ANÉA
Association
nationale
des écoles
supérieures
d'art

ANdEA – Association nationale des écoles supérieures d'art
32 rue Yves Toudic
75010 Paris
www.andea.fr

EUROFABRIQUE WEBSITE SPECIFICATIONS DOCUMENT

1. Background, issues and objectives
      1.1 ANdÉA definition
      1.2 EuroFabrique definition
      1.3 Present situation
      1.4 Objectives for creating a EuroFabrique Website
      1.5 Target groups
      1.6 Constraints

2. Detail of the inquiry
      2.1 Expected results
      2.2 Breakdown of roles and deliverables

3. Website features and functions
      3.1 Characteristics
      3.2 Content
      3.3 Functionalities

4. Methodology
      4.1 Conception
      4.2 Planning
      4.3 Training
      4.4 Corrective and evolutionary maintenance

5. Terms and conditions
      5.1 Indicative timetable
      5.2 Budget
      5.3 Properties and rights

ANÉA Association
nationale
des écoles
supérieures
d'art

EuroFabrique Camps is   **Co-funded by the European Union**

NOTE :

This document, in particular the content and functionalities list communicated, provides a general framework for the requirements. The project may be adjusted in the light of discussions with the service provider and the precise definition of functionalities during the conception phase.

1.   Background, Issues and Objectives

1.1 ANdÉA definition

Founded in 1995, ANdÉA brings together the 45 higher schools of art and design in France that are under the aegis of the French Ministry of Culture. The schools are represented within ANdÉA by more than 230 members: teachers, students, directors, administrative staff, etc., as well as associated structures that share common objectives or environments (higher education in culture, amateur art schools, public preparatory classes for art schools, etc.). This community of art schools works within ANdÉA as part of thematic commissions and working groups focusing on different topics: studies, entrance exams, research, design, ecological transition, equality, professionalization, international etc.

For the past three years, ANdÉA has been strengthening its commitment to an international and above all European dynamic, both to support the schools and to ensure that its network is part of a wider geographical area. In 2024, this European strategy will continue to gain momentum, with particular attention paid to international issues such as "proximity" and "hospitality", as well as to European structuring in the impetus given by EuroFabrique, an event the association has co-organised with the GrandPalaisRmn and the Ecole des arts décoratifs Paris in February 2022.

1.2 EuroFabrique definition

EuroFabrique Paris 2022

EuroFabrique is a project initiated by GrandPalaisRmn, the École des Arts Décoratifs Paris and ANdÉA as part of the French Presidency of the Council of the European Union. In February 2022, the Grand Palais Éphémère welcomed 400 students from 35 European art schools for a week of collaborative workshops on the future of Europe. The aim was to explore and create forms representing the European continent and to produce new creative narratives. For four days, the Grand Palais Éphémère was transformed into a collaborative, cross-disciplinary workshop covering an area of 10,000 square metres, somewhere between a hackathon and a giant studio, with 3 conferences, 6 performances and an open day with 2,600 visitors, curious to explore the 19 produced projects.

EuroFabrique Solidarity Fund

Just a few days after the first Eurofabrique event, Russian forces invaded Ukraine. The co-organisers of the event decided to set up an operation to support students displaced by the war and to welcome them to the art and design schools of the EuroFabrique network. Seven months later, the EuroFabrique Emergency Funds were able to provide emergency aid totalling 75,900 euros, which was collected and distributed, providing support for 59 students and 69 scholarships. The students were hosted in 12 European schools that are members of the EuroFabrique network.

EuroFabrique Cluj 2023

From the 5th to 10th of December 2023, the city of Cluj-Napoca in Romania hosted the second edition of EuroFabrique. The event was organised by a consortium of partners, including the Cluster of Creative Industries Transylvania, the French Institute of Romania, Mushuroi, and ANdÉA. The Cluj EuroFabrique brought together 170 participants, including teachers and students from 19 higher education establishments with an artistic profile in eight European countries: Romania, France, Italy, Germany, Portugal, Republic of Moldova, Ukraine and Latvia. Over five days, an intensive workshop enabled the creation of numerous interdisciplinary artistic projects covering drawing, painting, photography, installation, ceramics, video, video mapping, performance and music. The programme also included an extensive programme of lectures and mentoring sessions led by 45 leading international cultural guests. The event included the first EuroFabrique Think Camp, a press conference and a series of six conferences, including presentations, round tables and

meetings with the press and EuroFabrique Cluj sponsors. A whole day was devoted to the general public, who was able to visit the exhibition area and take part in the public presentations and performances of the projects developed by the participants. More than 600 people attended the day-long event at the Mushuroi Creative Hub, engaging with the designers and artists.

EuroFabrique Camps

These first EuroFabrique events created a momentum that prompted ANdÉA to transform the project into a permanent initiative. A consortium of four members (ANdÉA, the Cluster of Creative Industries Transylvania (CICT), the Cerveira Art Biennial Foundation in Portugal (FBAC), and Le Signe – centre national du graphisme Chaumont in France and their associates, representing a diversity of organisations involved in supporting young artists and designers, met at European level to define together the possibilities of EuroFabrique while consolidating a cross-border network of artistic players.

With the financial support of the Creative Europe programme, obtained in 2023, three EuroFabriqueCamps over 16 months have been set up, which are all collaborative capsules designed to test new cooperation prototypes and to reflect on the future actors, structures, forms and content of EuroFabrique. The first ThinkCamp was held in Cluj during the second edition of EuroFabrique, from 6 to 8 December 2023, to formalise the procedures for transforming EuroFabrique into a label suitable for any network of art schools in European countries. The second DesignCamp at le Signe, centre national du graphisme in Chaumont, France, from 5 to 9 February 2024, was set up to develop a visual identity toolbox for the EuroFabrique project. The results were shown at the EU.topia exhibition at the Gaîté Lyrique in Paris. A third ArtCamp is planned for September 2024 in Portugal, at the Cerveira Biennial, to work on a curatorial manifesto linked to the major issues facing the continent.

In April 2024, a smaller EuroFabrique format was experimented with a five-day international workshop titled "Mapping Realities" which took place at ENSAV La Cambre in Brussels and brought together 24 students from three European art schools – The Academy of Fine Arts Warsaw (PL), ENSAD Nancy (FR), and ENSAV La Cambre (BE). The participants came together to engage in group activities, forming international teams of three or four students to collaborate on projects reimagining the concept of mapping, including their vision of the state of the world, thus creating 'a new cartography.'

EuroFabrique has become a multi-layered object: a concept, a label, a nomadic creative event and a network. Today, this growing interdisciplinary network is made up of 58 European art schools and 588 students, cultural institutions and political partners from 17 European countries. In the future, EuroFabrique's ambition is to become a traveling biennial, changing European capital for each EU presidency.

The EuroFabrique journey is well on its way and its first events have been implemented with great success. However, to this day the project does not have its own online representation. **The Creative Europe funding that the consortium received for EuroFabriqueCamps is now enabling the development of a website for EuroFabrique. This website is one of the deliverables to the EU to round up the EuroFabriqueCamps project.**

1.3 Current situation

Communication through partners websites and social media

Up until now information about the events have been communicated mainly through the EuroFabrique organizers websites and their social media channels.

EuroFabrique 2022: [Website du GrandPalaisRmn](#)
EuroFabrique Cluj 2023: [Website Institut Français de Roumanie](#) (see also : [Website HEAR Strasbourg](#) / [zero deux](#))
EuroFabrique Design Camp Chaumont 2024: [Website Le Signe](#) / [Website Gaîté Lyrique](#)
EuroFabrique ArtCamp Cerveira 2024: [Website Fundação Bienal de Cerveira](#)

There is a dedicated sub-page on the [ANdEA website](#) which serves as interim project archive, regrouping all developments of EuroFabrique events, in a blogpost format.

During the EuroFabrique Cluj in 2023 a [EuroFabrique Instagram channel](#) was created for documentation and visibility of the project. This channel has been given on to the ArtCamp team in Cerveira, Portugal for the upcoming Camp in September 2024.

Developed tools

EuroFabrique is a work in progress based on co-design principles of collaboration and participation. The EuroFabriqueCamps were conceived in order to collaboratively define the roadmap of the format EuroFabrique, in its form, process and function. Several tools have been developed during this process that help to define the presence and future of EuroFabrique :

The 🖼 _KIT EUROFABRIQUE

The Kit is regrouping all important information and content regarding EuroFabrique for past, present and future EuroFabrique participants and partners (ex. manual on how to host the next EuroFabique event as well as an project archive with photos, outcomes and communication elements of all EuroFabrique events)

*All the following listed content can be refound in the EuroFabrique Kit *

The 📄 24.01_Label Guide_EuroFabrique.pdf

The EuroFabrique Label Guide was the outcome document of the Think Camp in Cluj defining the spirit and structure of EuroFabrique.

The 📄 2024-EuroFabrique corporate identity-toolbox and spirit.pdf

The EuroFabrique corporate identity toolbox has been co-created by the participants of the DesignCamp in Chaumont. The developed visual toolbox serves as a base for the **EuroFabrique visual identity** that should be (re)used and modified for future formats, including the website. During the workshop, students experimented with different visual parameters such as typography, color and shapes, in order to develop various visual concepts. The different proposals can be consulted here : 📋 MIRO BOARD DESIGN CAMP . In an online voting process, the camp participants selected one of the concepts developed as the winner. The task now is to develop this concept further based on the established basic principles in order to create something new.

1.4 Websites objectives

In order to stay faithful to the project's spirit of process and participation, two participatory formats (a kick-off workshop and an online survey) have been put in place in order to involve the different EuroFabrique stakeholders into the pre-conception phase of the website. This has allowed to define the objectives and content of this specification document. An EuroFabrique website will :

- bring together information that has hitherto been dispersed;
- facilitate the understanding of the EuroFabrique project as a whole (history and the community that it is made up of);
- Inform transparently about the project, its activities, setbacks, and results;
- make the EuroFabrique network visible, with its participants, activities and interconnections;
- create links between past and future editions of EuroFabrique;
- document the project: featuring photographs, videos and written material which make up the project's memory;
- connect the network and the EuroFabrique participants to interact;
- attract new members, partners, and funders;
- encourage to participate in future EuroFabrique events;
- guarantee information dissemination between partners and beneficiaries (both directly/indirectly involved);
- manifest the importance of the cultural and creative cluster for creating new narratives;
- highlight what European added value is inherent in the transnational project, and point out the role of the EU in the EuroFabrique Camps in upholding/promoting cultural policies;
- contribute to a cultural democratization, fostering the participation of a diverse European audience.

1.5 Target Group

Internal audience	Internal/external audience	External audiences
– Editing committee – Members of the consortium – EuroFabrique organizers (past, present and future)	– Eurofabrique Network – Art and Design Schools – Emerging artists and designers – Students, Professors, Researchers – Cultural and political partners	– Cultural institutions – Cultural activists – Decision makers and social communication – Medias/Press – General public/citizens

1.6 Constraints

The analysis has indicated that the digital representation of EuroFabrique should evolve beyond a simple showcase (a static web page for informational purposes only) to become a dynamic platform enabling interactivity and collaboration. However, due to budget and time considerations, the website development will be divided into two phases. Phase one will involve the creation of the initial website, while phase two will focus on developing that website into an interactive platform. **The service provider will be commissioned for the first phase.**

Flexibility and adaptability: The developed concept and site must be flexible and adaptable for future changes. The website should be designed to facilitate ongoing development and future expansions, ensuring that it can evolve into a platform without needing a complete redesign.

Collective group site management: Each EuroFabrique organizer will be responsible for uploading the content for their edition to keep the website up to date. The backoffice must be adaptable for multi-person use to support this collaborative management approach.

Preliminary Design: The outcomes from the ThinkCamp and DesignCamp must serve as the foundation for the site's design development. The visual identity concept co-designed at the DesignCamp (refer to point 1.3) should be utilized and further developed to establish the visual concept of the site.

2. Inquiry

2.1 Technical details

The service provider will be commissioned for the realization of the **first phase of website development**, the service including:
- Graphic design of the frontend (Concept + UX/UI design)
- Creation of a backend with a secure and up-to-date and easy-to-use CMS
- A site that is fully responsive
- A mobile version
- Language: English *(option: multilangualism depending on whether it is easy to translate automatically with AI)*
- Search engine optimisation: the service provider will advise ANdÉA on best practices for optimising its organic search engine optimisation.
- Statistics: A traffic monitoring tool (such as Google Analytics) will be implemented to track visitor numbers and behavior.
- Freedom and development: the service provider must allow ANdÉA to develop the content of the site independently (possibility of creating new pages, easily adding information). On the other hand, the page templates must be defined sufficiently in advance to ensure that the site retains overall graphic consistency.

Production of three website maintenance manuals in PDF format in English language:
- 1 x PDF document including the weblink, the use of the EU logo and screenshots of the main pages (PDF 1)
- 1 x "Guide to operating the website backend" manual (PDF 2)
- 1 x "General content guidelines" manual (PDF 3)

2.2 Breakdown of roles and deliverables

ANdÉA :
- provides all the documents needed to understand the results of the EuroFabrique so far, **at the start of the project**, in particular those of the EuroFabriqueCamps to have full visibility of the visual specifications that have already been developed (the EuroFabrique Kit) as well as the access to the websites host service.
- provides the main content (text and images) for the website until **20/09/24** and the complete content until **14/11/24**.
- provides content for the "general content guidelines" manual until **01/12/24.**

The service provider team :
- will propose an organization of work processes (presentations and validation points etc.) that allows the website to be launched on time
- Proposes a graphic model of the site
- Will apply the proposed graphic model to a CMS (the choice of chosen CMS must be justified)
- Inserts a first part of the content issued by ANdÉA on the site until the **30/10/24 (All content until 30/11/24)**
- Deliverables: source files (HTML pages, graphics, database, etc.), access to the administration section
- Three manuals in PDF format (as mentioned in section 2.1) : The PDF1 including the weblink and screenshots of the main pages until **15/11/24**; PDF 2+3 until **15/12/24**.

3.   Websites features and functions

3.1 Characteristics

- The website developed in the first phase will serve as the base of an **EuroFabrique main site**, functioning as an archive and information hub. In the future, each EuroFabrique edition could have its own dedicated website, following the model used by biennales such as [Manifesta](#) or [Dokumenta Kassel](#). This concept allows for maximum diversity in representing the future editions of EuroFabrique.
- The site should reflect the EuroFabrique spirit of collaboration, inclusiveness and ecology
- No bureaucratic aesthetic; the design should be experimental and adapted to art schools. Here are some extract of the keywords from the ThinkCamp and the ArtCamp that should guide your design choices :

FOCUS ON (ARTISTIC) PROCESS / MOVING, KINETIC / ART ATELIER, ART SCHOOL / CHANGING POV / REIMAGINING/ RESHAPING / EFEMERE, IRL / EXPERIMENT & PLAY / OPEN, OPENNESS, ADAPT, ELASTIC / COLLABORATION, DIALOGUE, ADDITIVE DIVERSITY / ACTION, ART AS ACTION, TRIGGER OF ACTION / SERIOUS X FUN / SINGING / CONNECTIONS / PERSPECTIVES / LEARNING TOGETHER / SAFE STABLE X ADVENTURE PLAYGROUND / CONSTELLATION / DIY / COOKING / CUSTOMS / HERITAGE / UNITY X DIVERSITY / EUROFABRIQUE IS JUST LIKE JAZZ OR A CLOWN: A MIX OF VERY SERIOUS WORK AND IMPROVISATION.

In summary, surprise us while you implement EuroFabrique identity so that it is both highly recognisable and renewed.

3.2 Content

The following content elements for the EuroFabrique website were identified as a result of a participatory kick-off workshop of the Camps project partners focused on needs analysis. Subsequently, an online survey was conducted among the stakeholders of the EuroFabrique project to establish a hierarchy of these specific elements. Mandatory elements are marked with a * symbol. **The service provider, in agreement with ANdÉA, will determine the extent of the website's development, taking the allocated budget into account.**

Content elements

1   **General presentation of the project** *
    Overview of EuroFabrique, its objectives, mission, and vision
2   **Agenda** *
    A detailed schedule of upcoming and past events, meetings, and key dates relevant to the project.
3   **Map visualizing the EuroFabrique network** *
    An interactive map showcasing the geographical distribution of the EuroFabrique network
    (Option : their interconnections)
4   **EuroFabrique community** *
    Profiles of the EuroFabrique community institutions involved in the project highlighting their roles and contributions
5   **Archives** *
    A repository of past events in photos, videos, outcomes, documents, reports etc. classed by event
6   **EuroFabrique Kit for download** *
    Downloadable resources including the EuroFabriqueCamps outcomes (ThinkCamp Label guide, Design Camp visual Toolbox, ArtCamp Manifesto), The EuroFabrique manual
7   **Contact form** *
    A contact form and social media links (Option: Application manuals for different target groups: I am a student / I am a school / I am a host city etc.)

Optional :

8	Examples of work processes
9	Structured cluster of ideas and concepts
10	Pad tool to communicate

    A collaborative online tool for real-time communication and document sharing among project participants

| 11 | Wishlist/proposals |

A section where stakeholders can submit and view proposals, suggestions, and wishlists for the project's future development.

3.3 Functionalities

Like for the content items the service provider, in agreement with ANdÉA, will determine the extent of the website's functionalities, taking the allocated budget into account :

- Interactive Map*
- Filters to sort content
- Search bar to search for content
- Application form based on target groups
- Chat function (open source solution, for example with a Pad Tool)
- Data exchange (open source solution)

4.   Methodology

4.1 Conception

The design phase is carried out in discussion with the ANdÉA team. In addition to the launch and presentation meetings, the service provider produces functional specifications in conjunction with the ANdÉA teams in order to precisely define the roadmap. The roadmap technically translates the user path, tree structure, navigation, types of content and functionalities of each page or section.

4.2 Planning

It is <u>imperative</u> to have a first teaser website online by 30/10/24 that will be completed for the deadline of November 2024 (for detailed calendar see point 5.1). The service provider will provide a schedule of achievements that will enable this deadline to be met. In particular, they will identify for each phase the elements expected from ANdÉA (content, validation, etc.).

4.3 Training

The applicant's proposal must include training in the administration interface for the website. It must specify the support arrangements after this training to ensure that the interface is properly mastered during the first few months online. Additionally, the service provider will create a PDF document "Guide to operating the website backend" manual in English.

4.4 Corrective and evolutionary maintenance

The applicant must indicate the guarantee period for the website. It undertakes to resolve any malfunctions during this period. The detailed functional specifications defined during the design phase will serve as a reference for this guarantee. The service provider proposes a principle of corrective and evolutionary maintenance after this guarantee period, specifying the terms of use. They propose a liaison tool with the ANdÉA team to enable flexible management of this maintenance.

5.   Terms and conditions

5.1   Indicative timetable

A call for entries will be launched on 28/06/24. **The candidate responding to the call must be responsible for all the requirements specified (graphic design and development) or apply as a team comprising at least one graphic designer and one programmer.** In order to promote young talent, **the graphic designer must have graduated from an art school in a (digital) graphics section within the recent years**.

Applicants must submit their portfolios, a joint statement of intent and a cost estimate including possible items from the content and function list.

Publication of the call	End of June 2024
Announcement of the selected team	End of July 2024
Work phase	August – December 2024
First pre-launch of a site teaser	30/10/24
Submission of deliverable PDF 1	15/11/24
Launch of the full developed website	30/11/24
Submission of deliverable PDF 2+3	15/12/24

6.2 Criterias for assessment
The selection committee will base their choice of candidate on the following criteria:

- **Educational background and young talent:** The designer must have graduated from an art school in a (digital) graphics section within the recent years.
- **Professional experience:** The applicant(s) should have experience in designing digital interfaces; the designers portfolio should demonstrate an aesthetic that aligns with EuroFabrique's vision.
- **Project Familiarity:** Familiarity with the EuroFabrique project is considered an asset.
- **Proposal Evaluation:** The evaluation will consider the proposed content and functionalities items in relation to the budget, as well as the commitment to meeting deadlines.
- **Language skills:** Ability to work in English language is mandatory. Proficiency in French would be a plus.
- **Cooperation and Implementation:** A proximity indicator that enhances collaboration and project execution will be valued.

6.3   Overall budget
The total budget for the first phase of the project is **€10,000 (including VAT) for the entire service** described in this specifications document. Payments will be made in three installments: a deposit of 20% at the start of the project, a second installment of 30% will be made when the first teaser website is online and the remaining 50% of the overall sum at the end of the project, with the delivery and validation of the final submission of all deliverables.

6.4   Properties and rights

Full transfer of copyright for non-commercial purposes only is requested (permission to use, adapt, reproduce, distribute, modify or publish) of the various graphic and visual elements within the framework of all EuroFabrique partners' communication activities, for all media, whether physical or dematerialised, and with no time limit. The copyright assignment budget must be included in the overall budget. The intellectual property remains with the service provider team, which will be credited on the website.

6.5 Submission of applications

Complete applications must be sent through the **application form** in English language
until the **22/07/24** to the attention of :

Alice Brunot
European Partnerships and Programmes Development Officer

For more information: eurofabrique.andea@gmail.com
ANdÉA - National Association The French Higher Schools of Art & Design