

**France-Orsay: Promotional services**  
**OJ S 12/2019 17/01/2019**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Établissement public Paris-Saclay

Postal address: 6 boulevard Dubreuil

Town: Orsay

NUTS code: FR104 Essonne

Postal code: 91400

Country: France

E-mail: [marchespublics@oin-paris-saclay.fr](mailto:marchespublics@oin-paris-saclay.fr)

Telephone: +33 164543650

Fax: +33 169861148

**Internet address(es):**

Main address: <http://www.epaps.fr>

Address of the buyer profile: <https://www.achatpublic.com>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Other activity: Aménagement du territoire

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Communication Paris-Saclay: création graphique et scénographique, images 3d et motion design

Reference number: DC/graph

**II.1.2. Main CPV code**

79342200 Promotional services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Le présent accord-cadre a pour objet la conception et la réalisation graphique des différents outils de communication visuelle (papier, informatique, numérique, ...) de l'établissement public d'aménagement Paris-Saclay et des représentations des projets qu'il mène (Lot 1). II

comprend également la création scénographique et son exécution, et la réalisation d'animations (motion design) et de film vidéo (Lot 2). Il s'agit d'un accord-cadre à bons de commande avec un montant minimum.

— lot 1: montant minimum: 100 000 EUR HT par an,

— lot 2: montant minimum: 10 000 EUR HT par an.

#### **II.1.6. Information about lots**

This contract is divided into lots: yes

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 400 905,00 EUR

### **II.2. Description**

#### **II.2.1. Title**

Lot No: 1

#### **II.2.2. Additional CPV code(s)**

79342200 Promotional services

#### **II.2.3. Place of performance**

NUTS code: FR104 Essonne

#### **II.2.4. Description of the procurement**

Lot 1: création graphique, scénographique et exécution.

#### **II.2.5. Award criteria**

Quality criterion - Name: Note méthodologique et compréhension des enjeux / Weighting: 25

Quality criterion - Name: Composition et organisation de l'équipe / Weighting: 5

Quality criterion - Name: Étude de cas / Weighting: 20

Price - Weighting: 50

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

#### **II.2.14. Additional information**

### **II.2. Description**

#### **II.2.1. Title**

Lot No: 2

#### **II.2.2. Additional CPV code(s)**

79342200 Promotional services

#### **II.2.3. Place of performance**

NUTS code: FR104 Essonne

#### **II.2.4. Description of the procurement**

Lot 2: conception et réalisation de films et vidéos.

#### **II.2.5. Award criteria**

Quality criterion - Name: Note méthodologique et compréhension des enjeux / Weighting: 25

Quality criterion - Name: Composition et organisation de l'équipe / Weighting: 5

Quality criterion - Name: Étude de cas / Weighting: 20

Price - Weighting: 50

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

#### **II.2.14. Additional information**

### **Section IV: Procedure**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

##### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **IV.2. Administrative information**

##### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2018/S 111-253130](#)

##### **IV.2.8. Information about termination of dynamic purchasing system**

##### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

### **Section V: Award of contract**

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**Contract No:** 90/18/DC

**Lot No:** 1

**Title:**

Lot 1: création graphique, scénographique et exécution

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

17/12/2018

##### **V.2.2. Information about tenders**

Number of tenders received: 6

The contract has been awarded to a group of economic operators: yes

**V.2.3. Name and address of the contractor**

Official name: Impolymago  
Postal address: 6 rue Garreau  
Town: Paris  
NUTS code: FR101 Paris  
Postal code: 75018  
Country: France  
The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: Gare du Nord Architecture  
Postal address: 226 rue du Faubourg Saint-Denis  
Town: Paris  
NUTS code: FR101 Paris  
Postal code: 75010  
Country: France  
The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: Artefactorylab  
Postal address: 99 rue du Faubourg du Temple  
Town: Paris  
NUTS code: FR101 Paris  
Postal code: 75010  
Country: France  
The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: Luc Guinguet  
Postal address: 9 rue du Fauconnier  
Town: Paris  
NUTS code: FR101 Paris  
Postal code: 75004  
Country: France  
The contractor is an SME: no

**V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 398 505,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 91/18/DC

**Lot No:** 2

**Title:**

Conception et réalisation de films et vidéos

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

17/12/2018

**V.2.2. Information about tenders**

Number of tenders received: 5

The contract has been awarded to a group of economic operators: yes

**V.2.3. Name and address of the contractor**

Official name: Lmpolymago

Postal address: 6 rue Garreau

Town: Paris

NUTS code: FR101 Paris

Postal code: 75018

Country: France

The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: Edoardo Cecchin

Postal address: 2 rue Laffitte

Town: Maisons-Laffitte

NUTS code: FR103 Yvelines

Postal code: 78600

Country: France

The contractor is an SME: no

**V.2.3. Name and address of the contractor**

Official name: Artefactorylab

Postal address: 99 rue du Faubourg du Temple

Town: Paris

NUTS code: FR101 Paris

Postal code: 75010

Country: France

The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 2 400,00 EUR

**V.2.5. Information about subcontracting****Section VI: Complementary information**

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**VI.3. Additional information**

Le montant inscrit plus haut, à savoir, 400 905 EUR HT correspond au montant total des 2 lots. Les montants de 398 505 EUR HT pour le lot 1 et 2 400 EUR HT pour le lot 2 sont les montants des détails estimatifs qui ont servis aux analyses financières des offres. Les sociétés qui le souhaitent peuvent venir consulter le marché à l'EPA Paris-Saclay, 6 boulevard Dubreuil à Orsay (91400). Afin de préserver le secret en matière industrielle et commerciale, les sociétés devront faire cette demande en amont à l'adresse suivante: [marchespublics@oin-paris-saclay.fr](mailto:marchespublics@oin-paris-saclay.fr)

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Tribunal administratif de Versailles

Postal address: 56 avenue de Saint-Cloud

Town: Versailles

Postal code: 78011

Country: France

E-mail: [greffe.ta-versailles@juradm.fr](mailto:greffe.ta-versailles@juradm.fr)

Telephone: +33 139205400

Fax: +33 139205487

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Greffe du tribunal administratif de Versailles

Postal address: 56 avenue de Saint-Cloud

Town: Versailles

Postal code: 78100

Country: France

E-mail: [greffe.ta-versailles@juradm.fr](mailto:greffe.ta-versailles@juradm.fr)

Telephone: +33 139205400

Fax: +33 139205487

**VI.5. Date of dispatch of this notice**

15/01/2019