

REQUIREMENT SPECIFICATIONS

INVITATION TO QUOTE FOR THE PROVISION OF INTERNATIONAL PUBLIC RELATIONS SERVICES FOR THE SINGAPORE PAVILION AT BIENNALE ARCHITETTURA 2027

1 INTRODUCTION

- 1.1** Singapore Art Museum (SAM) is looking to appoint a Public Relations Agency for the provision of international public relations services for the Singapore Pavilion at the Biennale Architettura 2027, for an approximate period of nine months from mid-September 2026 to end-June 2027.

2 BACKGROUND

- 2.1** The International Architecture Exhibition – La Biennale di Venezia (Biennale Architettura) is one of the most prestigious architecture exhibitions in the world. Established in 1980, it brings together architects, designers, artists, and researchers from around the world to explore critical issues shaping the built environment. It also provides an important platform for countries to showcase architectural ideas and engage with the global design community.
- 2.2** SAM has been appointed by co-commissioners Urban Redevelopment Authority (URA) and DesignSingapore Council (Dsg) to be the organiser of the Singapore Pavilion. The upcoming 2027 edition will be Singapore's tenth participation in Biennale Architettura. Providing a unique platform for architectural inquiry, it is an opportunity to introduce Singapore's experience with rapid transformation, innovative approaches to tropical urbanism, and integration of heritage with development, offering rich material for investigating fundamental questions about architecture's role in society.

3 AGENCY OBJECTIVES

- 3.1** SAM requires an Agency that possesses international capabilities and relevant public relations experience in promoting national pavilions at La Biennale di Venezia and other significant international architectural platforms, as well as a wide network of contacts comprising key international architecture publications and critics, journalists from prominent international broadsheets, respected journals and important freelance writers/critics.
- 3.2** The PR Agency is required to develop an effective communications strategy and PR campaign. Through the publicity campaign, the key objectives are to a) raise awareness of the pavilion and the presentation on international platforms and amongst critical thought leaders; and b) increase visitorship to and generate positive conversations about the

Singapore Pavilion. The Agency will also be required to provide on-ground PR support and management at the opening of the Singapore Pavilion. Measurable KPIs will be shared with the Agency once appointed.

4 SCOPE OF WORK

4.1 The appointed agency will be required to provide the following services set out below over an approximately nine-month period, from mid-September 2026 to end-June 2027.

4.2 The level of activity and resourcing required will vary across the appointment period, with activity concentrated around key communications milestones (October 2026, February and May 2027). Agencies should account for these varying levels of activity in their proposed fees and resourcing, rather than assume a uniform level of support throughout the appointment period. The work will include, but is not limited to, the following:

4.3 Overall Communications Strategy and PR Programme

- Develop a strategic communications plan that includes pre-, launch and post-launch phases focused on media publicity for maximum coverage in key architecture and mainstream media from different regions i.e., Asia (including Singapore), Europe, U.S., with the aim of achieving quality features in Tier 1 architecture media and broadsheets.
- Provide strategic counsel on PR and publicity matters, including (but not limited to) media counsel and strategy, and issue management.
- Recommend a comprehensive list of media/journalists to engage and invite to the Singapore Pavilion. This must include a strong list of architecture journalists, writers from well-known international broadsheets, architecture journals, design and lifestyle magazines, etc.

4.4 Media Pitching and Facilitation

- Prepare media kit (including printed copies), and adaptation of media documents, including (but not limited to) 3 media releases, factsheets, speeches, media responses, holding statements, anticipated FAQs and responses and talking points.
- Translate media materials including (but not limited to) media releases and factsheets, from English to Italian.
- Disseminate all necessary documents to press desks and liaise with the main La Biennale di Venezia organisation where necessary.
- Propose and pitch targeted media angles, byline articles, features, interviews, and photo/video opportunities, to suitably profile the Singapore Pavilion or the curatorial team in the media, in alignment with the overall positioning and communications campaign.
- Facilitate all media requests, interviews, and questions.

4.5 Media Events and Activities

- **Vernissage and launch event**
 - Facilitate media visits, networking opportunities and interview requests during the vernissage.
 - Manage the invitation of key media, securing a strong media attendance during the opening event, preview slots, and during the vernissage.
 - The agency is to provide at least one staff onsite during the vernissage.
- **Press trip**
 - Manage and arrange a press trip (up to 4 pax) including (but not limited to) flights, accommodation and itinerary.

4.6 Monitoring and Reporting

- Monitor media coverage and sentiments, and update media coverage tracker consistently.
- Provide a) a daily update during the vernissage period b) a bi-weekly update for the period of Feb to June 2027.
- Prepare a final evaluation report at the end of the project, with a complete set of all news clippings (print, broadcast, online, social). The report must comprise:
 - Quantitative and qualitative analyses of media coverage (includes key messages, tonality, media value or recommended measurement of value generated);
 - A comprehensive tracker of all media reports (with article headline, links, date, placement, tonality, tiering, and media value) with printed copies/original clipping/transcripts of full reports and screenshots of online articles and social media features;
 - Learning points and recommendations for SAM.

4.7 Content Production

- Arrange photography of the completed installation and curatorial team, and event photography for the official launch event of the Singapore Pavilion, for inclusion in the press kit.
- Arrange videography for 1) official launch event of the Singapore Pavilion and 2) of the pavilion to be used in social media.
 - Conceptualise and produce 2 short videos (of the pavilion and of the launch event) to be used on social media channels (optimized for Facebook, Instagram and TikTok formats), with the objective of generating awareness of the Singapore Pavilion and the launch event
- Arrange for lighting and any AV equipment (clip on mics for videography etc) if needed.

5 SUBMISSION REQUIREMENTS

5.1 SAM will disqualify proposals with incomplete information. Agencies are advised to study the submission requirements carefully and prepare the following:

5.2 Price Quotation Table | All items in Annex A must be quoted for, or the submission may be deemed as incomplete and disqualified. This must include a detailed breakdown of costs per item, including third-party costs that may be incurred.

5.3 Communications Plan for the Singapore Pavilion | A strategic communications proposal that publicises the Singapore Pavilion. The plan should aim to maximise international coverage in key architectural and mainstream media. The strategy must meet the objectives of SAM as defined in Paragraph 3. The communications plan should be submitted in PowerPoint format and no longer than 20 slides.

5.4 Company's Profile and Track Record

- Credentials and track record of previous and relevant experience in the required areas i.e., National Pavilions at the Biennale Architettura and other significant international architecture exhibitions and platforms. This includes a listing of past clients and portfolio of PR campaigns in the past 5 years, detailing how the Agency's plan and role had helped to achieve the projects' desired outcomes.
- Demonstrate good contacts or networks to build media relations in key international networks.
- Organisation chart of all Directors and Partners, including names, designations, and number of years in current designation.

5.5 Structure and Composition of Project Team | Team composition (including partners/external vendors), listing the key personnel who will work on the project, their brief relevant curriculum vitae and their relevant past projects in the last 5 years.

6 EVALUATION CRITERIA

The quotation submissions will be evaluated based on the following criteria.

Evaluation Criteria	
1. Conformity to the requirements of the specifications	Mandatory Criteria (Quotation is liable to be disqualified if any of these criteria are not met)
2. Not debarred by SAM on or after the closing date of the ITQ.	
3. Ability to meet the stated timelines for completion of the project and delivery of goods and/or services	
4. Completeness of documents/information submitted	

5. Competitive Pricing	40%
6. Communications Plan	25%
7. Track Record & Industry Reputation	25%
8. Account Team	10%

7 TIMELINE

- 25 August 2026 – Invitation to Quote (ITQ) opens
- 8 September 2026 – ITQ closes
- 15 September 2026 – Projected award of contract to the Appointed Agency
- 17 September 2026 – Start of contract period for the Appointed Agency

8 CONTACT

For further clarifications, please contact:

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ANNEX A: PRICE QUOTATION TABLE

Please provide the relevant cost breakdown and remarks (e.g. a part of the content or service is produced or provided by subcontractor(s)), if any, in the table. The detailed explanation for each cost item should be in the Candidates' written proposals.

Candidates should note that all prices quoted shall be all-inclusive and include any required out-of-pocket expenses, freight and delivery charges, insurance, installation and all materials, manuals and documentation required or implied in the table below. No further fees or charges shall be incurred or payable by SAM in respect of the any goods or services purchased under the Contract.

Scope of work

The appointed agency will be required to provide the following services set out below over an approximately nine-month period, from mid-September 2026 to end-June 2027. The level of activity and resourcing required will vary across the appointment period, with activity concentrated around key communications milestones (October 2026, February and May 2027). Agencies should account for these varying levels of activity in their proposed fees and resourcing, rather than assume a uniform level of support throughout the appointment period. The work will include, but is not limited to, the following:

	Item	Cost (excl. GST) <i>Please include in local currency and SGD.</i>	Remarks (if any)
1	Overall Communications Strategy and PR Programme Full requirements are detailed in S/N 4.3		
2	Media Pitching and Facilitation Full requirements are detailed in S/N 4.4		
3	Media Events and Activities Full requirements are detailed in S/N 4.5		

	<i>Kindly provide a breakdown of costs if applicable.</i>		
3.1	[Optional] Press trip for up to 4 pax		
4	Monitoring and Reporting Full requirements are detailed in S/N 4.6		
5	Content Production Full requirements are detailed in S/N 4.7 <i>Kindly provide a breakdown of photography and videography items where applicable.</i>		