant award will consist of:

- Grant Payment of £15,000 – to be paid in two instalments.
- Coverage of all the costs related to the travel to Caracas, Venezuela (flights, hotel, subsistence) for an Exploratory visit of four days (April 2023)

Submission

The following materials should be included in your application:

- **Motivation letter:** Expressing why are you interested in being part of this project. Define how this project would fit in relation to your current practice and the broader context of your work, research, and interests.
- **CV or Portfolio of supplier:** Describe your background. Please include all relevant contact information and website, if applicable.
- **Presentation of proposal:** meeting the requirements stated above (Previous knowledge of the Venezuelan contexts not essential)
- **Proof of experience:** working remotely on architecture/ visual arts / heritage projects.
- **Commercial.** Please complete Annex 3 (Pricing Approach)
- **Supporting material:** up to fifteen pieces of additional support material, including digital images, videos, or audio clips or links to video and audio work hosted online with a corresponding numbered image list.

Submissions should not exceed 10MB in size and should be emailed to alexandra.ladoruiz@britishcouncil.org by **16:00 (GMT)** on **02nd February 2023**. Please format all written material as a single PDF document. Links to websites and files in Drive may be embedded. British Council is not responsible for broken links and will not ask for passwords or permission to access documents.

Press and publicity

The selected partners are expected to agree to reasonable requests for press and media coverage related to the project. Press information will be agreed upon and released by the British Council.

Local Partner

Fundacion Espacio

Fundacion Espacio is an NGO established in 2007 to promote research, seminars, conferences, publications and exhibitions about architecture, urban, landscape and art issues in Caracas and Venezuela. More recently Fundacion Espacio has involved in projects about the public space in several formal and informal areas of the city as well as environmental issues. www.fundacionespacio.com / www.CCScity450.com