

**France-Paris: Graphic design services**  
**OJ S 19/2019 28/01/2019**  
**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

Postal address: 222 rue de l'Université

Town: Paris

NUTS code: FR101 Paris

Postal code: 75007

Country: France

E-mail: [marches-publics@quaibranly.fr](mailto:marches-publics@quaibranly.fr)

Telephone: +33 156617000

Fax: +33 156617138

**Internet address(es):**

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

Address of the buyer profile: <http://www.marches-publics.gouv.fr>

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

Body governed by public law

**I.5. Main activity**

Recreation, culture and religion

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**Section II: Object**

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

**II.1.1. Title**

Accord-cadre relatif à des prestations de design graphique dans le cadre de la communication du musée du quai Branly — Jacques Chirac

Reference number: 2018-MQB-00154-AC-00-00

**II.1.2. Main CPV code**

79822500 Graphic design services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

L'accord-cadre est non alloti et mono attributaire. Il est conclu à prix mixtes. Il comprend:

— une part forfaitaire, concernant les prestations d'évolution de l'identité visuelle et de la charte graphique, la direction artistique relative à la mise en application de la charte graphique par les prestataires extérieurs au musée (forfait de 120 heures la 1re année du marché),

— une part à commandes, conclue sans montant minimum ni maximum, concernant les prestations graphiques et leurs déclinaisons, la direction artistique relative à la mise en application de la charte graphique par les prestataires extérieurs au musée au delà du forfait de 120 heures compris dans la part forfaitaire et le cas échéant, pour les périodes de reconductions.

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

This contract is divided into lots: no

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

Value excluding VAT: 1 055 800,00 EUR

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

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

79822500 Graphic design services

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

NUTS code: FR101 Paris

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

Prestations de design graphique dans le cadre de la communication du musée du quai Branly — Jacques Chirac.

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

Quality criterion - Name: Valeur technique / Weighting: 60

Price - Weighting: 40

#### **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**

Competitive dialogue

##### **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 080-179129](#)

##### **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:** 2018-MQB-00154-AC-00-00

**Title:**

Accord-cadre relatif à des prestations de design graphique dans le cadre de la communication du musée du quai Branly — Jacques Chirac

A contract/lot is awarded: yes

#### V.2. Award of contract

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

20/12/2018

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

Number of tenders received: 18

The contract has been awarded to a group of economic operators: no

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

Official name: G6 Design — Guénola Six, Zeppelin Pictures, Aurélie Galas et Hamish Muir

Postal address: 20 rue des Cascades

Town: Chantilly

NUTS code: FRE22 Oise

Postal code: 60500

Country: France

Internet address: <http://guenolasix.com/>

The contractor is an SME: yes

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

Total value of the contract/lot: 1 055 800,00 EUR

##### V.2.5. Information about subcontracting

### Section VI: Complementary information

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#### VI.3. Additional information

#### VI.4. Procedures for review

##### VI.4.1. Review body

Official name: Tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 4

Postal code: 75181

Country: France

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

Telephone: +33 144594400

Fax: +33 144594646

##### VI.4.4.

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

Official name: Greffe du tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 4

Postal code: 75181

Country: France

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

Telephone: +33 144594400

Fax: +33 144594646

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

23/01/2019