

**Ireland-Dublin: Graphic design services**  
**OJ S 52/2023 14/03/2023**  
**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: National Museum of Ireland

National registration number: N/A

Postal address: Collins Barracks, Benburb Street, Stoneybatter

Town: Dublin 7

NUTS code: IE0 Ireland

Postal code: D07 XKV4

Country: Ireland

E-mail: [museum@greenville.ie](mailto:museum@greenville.ie)

Telephone: +353 014020114

**Internet address(es):**

Main address: [www.museum.ie](http://www.museum.ie)

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/290>

**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

**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**

Multi-party Framework Agreement for the Provision of Graphic Design and Print Services in two lots

Reference number: 198245

**II.1.2. Main CPV code**

79822500 Graphic design services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The Contracting Authority proposes to engage in a competitive process for the establishment of framework agreement(s) for the provision of Graphic Design and Print Services in two (2) Lots comprising of the following.

Lot 1 - General Design and Print Requirements

Lot 2 - Exhibition Graphic Design and Print Requirements

Scope of Services Required:

- Design consultancy for digital and printed materials
- Print management
- Web design
- Logo Design
- Integrated campaign development

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

This contract is divided into lots: yes

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

Value excluding VAT: 2 400 000,00 EUR

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

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

General Design and Print Requirements

Lot No: 1

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

22000000 Printed matter and related products, 22458000 Bespoke printed matter, 22900000 Miscellaneous printed matter, 72413000 World wide web (www) site design services, 79341400 Advertising campaign services, 79415200 Design consultancy services, 79800000 Printing and related services, 79811000 Digital printing services

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

NUTS code: IE Éire / Ireland

Main site or place of performance: Dublin

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

The successful tenderer will be required to bring a brief from concept development through to final design, including management of printing. It is anticipated that the successful tenderer will have a strong creative team and will actively provide design solutions in both print and electronic formats as appropriate and address any particular accessibility needs of the intended audience(s).

NMI will require the successful tenderer to provide design services for multiple media purposes including, but not limited to the following and including finished artwork services. Tenderers should note that the indicative requirements set out in this section are not an exclusive or complete list.

- Event Poster, Programme Cover, Teacher's Pack, Education worksheets, presentation slide and publications.
- Marketing pack Invitations/Events, Flyers A5 & DL flyers, Posters, Print adverts, Pull up banners, Event Feedback Forms/Comment Templates.
- Floor plans
- Infographics
- Museum Reports
- Signage (including Reception/visitor information signage and Wayfinding), web banner,

- Interactive design, digital learning resources, digital event backdrops for online events and social media adverts.
- For some projects, the framework members will also manage the associated print requirements. In these instances, the following will apply:
  - (i) The design agency will be required to comply with public procurement guidelines in all instances and seek quotations from the NMI print panel which is being run in conjunction with this competition.
  - (ii) The design agency will be required to ensure value for money in the procurement of print services for NMI.
- Quality control of all print jobs, including colour quality, binding, paper quality finishing.

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

Quality criterion - Name: Methodology for Delivery and Management of the Service / Weighting : 20%

Quality criterion - Name: Creative Design Proposal / Weighting: 20%

Quality criterion - Name: Technical Merit of the Team / Weighting: 15%

Quality criterion - Name: Contract Management Proposal/SLA / Weighting: 10%

Quality criterion - Name: Sustainability and Environmental Impact / Weighting: 5%

Price - Weighting: 30%

#### **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**

Please consult the associated documentation, which contains full instructions regarding the submission of tenders and is available to download from [www.etenders.gov.ie](http://www.etenders.gov.ie) using RFT ID 198245.

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

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

Exhibition Graphic Design and Print Requirements

Lot No: 2

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

22000000 Printed matter and related products, 22458000 Bespoke printed matter, 22900000 Miscellaneous printed matter, 72413000 World wide web (www) site design services, 79341400 Advertising campaign services, 79415200 Design consultancy services, 79800000 Printing and related services, 79811000 Digital printing services

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

NUTS code: IE Éire / Ireland

Main site or place of performance: Dublin

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

The successful tenderer must adhere to the access and branding guidelines of the NMI and address any particular accessibility needs of the intended audience(s).

NMI will require the successful tenderer to provide design services for multiple media purposes including, but not limited to the following and including finished artwork services.

- Exhibition design
- Exhibition catalogue
- For some projects, the framework members will also manage the associated print requirements. In these instances, the following will apply:
  - (i) The design agency will be required to comply with public procurement guidelines and in all instances seek quotations from the NMI print panel which is being run in conjunction with this competition.
  - (ii) The design agency will be required to ensure value for money in the procurement of print services for NMI.
- Quality control of all print jobs, including colour quality, binding, paper quality.

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

Quality criterion - Name: Methodology for Delivery and Management of the Service / Weighting : 20%

Quality criterion - Name: Creative Design Proposal / Weighting: 20%

Quality criterion - Name: Technical Merit of the Team / Weighting: 15%

Quality criterion - Name: Contract Management Proposal/SLA / Weighting: 10%

Quality criterion - Name: Sustainability and Environmental Impact / Weighting: 5%

Price - Weighting: 30%

#### **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**

Please consult the associated documentation, which contains full instructions regarding the submission of tenders and is available to download from [www.etenders.gov.ie](http://www.etenders.gov.ie) using RFT ID 198245.

### **Section IV: Procedure**

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

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

Restricted 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: [2021/S 178-464044](https://eur-lex.europa.eu/eli/s/2021/178/464044)

##### **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:** 1

**Lot No:** 1

**Title:**

General Design and Print Requirements

A contract/lot is awarded: yes

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

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

07/02/2023

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

Number of tenders received: 7

Number of tenders received from SMEs: 7

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 7

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

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

Official name: Language Communications Limited

Postal address: 28 Great Strand Street

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D01 EA40

Country: Ireland

E-mail: [david@language.ie](mailto:david@language.ie)

Telephone: +353 18783300

The contractor is an SME: yes

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

Official name: Red&Grey

Postal address: 32 Lennox Street, Portobello

Town: Dublin 8

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: [keith@redandgrey.ie](mailto:keith@redandgrey.ie)

Telephone: +353 14053915

The contractor is an SME: yes

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

Official name: Source Design Consultants Limited

Postal address: 9 Castlewood Place

Town: Dublin 6

NUTS code: IE Éire / Ireland

Postal code: D06 K7W8

Country: Ireland

E-mail: [barry@sourcedesign.ie](mailto:barry@sourcedesign.ie)

Telephone: +353 016614299

The contractor is an SME: yes

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

Official name: Studio Suss Limited

Postal address: 19 Grande Central, Rockbrook, Sandyford

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: [ruza@studiosuss.ie](mailto:ruza@studiosuss.ie)

Telephone: +353 871222467

The contractor is an SME: yes

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

Official name: Studio Unthink Limited

Postal address: 4 Mary's Abbey

Town: Dublin 7

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: [laura@unthink.ie](mailto:laura@unthink.ie)

Telephone: +353 18748174

The contractor is an SME: yes

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

Official name: Vermillion Design Consultants

Postal address: No 1 The Stables, Distillery Lofts, Distillery Road, Drumcondra

Town: Dublin 3

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: [caitlin@vermilliondesign.com](mailto:caitlin@vermilliondesign.com)

Telephone: +353 877192929

The contractor is an SME: yes

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

Official name: Tom Meenaghan & Associates Limited

Postal address: 78 Lower Dodder Road, Rathfarnham

Town: Dublin 14

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: [tom@tommeenaghan.com](mailto:tom@tommeenaghan.com)

Telephone: +353 14908699

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 600 000,00 EUR

Total value of the contract/lot: 1 600 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No: 1**

**Lot No: 2**

**Title:**

Exhibition Graphic Design and Print Requirements

A contract/lot is awarded: yes

**V.2. Award of contract**

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

07/02/2023

**V.2.2. Information about tenders**

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 5

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

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

Official name: Studio Suss

Postal address: 19 Grande Central, Rockbrook, Sandyford

Town: Dublin

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: [ruza@studiosuss.ie](mailto:ruza@studiosuss.ie)

Telephone: +353 871222467

The contractor is an SME: yes

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

Official name: Vermillion Design Consultants

Postal address: No 1, The Stables, Distillery Lofts, Distillery Road, Drumcondra

Town: Dublin 3

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: [caitlin@vermilliondesign.com](mailto:caitlin@vermilliondesign.com)

Telephone: +353 877192929

The contractor is an SME: yes

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

Official name: Studio Unthink Limited

Postal address: 4 Mary's Abbey

Town: Dublin 7

NUTS code: IE Éire / Ireland

Country: Ireland

E-mail: [laura@unthink.ie](mailto:laura@unthink.ie)

Telephone: +353 18748174

The contractor is an SME: yes

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

Official name: Wendy Williams Design

Postal address: 10 Charleville Mall, North Strand  
Town: Dublin1  
NUTS code: IE Éire / Ireland  
Postal code: D01 V0R6  
Country: Ireland  
E-mail: [wendywilliamsdesign@gmail.com](mailto:wendywilliamsdesign@gmail.com)  
Telephone: +353 18561310  
The contractor is an SME: yes

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

Official name: Wonder Works Studio Limited  
Postal address: 26 Upper Baggot Street, Ballsbridge  
Town: Dublin 4  
NUTS code: IE Éire / Ireland  
Country: Ireland  
E-mail: [Pearse@thewonderworks.ie](mailto:Pearse@thewonderworks.ie)  
Telephone: +353 16630022  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 800 000,00 EUR  
Total value of the contract/lot: 800 000,00 EUR

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

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

- 1) Interested parties must register their interest on the eTenders web site ([www.etenders.gov.ie](http://www.etenders.gov.ie)) in order to be included on the mailing list for clarifications. All information relating to attachments, including clarifications and changes, will be published on the Irish Government Procurement Opportunities Portal ([www.etenders.gov.ie](http://www.etenders.gov.ie)) only. Registration is free of charge. The contracting authority will not accept responsibility for information relayed (or not relayed) via third parties;
- 2) Suppliers must register their interest on the eTenders web site ([www.etenders.gov.ie](http://www.etenders.gov.ie)) in order to be included on the mailing list for clarifications and to respond electronically to the competition. There is a maximum upload limit of 2GB per document on etenders. Documents larger than this should be divided into smaller files prior to upload or zipped.
- 3) Should you experience difficulty when uploading documents please contact the eTenders Support Desk for technical assistance. Email [etenders@eu-supply.com](mailto:etenders@eu-supply.com) or Telephone: 353 (0) 21 243 92 77 (09:00am – 17:30pm GMT)
- 4) All queries regarding this tender requirement or process must be submitted through the Irish Government Procurement Opportunities Portal [www.etenders.gov.ie](http://www.etenders.gov.ie) (RFT ID:198245) as a specific question. Responses will be circulated to those tenderers that have registered an interest in this notice on [www.etenders.gov.ie](http://www.etenders.gov.ie) The details of the person making a query will not be disclosed when circulating the response
- 5) This is the sole call for competition for this contract/framework.
- 6) The contracting authority will not be responsible for any costs, charges or expenses incurred by candidates or tenderers.
- 7) Contract award will be subject to the approval of the competent authorities.
- 8) It will be a condition of award that the successful tenderer is and remains tax compliant.

9) At its absolute discretion, the contracting authority may elect to terminate this procurement process, the framework agreement or any contract awarded under the framework agreement at any time.

10) Please note in relation to all documents, that where reference is made to a particular standard, make, source, process, trademark, type or patent, that this is not to be regarded as a de facto requirement. In all such cases it should be understood that such indications are to be treated strictly and solely for reference purposes only, to which the words "or equivalent" will always be appended.

11) Without prejudice to the principle of equal treatment, the contracting authority is not obliged to engage in a clarification process in respect of the procurement documents with missing or incomplete information. Therefore, respondents are advised to ensure that they return completed documentation in order to avoid the risk of elimination from the competition.

12) At Section II.2.9 we have indicated that 7 will be invited to tender, please note that the contracting authority reserves the right to invite at least 7 subject to that number qualifying.

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: High Court

Postal address: Four Courts

Town: Dublin

Country: Ireland

E-mail: [Highcourtcentraloffice@courts.ie](mailto:Highcourtcentraloffice@courts.ie)

Telephone: +353 18886000

Internet address: [www.courts.ie](http://www.courts.ie)

##### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

The contract / framework is covered by the application of the Remedies Directive and the relevant standstill period applied at time of notification.

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

Official name: Consult a legal advisor

Town: Dublin

Country: Ireland

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

09/03/2023