

Call for Proposals

Set Design for an exhibition dedicated to French Design Companies in Los Angeles

1. Presentation

1.1 Project Context

As part of the ICC Immersion Design USA program—an initiative led by the Embassy of France in the United States (Villa Albertine & Business France)—Villa Albertine is launching a call for proposals for the scenography of an exhibition in Los Angeles.

The exhibition will highlight the savoir-faire of French companies in the fields of design, high-end decoration, fine crafts, and artisanal expertise.

A Los Angeles-based set designer will be selected to design an immersive and innovative scenography that emphasizes materials, gestures, and creative processes from France, while engaging in dialogue with the local cultural ecosystem.

2. Description of the Project

The scenography should:

- Showcase the creativity and craftsmanship of 12 or 15 selected French companies (depending on the final selection planned late November).
- Create an immersive visitor experience, highlighting gestures, materials, and cultural transmission.
- Propose and adapt to a suitable venue in Los Angeles (gallery, cultural center, hybrid venue, etc.), in line with the project's artistic vision, budget, and logistics.

The exhibition will be held during the third or fourth week of March 2026, spanning two weekdays, with an additional day each allocated for installation and dismantling.

3. Technical and Administrative Specifications

3.1 Technical specifications

The laureate will be responsible for:

- Developing an overall scenographic concept (statement of intent, visuals, sketches, renderings).
- Producing a spatial design proposal (furniture, display stands, multimedia tools, mediation devices).
- Identifying and recommending potential venues in Los Angeles.
- Delivering a preliminary timeline and budget estimate.
- Overseeing production and installation in coordination with Villa Albertine and its partners.

3.2 – Administrative Specifications

3.2.1 - Duration and Schedule

The contract takes effect upon notification and terminates upon completion of dismantling operations.

3.2.2 - Advance Payment

In accordance with standard practice, an advance payment of 30% of the total contract amount will be made within thirty (30) days following contract signature and submission of the corresponding invoice.

3.2.3 - Payment Terms

The remaining contract amount will be paid according to the following terms:

- Monthly invoicing based on completed and validated services by the contracting authority.
- Invoices must be issued in USD (\$) and submitted to IFEU-VA (972 Fifth Avenue New York, NY 10075)
- Each invoice must reference ICC2026_SCENOGRAPHY, total contract amount, amount already paid, and remaining balance.
- Payment Deadline: Invoices shall be paid within thirty (30) days from the receipt of a compliant invoice.

3.2.4 - Termination

The contracting authority may terminate the contract automatically in case of serious breach by the contractor (failure to deliver, abandonment of the project, non-compliance with deadlines).

3.2.5 - Intellectual Property

Intellectual property rights on drawings, models, visuals, and scenographic elements produced under this contract are **assigned to IFEU-VA** for the statutory duration, on an exclusive basis, for all uses related to the promotion, dissemination, and valorization of the exhibition.

3.2.6 - Insurance

The contractor declares that they are covered by **professional liability insurance**, including bodily, material, and immaterial damages related to the execution of the services. Proof of insurance may be requested.

4. Conditions for Participation

4.1 Eligible Profiles

The call is open to scenographers, designers, interior architects, or art directors with at least 2 years of experience, demonstrating:

- Artistic creativity and rigor;
- Experience in exhibitions, scenographic design, or large-scale cultural projects;
- Ability to collaborate with artisans, designers, and institutions;
- Knowledge of the Los Angeles cultural and artistic context.

A professional network in Los Angeles will be considered a significant advantage.

4.2 Selection Procedure

The selection will be made solely on the basis of the criteria outlined in this call, by representatives from Villa Albertine and Business France. The jury will evaluate applications fairly and transparently, considering creativity, feasibility, relevant experience, collaboration skills, and understanding of the local context. The decision is final, and all candidates will be notified.

Evaluation criteria

- **Financial Proposal / Budget** – clarity, realism, and alignment of the proposed costs with the project objectives. (30%) The financial evaluation will be based exclusively on the lump-sum amount committed by the applicant (items 2 to 7 as indicated on Annex 1). Venue rental costs, identified as provisional, will not be considered in the price scoring but must be estimated to ensure the overall consistency of the proposal.
- **Creativity and artistic rigor**, with the ability to design an immersive scenography aligned with the values embodied by fine craftsmanship (30%);
- **Experience** in designing exhibitions, cultural installations, or large-scale scenographic projects, particularly those involving art or design objects (15%);
- **Ability to collaborate effectively** with artisans, designers, and institutions, while balancing a strong artistic direction with operational constraints (15%);
- **A solid understanding of the Californian context**, and ideally of the artistic and cultural scene in Los Angeles, in order to propose a project that resonates with the local ecosystem (10%).

5. Deliverables

Applications must include:

1. **Overall Scenographic Concept** A clear statement of intent accompanied by inspirational visuals, sketches, or 3D renderings illustrating the proposed creative vision and how the showcased savoir-faire will be enhanced.
2. **Spatial Design Proposal** A detailed proposal of the scenographic elements: furniture, display stands, interactive or multimedia supports, mediation tools, etc., all adapted to the constraints of a temporary exhibition space.
3. **Venue Recommendations** A reasoned list of potential exhibition spaces in Los Angeles (galleries, cultural venues, alternative spaces), or a proposal for collaboration with a local partner.
4. **Preliminary Timeline and Budget Estimate** An indicative calendar outlining key stages of the project (design, production, installation...) as well as a budget aligned with the project's ambitions and resources (Annex 1).

6. Budget

A maximum envelope of USD 100,000 is allocated, covering both scenographic services and the costs associated with venue rental and production.

Applicants are not expected to commit to a final venue rental amount at the proposal stage. Instead, candidates shall present:

- A financial proposal for their own services (concept design, scenography, supervision, production follow-up, etc.), on a lump-sum basis.
- An estimated allocation for venue rental and associated costs, based on reasonable market assumptions. These amounts will be treated as provisional and subject to adjustment once the venue is confirmed, within the overall budget ceiling.

7. Timeline (indicative)

- Deadline for applications: [November 6, 2025]
- Final selection: [End of November, 2025]
- Exhibition: End of March 2026

8. Commitments of the Laureate

The selected candidate will commit to:

- Completing the project in accordance with the timeline and specifications;
- Supervising the design, production, and implementation;
- Ensuring compliance with technical, financial, and sustainability requirements;
- Transferring intellectual property rights (reproduction and representation) to Villa Albertine for project communication.

9. Submission of Applications

Applications must be submitted no later than November 6, 2025, at 11:59 PM (EST) by email to:

- zoe.appy@villa-albertine.org, fanny.airault@businessfrance.fr and proposals@villa-albertine.org

Subject line: ICC2026_SCENOGRAPHY_NAME

Annex 1

Breakdown of the Global and Lump-Sum Price (DPGF)

In accordance with the section relating to the submission of prices, candidates are required to complete the present document, which constitutes the detailed breakdown of the global and lump-sum price.

The candidate must provide, in the table below, the allocation of the total amount of their offer among the different service items.

Item n°	Description of Service	Estimated Amount (USD excl. VAT)	Notes
1	Venue rental or partnership (gallery, cultural center, hybrid space)	0 (provisionnal)	To be determined based on final venue selection.
2	Scenographic design (concept, drawings, 3D renderings, artistic coordination)	0	Lump-sum – binding commitment.
3	Fabrication and production of décor and display elements (furniture, pedestals, panels, showcases, signage, multimedia)	0	Lump-sum – binding commitment.
4	Transport, installation and dismantling (labor, equipment rental, handling)	0	Lump-sum – binding commitment.
5	Travel expenses of the scenographer (France ↔ Los Angeles, if applicable)	0	Lump-sum – binding commitment.
6	Accommodation and per diem of the scenographer (if applicable)	0	Lump-sum – binding commitment.
7	Other / Miscellaneous expenses (contingencies, insurance, permits, unforeseen costs)	0	Contingencies



Villa
Albertine



 AMBASSADE
DE FRANCE
AUX ÉTATS-UNIS
*Liberté
Égalité
Fraternité*

Item n°	Description of Service	Estimated Amount (USD excl. VAT)	Notes
—	TOTAL AMOUNT (USD excl. VAT)	0	
—	TOTAL AMOUNT (USD incl. VAT)	0	
	<i>VAT will be calculated as applicable</i>		

The total amount proposed shall not exceed USD 100,000.

Venue rental costs are to be treated as provisional and may be adjusted once the final venue is selected, without exceeding the maximum budget envelope.