INVITATION TO CURATOR/CREATIVE DIRECTOR
FOR EXPRESSION OF INTEREST OF
HONG KONG EXHIBITION AT VENICE BIENNALE
INTERNATIONAL ARCHITECTURE EXHIBITION 2010

The Hong Kong Institute of Architects [HKIA] hereby invites (termed in short as “Invitation”) interested individuals or group (“the Party”) to express interest in serving as the curator/creative director (“Curator/Creative Director”) for the Hong Kong Exhibition at the Venice Biennale 12th International Architecture Exhibition (“the Project”).

Table of Contents of this invitation brief-

1. PROJECT OBJECTIVES
2. BACKGROUND OF THE BIENNALE
3. EXHIBITION THEME
4. EXHIBITION VENUE AND PROGRAM
5. ELIGIBILITY
6. RESPONSIBILITIES OF THE CURATOR/CREATIVE DIRECTOR
7. EXHIBITS
8. FEE
9. SUBMISSION OF EXPRESSION OF INTEREST
10. ENQUIRIES

APPENDIX 1 – Location map, floor plan and photos of venue in Venice
APPENDIX 2 – Project Budget (for reference only)

* There is no commitment on both the Organizer and the EOI parties in this exercise
1. PROJECT OBJECTIVES

The Hong Kong Institute of Architects (HKIA) and Hong Kong Arts Development Council (HKADC) collaborate as “Organizer” of the Project with aims -

- to present a biannual exhibition of Hong Kong architecture and urban development in the highest standard;
- to promote the creative industry of Hong Kong in an international arena;
- to encourage artistic and intellectual dialogues between artists, architects and curators from around the world;
- to create favourable environment for the research, design and/or making of visionary architectural works in an exhibition scale;
- to disseminate knowledge gained from VB2010;
- to organize a series of Roadshow Exhibitions in selected Mainland cities to promote Hong Kong architectures to the Mainland;
- to organize a Response Exhibition to arouse wider public interest in art, architecture and city development in Hong Kong and Mainland cities under planning.

2. BACKGROUND OF THE BIENNALE AND HONG KONG EXHIBITION

In parallel with the Venice Art Biennale and Venice Film Festival, Venice Architecture Biennale is one of the most prestigious, spectacular and influential cultural meetings in the world. Every two years, the Biennale attracted tenths of thousands of visitors, over 3,000 accredited journalists, and more than fifty exhibiting countries and regions around the world to showcase the latest developments in cities and architecture.

With generous support from the Hong Kong Government funding and other private sponsors in 2006, HKADC and HKIA had joined hands and made a successful Hong Kong debut at the Venice Architecture Biennale. Our exhibition titled “VICE VERSA: displacing Acts, Lives and Thresholds of a Hyper City” had received over 70 local and international media citations. Also as part of the exhibition inauguration, we had held in Venice the forum titled “Making of the Hong Kong Exhibition and the Making of Hong Kong” while curators and exhibitors from Hong Kong had presented side by side.

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side with 15 well-known architects and critics from around the world, debating on the unique character and urban aesthetics of Hong Kong. Year 2006 also marked the first national pavilion of China at the Venice Architecture Biennale, while the Hong Kong Exhibition had constructed a reciprocal dialogue on the art of building Chinese modernity and Chinese cities. While in 2008, our exhibition title was “Fabrica Cultura (Culture Fabricate): Hong Kong in Venice”. Six sub-themes namely Object, Landscape, Building, City, Media and Text, were located into six zones within the exhibition venue in Venice.

To continue with the tradition to “respond” to the Venice Biennale, the Project would be reformatted and made appropriate to exhibit in Hong Kong for the general public. In 2006, the Hong Kong Response Exhibition was held in Bank of China Tower, Central, as well as in 2008, at the Heritage Discovery Centre, Tsim Sha Tsui.

It would be our 3rd participation to the Venice Biennale this year in 2010. The Organizer proposes to extend the response in the form selected exhibits in a series of roadshow exhibitions at a number of selected Mainland cities, which tentatively include Beijing, Jilin/ Shenyang/ Shijiazhuang, Xian, Chongqing, Fuzhou and Guangzhou. The final destinations are subject to confirmation by early April 2010 by the Steering Committee of VB2010. The objective is to showcase the creative works of the profession to a broader audience in the Mainland.

Funding application to CreateSmart Initiative is being processed. Subject to the approval of funding support, the project should be put forward as scheduled. Otherwise, this project will be cancelled unless alternative funding source is available.

3  EXHIBITION THEME

3.1 Theme of the Hong Kong Exhibition shall respect and respond to the Venice Biennale 12th International Architecture Exhibition [People Meet in Architecture], titled by the 2010 appointed artistic director Kazuyo Sejima.

3.2 Theme of the Hong Kong Exhibition shall be agreed between the Steering Committee of VB2010. The Steering Committee of VB2010 will be

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composed of representatives from the Organizers and the appointed Curator/Creative Director.

3.3 The Organizer possesses no objection to the Proposal being further developed from prior architectural works, or prior projects of design, research, publication and/or exhibition.

4 EXHIBITION VENUE AND PROGRAM

4.1 The Venice Architecture Biennale will be held from 26 August to 21 November 2010, following by Road Show Exhibitions in the Mainland in February to July 2011 and a Response Exhibition Hong Kong in late 2011.

4.2 The program for the Exhibitions is as follows-

<table>
<thead>
<tr>
<th>Activity</th>
<th>Suggested Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st PHASE: Steering Period</td>
<td></td>
</tr>
<tr>
<td>• Open invitation for Curatorial EOI</td>
<td>Early Feb 2010</td>
</tr>
<tr>
<td>• Briefing and Q&amp;A Session</td>
<td>Early Mar 2010</td>
</tr>
<tr>
<td>• Submission of Detailed Proposal</td>
<td>Late Mar 2010</td>
</tr>
<tr>
<td>• Appointment of Curator/Creative Director</td>
<td>Early Apr 2010</td>
</tr>
<tr>
<td>[after the confirmation of CreateSmart Initiative]</td>
<td></td>
</tr>
<tr>
<td>• Submission of Proposal to Venice Biennale</td>
<td>Apr 2010</td>
</tr>
<tr>
<td>2nd PHASE: Action Period</td>
<td></td>
</tr>
<tr>
<td>• Selection of exhibitors and exhibits by the Steering Committee of VB2010</td>
<td>Apr - May 2010</td>
</tr>
<tr>
<td>• Submission of Exhibition details for Venice Biennale Official Catalogue</td>
<td>May 2010</td>
</tr>
<tr>
<td>• Preparation and shipment of Exhibits</td>
<td>May 2010 – Aug 2010</td>
</tr>
<tr>
<td>• Hong Kong press conference</td>
<td>Jul / Aug 2010</td>
</tr>
<tr>
<td>3rd PHASE: Exhibition Period (in Venice)</td>
<td></td>
</tr>
<tr>
<td>• Press preview and meeting</td>
<td>26 Aug – 28 Aug 2010</td>
</tr>
<tr>
<td>• Opening for Public</td>
<td>29 Aug – 21 Nov 2010</td>
</tr>
<tr>
<td>4th PHASE: Roving Period (in China) [Tentative Itinerary]</td>
<td></td>
</tr>
<tr>
<td>• Beijing</td>
<td>15 – 30 Feb 2011</td>
</tr>
<tr>
<td>• Jilin / Shenyang / Shijiazhuang</td>
<td>15 – 30 Mar 2011</td>
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### 5th PHASE: Exhibition Period (in Hong Kong)

- Response Exhibition open for public
- Completion of VB2010 report to the satisfaction of the Steering Committee of VB2010 and CreateHK

<table>
<thead>
<tr>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Xian</td>
<td>15 – 30 Apr 2011</td>
</tr>
<tr>
<td>Chongqing</td>
<td>15 – 30 May 2011</td>
</tr>
<tr>
<td>Fuzhou</td>
<td>15 – 30 Jun 2011</td>
</tr>
<tr>
<td>Guangzhou</td>
<td>15 – 30 Jul 2011</td>
</tr>
</tbody>
</table>

- **Nov / Dec 2011**

4.3 The Hong Kong Exhibition venue is located at Campo della Tana, Castello 2126-30122 Venezia, Italy, immediately opposite to the Arsenale, one of the main exhibition halls of Venice Biennale. The venue includes an interior area of approx. 160 sq.m. and an outdoor courtyard area of approx. 150 sq.m.

Applicants may refer to the location map, floor plan and photos in the Appendix 1 and Clause 10.2 below for an opportunity to clarify any queries.

4.4 Final format, venue and opening period of the Roadshow Exhibition in China and Hong Kong Response Exhibition will be further explored and agreed between the Organizer and the Curator/Creative Director.

### 5 ELIGIBILITY

5.1 The Party should be the Curator(s)/Creative Director(s) of the Submission.

5.2 The Party should express his/her interest on an individual basis or group basis.

5.3 The Party on group basis should designate one Curator/Creative Director to act as a person-in-charge of the Project and shall for all purposes be responsible to the Organizer for the management of the allocated fund for the Project.

5.4 The Party on individual basis, or the person-in-charge on group basis, should be a resident of Hong Kong at the age of 18 or above.

5.5 The Party possessing previous curatorial experience in art and architectural exhibitions is preferred, though the experience is not mandatory. The Party

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is required to provide documents to the Organizer in the Submission of his/her qualifications, experience and ability to complete the Project.

6. RESPONSIBILITIES OF THE CURATOR

6.1 The Curator/Creative Director should refer to the vision of The Organizer to set out the mission and role of The Curator.

6.2 The Curator/Creative Director should state title and artistic direction of the Project, as a collateral exhibition at the Venice Architecture Biennale.

6.3 The Curator/Creative Director should budget for the Proposal according to the amount of funding designated for the Project, and to regulate relevant expenses and manage account of transactions within the acquired funding thereof.

6.4 The Curator/Creative Director should cooperate with consultants and contractors arranged by the Organizer on all matters related to the Biennale.

6.5 The Curator/Creative Director should be responsible for the overall completion of the Project in the highest standard. During the course of the Project, the Curator/Creative Director’s tasks include but not limited to the following-

6.5.1 Exhibition
- To assist the Steering Committee of VB2010 to select exhibitors and exhibits in a fair and open manner;
- To source, inspect and prepare venues for the setup of exhibition items and works (“Exhibits”) by Exhibitors;
- To arrange transportation and related logistics arrangement of Exhibits to and back from Venice and China cities;
- To assist the setup and finish of all Exhibits with Exhibitors;
- To liaise with VB 2010 Steering Committee and its agents to facilitate electricity, lighting and all other specific services provision for Exhibits;
- To assist the certification of public safety for Exhibition and to arrange insurance whenever and wherever appropriate;
- To monitor and maintain all Exhibits during the course of Exhibition;
- To arrange guided tours, symposiums and/or other promotional/ educational

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events for the Exhibition, where appropriate;

- To recruit and organize volunteering team in support of the Exhibition and related events.

6.5.2 Publicity

- To create identity for the Hong Kong Exhibition, which should be in coherence with the Venice Biennale as an international cultural meeting;
- To be responsible for public relations and promotions of the Exhibition with PR consultancy support;
- To provide Chinese and English text for the Hong Kong Exhibition, including curatorial statement, Exhibitors information, description of Exhibits, and additional literature of criticism and references;
- To prepare all press release and publicity text for VB 2010 Steering Committee’s approval and perusal;
- To design and manage production of publicity items including posters, leaflets, invitation cards, banners and backdrop, etc. All output to printer required final approval by the VB 2010 Steering Committee;
- To prepare design of advertisements;
- To prepare Opening Ceremony, Roving Exhibitions and Response Exhibition;
- To attend with all Exhibitors opening ceremony of the Hong Kong Exhibition and related core events;
- To propose, liaise with and assist in the invitation of local and overseas guests on behalf of the VB 2010 Steering Committee for occasions of opening, performance, symposium and related events.

6.5.3 Sponsorship

- To cooperate with the Organizer in the search and security of sponsorship. Prior approval from the VB 2010 Steering Committee is required before acceptance of any external sponsorship in any format;
- To make necessary presentations of the Biennale to sponsors and potential sponsors.

6.5.4 Documentation

- To direct and produce a coherent and complete documentation for the Exhibition, including photographic and video recording
- To assist in the search of collectors and acquisition of Exhibits post-exhibition.

6.5.5 Report and Evaluation

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To submit to the VB 2010 Steering Committee interim progress reports during the course of Project. Confirmed list of Exhibits shall be review and approved by the VB 2010 Steering Committee;

To report at regular intervals the progress of the Project to the VB 2010 Steering Committee and other relevant committees of the Organizer;

To assist the VB 2010 Steering Committee if requested in arranging critics/experts to review the Biennale.

To submit to the VB 2010 Steering Committee within 2 months following the completion of the Project, a final report and the original signed copy of the audit report that contains a formal statement of account in the form and with the content as required by the VB 2010 Steering Committee and to the satisfaction of CreatHK. The auditor shall be chosen from the list provided by the VB 2010 Steering Committee;

7. EXHIBITS

7.1 6 items proposed by the Organizer forms an area of selection for the curator to include in the exhibition. The format of presentation of the work and scale shall be decided and modified creatively by the curator to fit with the overall Venice Biennale theme and allow for future relocation.

7.1.1 Archinet Project
In collaboration with the Internet Professional Association (iProA), a 3-D simulation interface with interactive database search engine of architecture in Hong Kong will be showcased in the form of computer and software program.

7.1.2 Architectural Exhibition in China
The Institute is planning to organize an Architectural Exhibition in China in 2010, in which projects done by Hong Kong architects in China will form part of the exhibition.

7.1.3 Young Architects Award (YAA) 2010
YAA 2010 Awardees Designs with the theme “Hong Kong Architecture Museum and Hong Kong Architecture Centre” are anticipated to be included as an introductory presentation of HKIA.

7.1.4 2009 Hong Kong & Shenzhen Bi-city Biennale

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Extracts from the exhibits of 2009 Hong Kong & Shenzhen Bi-city Biennale would be exhibited

7.1.5 Projects done by HKIA Members in PRC
Architectural projects done by members in PRC will be invited to be showcased.

7.2 On top of the above items, the Organizer is calling for EOI of exhibitors by open invitation. More exhibits are anticipated to be involved in the Exhibition. The final number of exhibits will be announced at later stage.

8. FEE

8.1 A fee of HK$400,000* shall be available to the successfully appointed Curator/Creative Director. Suggested fee schedule below-

<table>
<thead>
<tr>
<th>Work stage</th>
<th>Schedule</th>
<th>Percentage of Curator’s fee</th>
<th>Cumulative total*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completion of 1st PHASE: Steering Period</td>
<td>April 2010</td>
<td>10% or HK$40,000</td>
<td>HK$40,000</td>
</tr>
<tr>
<td>Completion of 2nd PHASE: Action Period</td>
<td>August 2010</td>
<td>20% or HK$80,000</td>
<td>HK$120,000</td>
</tr>
<tr>
<td>Completion of 3rd PHASE: Exhibition Period (in Venice)</td>
<td>Nov 2010</td>
<td>35% or HK$140,000</td>
<td>HK$260,000</td>
</tr>
<tr>
<td>Completion of 4th PHASE: Roving Period</td>
<td>July 2011</td>
<td>25% or HK$100,000</td>
<td>HK$360,000</td>
</tr>
<tr>
<td>Completion of 5th PHASE: Exhibition Period (in Hong Kong)</td>
<td>Dec 2011</td>
<td>10% or HK$40,000</td>
<td>HK$400,000</td>
</tr>
</tbody>
</table>

*Subject to the approval of funding support of Curator/Creative Director fee from CreateHK Office.

8.2 The Organizer is currently seeking sponsorship from Government and private sectors to finance the Project. As such, there is no guarantee on project funding at this moment when the Organizer is recruiting the Curator. In case the Project cannot proceed as planned, the Organizer

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is not liable for any claims in any format should the appropriate amount of sponsorship is not available by the time as scheduled.

8.3 The Project is non-profit making in nature.

9. SUBMISSION OF EXPRESSION OF INTEREST (EOI)

9.1 Role of Curator/Creative Director is divided into 3 categories as follows:-

9.1.1 Curator/Creative Director A – Responsible for VB2010 at Venice only;
9.1.2 Curator/Creative Director B – Responsible for VB2010 Response Exhibition in Hong Kong only;
9.1.3 Curator/Creative Director C – Responsible for the VB2010 Roadshow Exhibitions in China cities only

Parties are welcome to express their interest on specific categories.

9.2 Parties who are interested in the Project should submit Information to the Organizer before the submission deadline stated in clause 9.5 below. The Information should be presented in English and includes the following:

**SUBMISSION FORMAT**

Exhibition title and statement 1 x A4

Personal info/ Contact / Curriculum vitae of the Curator(s)/Creative Director(s) with selection of Curator/Creative Director category A4(s)

9.3 Inclusion of the Party’s own works in the Exhibition is not precluded provided that they are necessary in demonstrating and completing the Project and the selection follows the same as the rest of the exhibits. The Organizer does not support EOI whereby the Applicant is the principal exhibiting party.

9.4 Any individual, group or registered organization is limited to participate in a maximum of 2 Proposals.

9.5 The VB 2010 Steering Committee will participate in the final selection of Exhibits.

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9.6 EOI in writing should reach the Organizer premises (19/F, 1 Hysan Avenue, Causeway Bay, Hong Kong), by fax (2519 6011) or email (vb2010@hkia.net) on or before **3pm, Monday, 8 March 2010** ("Deadline"). Late submission will not be considered.

9.7 Parties will be invited to submit a detailed proposal in early March 2010.

9.8 Any provision in any Application which does not fully meet and comply with the conditions of this Invitation shall be void and at no effect.

9.9 Through responding to this Invitation by submission of EOI, Parties shall be bound exclusively in all respects by the terms and conditions in this Invitation.

10. **ENQUIRIES**

10.1 The Party should visit regularly the HKIA website at [www.hkia.net](http://www.hkia.net) for updates and further announcement during the course of this Invitation.

10.2 The Organizer shall arrange a Question-and-Answer [Q&A] session at the HKIA premises, 19/F., One Hysan Avenue, Causeway Bay, Hong Kong on **6:30pm, Wednesday, 10 March 2010**. Any update regarding this Q&A session will be posted at HKIA website. To register, please send email of any query to vb2010@hkia.net with The Party’s name and contact phone number stated.

10.3 For general administrative enquiries, please contact
HKIA VB2010 Secretariat Fiona KAM
Email vb2010@hkia.net
Tel. 2805 7096 or 2511 6323.
Room 1 & 2 Area: 47.2m²
Height: 3.65

Room 3 Area: 25m²
Height: 3.65

Room 4 & 5 Area: 38.2m²
Room 5 Height: 3.45
Room 4 Height: 3.65

Room 6 Area: 47.2m²
Height: 3.6

(Approximate measurement only)
Courtyard 庭園

Courtyard showing entrance A, 在庭園望向A入口

Courtyard showing entrance B, 在庭園望向B入口

Main entrance 正門
Room 5, view from room 4, 從4號室望向5號室

Room 4, view from Room 1, 從1號室望向4號室

Courtyard庭園

Room 6, 6號室
Room 2, view from room 3, 從3號室望向2號室

Room 1 & 3, 1號及3號室
# Extract of VB2010 Project Budget

*(For reference only and subject to approval by CreateHK)*

<table>
<thead>
<tr>
<th>General</th>
<th>HK$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production / Assembly cost of Exhibits</td>
<td>$500,000</td>
</tr>
<tr>
<td>Outsource of PR / Marketing and Communications</td>
<td>$800,000</td>
</tr>
<tr>
<td>Publications (event collaterals e.g. Letterheads, folders, posters, leaflets, etc.)</td>
<td>$400,000</td>
</tr>
</tbody>
</table>

## Exhibition in Venice

| Travel and Accommodation (for Curator/Creative director’s site visit) | $11,000 |
| Travel and Accommodation (for HKIA President, Curator/Creative Director and Steering Committee) | $65,000 |
| Forum & Gala Dinner                                                   | $150,000 |
| Venue Construction and Erection of Exhibits                            | $200,000 |
| Set-up, Dismantle, Labour, Management and Coordination Fees for Contractors | $500,000 |
| Transportation and Shipping of Exhibits & Publicity Materials          | $320,000 |

## Exhibition in 6 Mainland Cities

| Venue Rental               | $600,000 |
| Venue Construction         | $350,000 |
| Transportation and Shipping of Exhibits                              | $500,000 |
| Renovation of Exhibits     | $100,000 |
| Site Visit to the Exhibition Venues                                 | $36,000 |

## Response Exhibition in Hong Kong

| Venue Construction | $70,000 |