



02/02/23

### Call for Tenders: Developing an International Exhibition Project

The Leo Baeck Institute Jerusalem for the Study of German-Jewish History and Culture is an international academic research institute established to promote research into German and Central-European Jewry in the modern era and to further the liberal heritage of German Judaism in contemporary Israeli society. Founded in 1955 in Jerusalem and named after the last public representative of German Jewry, Rabbi Leo Baeck, the Institute has branches in Jerusalem, London and New York/Berlin, and a scholarly working group in Germany. The work of the Leo Baeck Institute Jerusalem is based on three pillars: research, a cultural program, and archival documentation. In our activities, we reach out to students and scholars as well as to the public in both Israel and Germany.

The Leo Baeck Institute Jerusalem, together with Leo Baeck Institute London and the Institute's Friends Association are planning an exhibition about the Berlin Hochschule für die Wissenschaft des Judentums, which will include both physical as well as online displays. The project aims at engaging a broad international audience to contribute content as citizen scientists. The exhibition and its campaign will be launched in Autumn of 2023 and run until the end of 2024. The project is funded by the *Foundation Remembrance, Responsibility and Future (EVZ)* and the German Federal Ministry of Finance (BMF) as part of the Education Agenda 'NS-Injustice'.

**We are seeking proposals from experienced and creative professionals to develop the exhibition concept and oversee its execution.** Please submit your proposal by email to [leobaeck@leobaeck.org](mailto:leobaeck@leobaeck.org) by **March 10, 2023**. Bids submitted after that date will not be considered. The tender will be conducted and evaluated by LBI Jerusalem. No remuneration will be given for preparing the offer. All submitted material will be treated confidentially and deleted once the tender process has been completed. Any questions or clarifications regarding this call for tenders should be directed to [irene.abd@leobaeck.org](mailto:irene.abd@leobaeck.org). We thank you in advance for your interest in this project and look forward to reviewing your proposal.

Type of offer	Open call for tenders
Short description of work required	We are seeking proposals to develop the overall aesthetic and technical concept of the exhibition's components and the related public campaign, and to execute this concept by overseeing and coordinating the work of other service providers if necessary.
Information about the project	For 70 years, the Hochschule für die Wissenschaft des Judentums in Berlin has been a world of study and scholarship for students and lecturers. Founded in 1872, it served as a rabbinical seminary and as a research hub for the scientific study of Judaism. Hardly anything is left of the Hochschule today, because the Nazis erased its traces from Berlin. The Hochschule was forced to close in 1942, and surviving students and teachers were dispersed over the world. Our key to reconstructing the Hochschule is its library. After it fell prey to Nazi plunder, many of its books were destroyed. Some, however, survived, and today they are dispersed in collections worldwide, still waiting to be identified. Together with

	<p>our audience we want to search for them and thereby recreate the lost collection virtually.</p> <p>The exhibition consists of two complementary components: an online display and several physical installations. The latter will be set up in institutions that today preserve books from the Hochschule collection – representing the outcome of the translocation processes initiated by the Nazi plunder. On these sites, we want to display small physical installations simultaneously or consecutively in close collaboration with our partner institutions. Each physical installation will be an access point to the virtual exhibition, where the full story will be presented.</p> <p>The exhibition will be accessible to a global audience and will educate visitors by engaging them. It will invite and empower the visitors to join the search for the Hochschule books. We want to capture the attention of pupils, students, historians, librarians, archivists, and book enthusiasts. As our designated audience is international, we will provide different language versions of the exhibition’s contents (English, German, Hebrew and Czech).</p> <p>A social media campaign will accompany the exhibition to build a dedicated community of citizen scientists. To ensure sustainable storage and reusability of the research data collected by the citizen scientists, a custom-built database will be required. Part of the online exhibition will be a visual representation of the database content in the form of a map.</p> <p>The exhibition will be launched in the autumn of 2023 and run until the end of 2024.</p> <p>For the overall project, funds in the amount of 500,000 euros are available.</p>
Detailed description of work needed	<p>The winning candidate will be responsible for the following tasks:</p> <ul style="list-style-type: none"> <li>• Developing a concept for the following exhibition components: the online exhibition, the physical exhibitions, the social media campaign, the database; and the visualization map. The concept will cover themes, storylines, and interactive elements.</li> <li>• Design and layout of the exhibition, including the use of multimedia and other technologies to enhance the visitor experience. We welcome new approaches, e.g. animation, to using historical source material to tell the story of the Hochschule, its books and its readers.</li> <li>• Editorial work to produce the texts for the exhibition. We welcome new approaches to engaging a non-academic audience, e.g. storytelling.</li> <li>• Design and layout of print products of the marketing activities that accompany the exhibition.</li> <li>• Development of educational material, e.g. toolkits that can be shared with schools.</li> <li>• Consultation with us and other stakeholders to ensure the accuracy and relevance of the exhibition’s contents. We will assist in researching the exhibition’s subject matter and provide source material.</li> </ul>

	<ul style="list-style-type: none"> <li>• Preparation of detailed specifications and a project plan for the development and implementation of the exhibition's components.</li> <li>• Coordination with and oversight of the work of other professionals necessary to execute the proposed concept.</li> <li>• Completing the project within our envisioned timeframe.</li> <li>• To ensure the concept's consistency, we can only accept offers for the complete scope of work. Delivery of parts of the finished products will only be permitted if this has been contractually agreed.</li> <li>• The tasks may be completed remotely. The winner of this tender does not need necessarily be located in Israel. Since this is an international project, we expect close coordination via video meetings and delivery of finished products electronically.</li> <li>• Terms of payment: A proper invoice for each order must be submitted to: Leo Baeck Institute Jerusalem, Shimrit Radai, 33 Bustenai Street, Jerusalem 9104201 P.O.B 4242, accounts@leobaeck.org. Partial invoices must be marked and will only be permitted if contractually regulated. Unless otherwise agreed, each invoice will be settled within 30 days. Incomplete invoices will be rejected.</li> </ul>
Eligibility	<ul style="list-style-type: none"> <li>• Candidates must show a proven track record of developing and delivering successful historical exhibitions and social media campaigns in an international and intercultural context.</li> <li>• Candidates must have experience in working on topics such as cultural heritage or German-Jewish history.</li> <li>• Candidates must have a strong portfolio of previous works relating to these topics that are not older than five years.</li> </ul>
Submission requirements	<ul style="list-style-type: none"> <li>• A proposal outlining the candidate's conceptual approach and ideas on how to execute the tasks specified above.</li> <li>• A project plan, including timelines and milestones.</li> <li>• A portfolio presenting a general introduction of the candidate and the candidate's previous work, including online exhibitions.</li> <li>• A detailed and itemized budget plan.</li> </ul>
Period of performance	Works for developing and delivering the exhibition, including all its components, should start no later than March 2023 and will not exceed eight months in duration. The finished product will be managed and overseen for 14 months following the opening of the exhibition.
Deadline for submission	March 10, 2023
Notification of acceptance of proposal	March 14, 2023 at the latest
Evaluation criteria	<ul style="list-style-type: none"> <li>• Quality and creativity of the proposal (40 %)</li> <li>• Relevance of the candidate's previous experience and qualifications (30 %)</li> <li>• Budget and cost effectiveness of the proposal (20 %)</li> <li>• Feasibility of the project plan (10 %)</li> </ul>



Contact person	Irene Aue-Ben-David Leo Baeck Institute Jerusalem, 33 Bustenai St., Jerusalem 9104201 P.O.B 4242 +972-2-5633790 <a href="mailto:irene.abd@leobaeck.org">irene.abd@leobaeck.org</a>
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Thank you and good luck!

Dr. Irene Aue-Ben-David