



REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – FIRMS SELECTION)

Republic of Armenia
Local Economy and Infrastructure Development (LEID) Project
Loan No.: P150327

Assignment Title: Museum Specialist-Individual Consultant

Reference No.: LIC-25/1

BACKGROUND: The Local Economy and Infrastructure Development (LEID) Project is a World Bank (WB) loan implemented by the Armenia Territorial Development Fund (ATDF). The LEIDP development objective is to improve infrastructure services and institutional capacity for increased tourism contribution to local economy in selected regions of Armenia. Currently, the Project activities are expected to benefit the residents, tourists and enterprises in nine marzes of Armenia. Residents, tourists and enterprises are expected to receive improved access to, and quality of, public infrastructure; increased volume of private sector investment in the region; and increased small and micro enterprises in renovated cultural heritage sites and cities. The Government will benefit from increased overall tourism spending and satisfaction, job creation, improved institutional capacity of selected agencies, and improved capacity to operate and maintain assets.

OBJECTIVES: Within the frame of the LEIDP restoration/renovation of several historical-cultural sites have been included as sub-projects. The list of such sites includes Dvin, Dashtadem, Marmashen, the Stone of Symphony etc. Within the frame of “Improvement of Dvin area, design and construction works of parking lots, information center and museum building” and “Partial overhaul of Dashtadem Castle and improvement of the surrounding area” sub-projects the detailed architectural and engineering designs for these two sites are completed and passed the Tourism Committee (hereafter TC). Currently, TC is seeking for a consultant who will develop conceptual frameworks for the “Dvin” and “Dashtadem” sites including the exhibition designs considering their mission, vision, and goals. It is expected that a consultant will conduct meetings/interviews with archaeologists, historians, local communities, and other stakeholders to gather insights and perspectives to build the experiences. Overall, the main goal of this assignment is to add on with soft component of museums experiences building on already existing designs. In this context, there

The objectives of the assignment are:

- assessment of cultural-historical aspects of the destination/site including scientific evidence (archival, source, archaeological, miniature, etc.),
- development of conceptual framework for the site that includes museum and the archaeological site, considering its mission, vision, and goals,
- creation of exhibition designs for the museums with incorporating mandatory interactive elements and storytelling techniques.

SCOPE OF WORKS:

According to the main objective of the assignment, the consultant shall realize the following works for two cultural-historical sites:

1. Dashtadem

- **Background research** (analyze the archaeological site's history, significance, and cultural context, research current archaeological and museological trends related to modern trends of similar/alike sites on the global context and provide adaptable recommendations, conduct meetings/interviews with archaeologists, historians, local communities, and other stakeholders to gather insights and perspectives).
- **Conceptualization** (develop a compelling and coherent conceptual framework for the site that includes museum and the archaeological site, considering its mission, vision, and goals; identify key themes and narratives that will guide the exhibition and visitor experience, including development of an exhibition program that defines the content, possible exhibits, exhibition goals, target audience, exhibits conservation conditions, exhibition route sequence, both in the museum and the open air sites)
- **Exhibition design brief** (create a detailed exhibition design brief outlining the overall aesthetic, layout, and thematic elements of the museum; advise on incorporating interactive elements, storytelling techniques, and multimedia for a dynamic visitor experience; recommend additional onsite events (nature, scale, seasonality, audience, etc.)

2. Dvin

- **Background research** (analyze the archaeological specification of the site's history, significance, and cultural context, deeply understand the historical background of the site, research current archaeological and museological trends related to modern trends of similar/alike sites on the global context and provide adaptable recommendations, conduct meetings/interviews with archaeologists, historians, local communities, and other stakeholders to gather insights and perspectives).
- **Conceptualization** (develop a compelling and coherent conceptual framework for the site that includes museum and the archaeological site, considering its mission, vision, and goals; identify key themes and narratives that will guide the exhibition and visitor experience, including development of an exhibition program that defines the content, possible exhibits, exhibition goals, target audience, exhibits conservation conditions, exhibition route sequence, both in the museum and the open air sites).
- **Exhibition design brief** (create a detailed exhibition design brief outlining the overall aesthetic, layout, and thematic elements of the museum; advise on incorporating interactive elements, storytelling techniques, and multimedia for a dynamic visitor experience; recommend additional onsite events (nature, scale, seasonality, audience, etc.)

The implementation period is **eight weeks** after signing the contract.

The Armenian Territorial Development Fund (ATDF) now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should

provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The shortlisting criteria are:

The contractor should:

1. *Master's degree in one of the following areas: history, archaeology, or other social sciences*
2. *Demonstrate track record and minimum 7-year work experience caring out similar projects.*
3. *Experience of the cultural and historical monuments presentation best practices and an inquiring mind and a capacity for detailed observation and accurate research.*
4. *Excellent knowledge Microsoft office.*

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of Consultants under IBRD Loans by World Bank Borrowers ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the Individual Consultant Selection method set out in the Consultant Guidelines.

Further information can be obtained at the address below during office hours from **09:00 to 17:00 (Yerevan time)**.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **October 23 2024, at 17:00 (Yerevan time)**.

Armenian Territorial Development Fund

Attn: Mrs. Lilit Sedrakyan

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