

# MUSEUM LONDON

## Museum London Idea Incubator - Digital Solutions for Arts Education and Engagement [Request for Proposals](#)

Responses Requested by 11:59 pm (EST) on Sunday December 2, 2018

An initiative by:

[Museum London](#)

In association with:

[Nordicity and Lord Cultural Resources](#)

Generously funded by:



Canada Council  
for the Arts

Conseil des arts  
du Canada

# MUSEUM LONDON

## 1. Introduction

Museum London is launching an initiative called the Museum London Idea Incubator for Arts Education and Engagement. Through this initiative, Museum London hopes to build on its existing partnerships with the education sector, tech sector and other cultural institutions to develop digital solutions for enhancing student engagement with the arts through new forms of digital participation.

In order to provide exceptional pedagogical tools and experiences built around exciting new and emerging technologies, Museum London has embarked on developing a new initiative that will encourage cross-disciplinary collaboration and support the transformation of innovative ideas for improving arts education and engagement into real solutions.

Interested participants are **invited to submit a formal proposal for consideration by the jury by December 2, 2018**. At the end of the process, a limited number of proposed solutions will be selected and piloted through the support of Museum London financing. **Selected projects will receive an award of up to \$30,000.00.**

*This initiative is generously funded by the Canada Council for the Arts through the Digital Strategy Fund. The Canada Council for the Arts last year invested \$153 million to bring the arts to Canadians throughout the country.*

## 2. Purpose and Objectives

The purpose of the Arts Education and Engagement Idea Incubator is to develop transformative digital education and engagement tools for arts educators and institutions. Our approach is to bring together artists, technologists, academics, entrepreneurs, cultural institutions and educators in order to foster and develop relationships and knowledge-sharing that will lead to ideas and solutions that could not have been arrived at independent of this collaborative environment. By unifying these diverse experiences and skill sets, the Incubator will lead to innovative, practical, technology-driven applications and platforms intended to improve arts education and engagement for K-12 students and teachers in the classroom, at similar institutions, and beyond.

Key objectives for the initiative include:

- Bringing together multi-disciplinary teams and encourage non-traditional partnerships and collaborations
- Help transform the arts education component of museum operations
- Improve access to art and heritage education for K-12 students in the classroom
- Improve museum engagement with K-12 students

While the pilot will focus on Museum London, the intent is that any solutions developed would be suitable for other museums as well. Therefore, any project should consider the applicability of the solutions for other museums and educational communities.

# MUSEUM LONDON

## 2.1 Solutions for what and for whom?

Museum London has identified a number of priority challenges and opportunities that the museum faces, summarized in the figure below.

Innovative community access	Innovative Engagement	Inclusivity	Community Engagement	Reconciliation
<ul style="list-style-type: none"><li>▪ Access to the museum's collections</li><li>▪ Access to arts education content and materials</li></ul>	<ul style="list-style-type: none"><li>▪ Experiences that integrate both material culture and art</li><li>▪ Interactive opportunities to engage with collections</li></ul>	<ul style="list-style-type: none"><li>▪ Creating experiences for audiences with varying abilities</li><li>▪ Creating experiences that support ESL learning</li></ul>	<ul style="list-style-type: none"><li>▪ Outreach/ engagement with schools, teachers and students</li><li>▪ Build cross-sector relationships between the arts, education, and tech sectors</li><li>▪ Building relationships with marginalized or at-risk communities in London</li></ul>	<ul style="list-style-type: none"><li>▪ Present and discuss indigenous stories</li></ul>

As such, we are looking for unique digital solutions that will address one or more of the following challenges or opportunities:

- Provide access to, encourage exploration of, and animate the Museum's collections of artworks and historical artefacts
- Provide an experience that creates a connection between art and heritage/history
- Explore indigenous stories
- Support ESL learning and social inclusion generally
- Support accessibility for a variety of abilities (both physical and non-physical)
- Engage and help build relationships with marginalized or at-risk communities in London

The intended end user(s) for these solutions are K-12 students with their teachers in the classroom. While preferential consideration may be given to projects that can be adapted or extended to institutional use, at-home use, and integrated, immersive experiences, the solutions should primarily focus on experiences that can be delivered by teachers in-classroom with their students.

In addition, while the final selected projects will be solutions aimed at the arts education goals, there are likely to be benefits for other communities, thus aiding a museum's overall engagement with the public.

## 2.2 Project Parameters

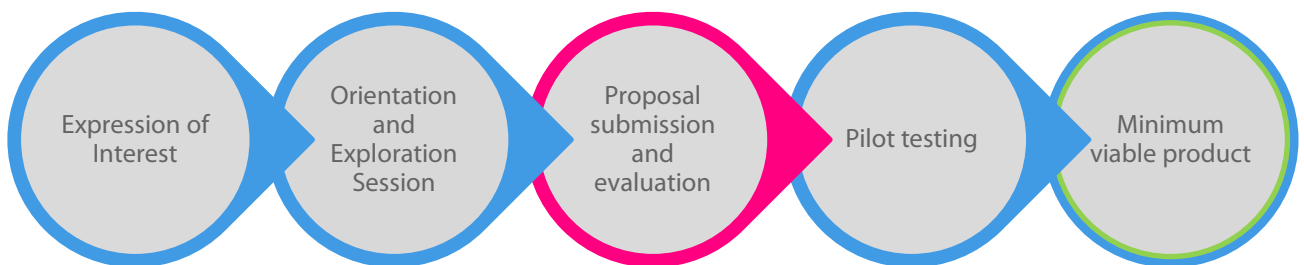
Building off these key objectives, Museum London has identified a number of bounded and flexible parameters to guide the development of the proposed solutions or experiences. Proposed solutions need to fit within the bounded parameters listed below. However, project teams are welcome to explore opportunities within those boundaries, guided by the flexible parameters listed in the right-hand column.

# MUSEUM LONDON

	Bounded	Felxible
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>▪ K-12 students and teachers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Any subset of the K-12 target audience (e.g. specific grades or age groups)</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ In-classroom experiences</li> <li>▪ Interactive experiences</li> </ul>	<ul style="list-style-type: none"> <li>▪ Connected to, integrated with, or transferable to on-site experiences</li> <li>▪ Integrated with or transferable to at-home experiences</li> </ul>
<b>Content</b>	<ul style="list-style-type: none"> <li>▪ Museum Collections</li> </ul>	<ul style="list-style-type: none"> <li>▪ Curriculum links</li> <li>▪ Telling indigenous stories</li> <li>▪ Stories that connect art and history/heritage</li> </ul>

### 3. Process overview

The Digital Arts Education and Engagement Idea Incubator process includes five (5) key stages, as illustrated below.



More specifically, the process includes the following steps:

1. A call for Expression of Interest was released in September 2018 and remained open until October 15, 2018.
2. An Orientation and Exploration session was held on October 24, 2018 at Museum London where interested participants were able to hear more about our objectives and what types of solutions we are looking for.
3. Participants are being invited to submit a formal proposal to present their ideas for evaluation by the Jury. **Proposal will be accepted until 11:59 pm on Sunday December 2, 2018.**
4. After reviewing the formal proposals, qualifying teams will be invited to present their solution at a pitch session in front of the Jury. Pitch night will take place December 17, 2018 from 4:30pm to 7:00pm – save the date! Details regarding the process for that evening will be included in a formal invitation to attend the pitch night.
5. Selected projects will be announced in January 2019. Selected projects will be awarded up to \$30,000.00.
6. Projects will be developed from January to March 2019
7. Completed beta-ready projects will be pilot tested in schools in Spring 2019
8. Following the pilot, any critical issues will be identified and addressed to arrive at a minimum viable product.

## 4. Proposal Requirements

Project teams submitting proposals are asked to submit a formal written proposal using the following structure and guidelines:

### 1. **Project Team.** Please tell us about your team.

In this section please tell us about yourself and your team (if you are applying as a team). We want to know about the experience and expertise you bring to this project. In 500 words or less, explain why you think you (or your team) are well positioned to be able to develop a real digital solution for enhancing student engagement with the arts for K-12 students and their teachers.

In addition, please provide a 1-2 paragraph bio for each member of your team. (If you are applying as an individual applicant you only need to provide a bio for yourself). Bios should describe team members' background, skills and experience and demonstrate your ability to follow-through on the development of a real digital solution.

#### **What we are looking for:**

- Technical expertise and project management experience
- Creative expertise
- Multi-disciplinary collaboration and partnership
- Demonstrated ability to deliver the solution within the established timelines

### 2. **General project description.** In this section, please provide an overview of your proposed product, solution or experience.

- Provide a general description of the experience and the content it will include or explore.
- What specific challenge, need or opportunity will your solution address? (Refer to Section 2 above). Please explain how the solution or experience you are proposing addresses the specific need or challenge you have identified.
- Explain how your proposed project represents a new or innovative solution to arts education and engagement. What other digital or analog products or services exist that compare to the one proposed? Is your product complimentary or competitive? If competitive, why is the one proposed better? If complimentary, how can it work with other products and services?

#### **What we are looking for:**

- Demonstrated understanding of how Museum London currently conducts and facilitates not only its educational and public programs, but exhibitions and other public facing events, activities and programs
- Demonstrated understanding of the stated objectives
- Innovation and creativity in the experience

# MUSEUM LONDON

**3. Technical Description.** In this section, please provide a detailed technical description of your proposed solution or experience, including:

- **Target audience:** What audience are you targeting? How does your solution specifically target that audience? Do you have methods you will use to ensure that your solution is suitable for its intended user? Do you have any performance indicators in place to measure suitability and success?
- **Design and user experience:** Please describe the user experience. What will the user interface look like? How will users engage with and navigate the experience? Please feel free to include images, sketches, mock-ups, screenshot that help to illustrate your vision for the product or experience.
- **Platforms and architecture:** Please describe what digital technology your proposed experience will be employing. How will the overall system be architected? What are the back-end systems? Do the systems already exist or will they need to be built?
- **Scalability:** Please explain how your proposed solution can be adapted for use by other cultural institutions or entities? Could your solution be adapted to potentially serve other areas of the Museum (e.g., public programs, outreach, marketing, exhibitions)?

## What we are looking for:

- Suitability of the solution for the intended audience
- Demonstrated understanding of market segments and their characteristics
- Demonstrated use and understanding of Journey Maps to develop audience-centred solutions
- Innovation and creativity in the experience
- Quality of engagement, including interactivity, discovery
- Demonstrated understanding of the technical requirements for the solution
- Demonstrated understanding of the technical capacity and requirements of the end users
- Adaptability of the solution for use by other institutions
- Opportunities for integrating and/or adapting the solution for in-gallery experiences and other forms of outreach

# MUSEUM LONDON

- 4. Feasibility of execution.** Please provide a development budget that illustrates the anticipated costs required to develop your proposed solution into a market ready minimum viable product.
- What are the anticipated costs to fully develop the concept and bring it to market as a minimum viable product?
  - How will you be funding/financing the development? Will you need additional sources of financing beyond the award granted through this initiative? What other sources of funding or financing will you use as a stop gap if needed?
  - What is your risk management process and how will you ensure that you have a market-ready beta solution in place by Spring 2019? Provide contingencies and “worst case scenarios”.
  - Please provide a production/development timeline for your proposed project.

**What we are looking for:**

- Demonstrated ability to deliver the solution within the established timelines

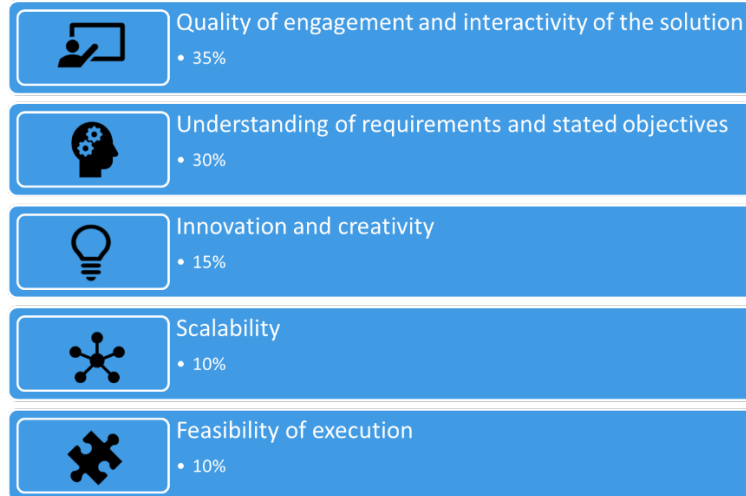
## 4.1 Submission instructions

Please submit your completed written proposal in PDF format by email to [mlagerlund@museumlondon.ca](mailto:mlagerlund@museumlondon.ca) by 11:59 pm on Sunday December 2, 2018.

Should you have any questions about the submission process please contact Magdalena Lagerlund (Digital Strategy Project Coordinator, Museum London) by email at [mlagerlund@museumlondon.ca](mailto:mlagerlund@museumlondon.ca) or by phone at 519.661.0333 ext. 4263.

## 5. Evaluation Criteria

All eligible proposals will be reviewed by a multi-disciplinary Jury and evaluated based on the following criteria:



In addition, the makeup of the team and any stipulations regarding Intellectual Property (IP) retention may be considered in the selection of the final solutions for the pilot. The Jury may also take into consideration the target age group for your solution in an effort to support a variety of solutions aimed at different segments of our target user group (K-12 students). However, solutions will be primarily selected based on the evaluation criteria listed above and these other factors may only be considered to provide additional differentiation between proposals.

## 6. FAQ

Have questions? Something missing from our description above? We've put together a list of FAQs, below.

If we still haven't answered all your questions or you need additional clarification, please feel free to get in touch with Magdalena Lagerlund (Digital Strategy Project Coordinator, Museum London) by email at [mlagerlund@museumlondon.ca](mailto:mlagerlund@museumlondon.ca) or by phone at 519.661.0333 ext. 4263.

### 1. Who is eligible to participate?

Anyone with an idea and the interest and ability to develop a real digital solution is welcome to submit a proposal. That means that your team needs to include at least one digital creator who can turn your idea into a real digital solution.

Other than that, we welcome applications from teams led by makers, tech companies, museum professionals, artists, teachers, or community groups.

In addition, we encourage you to build a team that includes artists, museum professionals, educators (K-12), youth advisors, or representatives from community groups. While having a multi-disciplinary team in place is not a mandatory requirement, we encourage you to involve representatives from some of these groups to ensure that your solution is practical, implementable and addresses the needs and challenges of the intended end users (K-12 students and teachers).



# MUSEUM LONDON

## **2. I was not in attendance at the Orientation and Exploration Session and did not respond to the Expression of Interest in October. Can I still submit a proposal?**

Of course. We welcome applications from any eligible applicant even if you were not able to respond to the Expression of Interest in October and/or attend the Orientation and Exploration Session held on October 24, 2018.

If you did not register your expression of interest in October and would like to see the materials that were shared with the group following the Orientation and Exploration session or have further questions, please do not hesitate to contact Magdalena Lagerlund (Digital Strategy Project Coordinator, Museum London) by email at [mlagerlund@museumlondon.ca](mailto:mlagerlund@museumlondon.ca) or by phone at 519.661.0333 ext. 4263.

## **3. Does the solution need to be explicitly linked to the Ontario curriculum?**

The short answer is no. But we do want the target end user to be K-12 students and teachers in the classroom. If you think you can create an experience that includes explicit curriculum links, that's great. However, project teams should not feel bound or restricted to provide experiences with explicit curriculum links. The idea is to provide opportunities for students to engage with arts and heritage content and the Museum through innovative, meaningful and interactive experiences.

## **4. Who will be on the selection Jury?**

A Jury has been selected to include representatives from the following sectors/stakeholder groups:

- Museum sector
- Education sector (K-12)
- Maker/Tech sector
- Arts sector/Artists

## **5. Who will own the IP at the end of this process?**

The IP ownership model for selected solutions will be determined on a case by case basis. Applicants should include any specific stipulations they may have regarding IP in their proposal. We recognize that some applicants may wish to retain IP in whole or in part. However, we wish to remind applicants that one objective of this initiative is to be able to share and implement successful solutions at other galleries and museums in the region and across Canada after the pilot period is complete. This initiative is being generously funded by the Canada Council for the Arts under the Digital Strategy Fund and is intended as a capacity-building and learning opportunity for the Museum and Gallery sector as a whole. As such, we may work with successful applicants at the time of selection and award to identify IP ownership models that maintain the sharing spirit of this initiative while also protecting the interests of the creators.