

Summary of the Technical Tender Brief issued by the Fondazione MAXXI on 9 September 2016 for the management of its restaurant and cafeteria-bookshop.

With the tender announced on 9 September 2016, the Fondazione MAXXI launched an innovative challenge: the core of the tender deals not only with the familiar “additional services” offered by a large museum (restaurant, cafeteria, bookshop, merchandising), but has been expanded to an ambitious entrepreneurial partnership with the intention to broaden and enrich the MAXXI’s cultural programme and further intensify its role as a dynamic “vital space” for the public, both Italian and international, and the city of Rome.

Competitors will be challenged to develop a complex project that also includes programmes of events and initiatives (naturally differentiating between enogastronomic cultural events – for example the involvement of “visiting chefs” – and more specifically cultural events – for example, concerts, book launches, involving the Foundation, which reserves the right in this second case to evaluate the coherence of similar proposals with the MAXXI’s cultural programme).

Service providers are asked to invest in the enormous potentialities of the spaces available: at the heart of the MAXXI, in the midst of a dynamic neighbourhood in the throes of a profound transformation, a stone’s throw from the centre of Rome. The restaurant and cafeteria-bookshop may be open during the maximum time permitted (stimulated precisely by the tender) and the success of these new autonomous and original initiatives of “entrepreneurial hospitality” will be reflected (through the system of royalties) in the MAXXI’s business plan. Their success will serve as a new lever for the further development of the MAXXI’s cultural programme.

The Tender

The tender issued by the Fondazione MAXXI on 9 September 2016 (deadline for submissions of interest on the 2 November 2016) deals with two distinct services:

- 1) the restaurant situated in the spaces of the so-called “palazzina D” and facing the Piazzale Alighiero Boetti in front of the MAXXI Museum;
- 2) a new service that integrates the cafeteria and bookshop in the spaces of the so-called “galleria Gianferrari” located in the main building of the MAXXI Museum.

Both activities are simultaneously fundamental additional services for the Museum and separate opportunities to offer services to the neighbourhood and the entire city, both in relation to the specific enogastronomic proposal and for the possibility to organise public events outside of Museum operating hours. The intent is to obtain a prestigious position within the city and at the national level as showcases of excellence in Italian enogastronomic culture in a scenario that is also particularly attractive to an international audience.

The potentialities of the restaurant (including the dedicated outdoor space in Piazzale Alighiero Boetti, accessible directly from Via Guido Reni outside of Museum operating hours) and the new cafeteria-bookshop (with direct access from Via Guido Reni and from the main hall of the Museum) are a synthesis of the success of the most innovative museum in the capital and of a portion of the city with a strong cultural and recreational vocation in a state of constant and progressive renewal (Auditorium-Parco della musica, a new programme for the development of the former military barracks lining Via Guido Reni, stretching as far as the Teatro Olimpico and the Foro Italico).

Participants (individual or in the form of temporary associations) may submit a proposal for the awarding of one or both of the services in concession. Those interested in the awarding of both services must present separate offers, each providing all material requested; these participants may, however, clearly indicate the synergetic elements of the two separate offers and propose, in their technical offers, particular qualifications and the differentiation of the services offered.

The services in concession will be awarded based on the criteria of the most advantageous economic offer. Points will be attributed as follows: 65% for the content of the technical offer and 35% for the economic offer. The criteria and evaluation points for the technical and economic offer are detailed in the tender brief.

The technical offer (the project) includes the organisation and management of the service, the design/fit-out of the spaces and a communications plan.

The evaluation of the organisation and management of the service will consider:

- 1) the quali-quantitative structure of the team of professionals assigned to the service (number and qualification of staff);
- 2) awards and recognitions obtained in the restaurant sector (i.e. Michelin or L'Espresso Guide);
- 3) the complexity and variety of the enogastronomic proposal (gastronomic project);
- 4) the quality of primary suppliers (identification of specific brands, producers and quality certifications);
- 5) the expansion of operating hours during which the structure is open to the public;
- 6) the quality of the programme of enogastronomic events, with a minimum of 20 events/year and at least 10 events in Piazzale Alighiero Boetti;
- 7) eventual partners and sponsors.

The evaluation of the design/fit-out of the spaces will consider:

- 1) the architectural quality of the proposed design;
- 2) the quality of furnishings, table and flatware;
- 3) additional elements of innovation, including technologies, in the fit-out and equipment;
- 4) the time required to complete the fit-out (the time between the handover of the spaces to the concessionaire and the effective activation of the services).

The evaluation of the communications plan will consider:

- 1) the quality of the graphic project, including the name proposed for the restaurant;
- 2) the project (quali-quantitative value) of the communications campaign;
- 3) the structure of the team of professionals.

The economic offer to be evaluated, based on the parameters that are more specifically detailed in the tender brief, must include:

- 1) a proposal to increase the concession fee for the royalty percentage (minimum of 10% of annual turnover) and the so-called "guaranteed minimum" (minimum of € 90,000.00/year for the restaurant and € 60,000.00/year for the cafeteria-bookshop);
- 2) the value of acquired sponsorships.

The duration of the concession has been set at 7 years (84 months) from the date of the start of activities. In any case, the restaurant must open by 31 March 2017 and the new cafeteria-bookshop by the 30 April.

The Restaurant

The service offered in concession involves the management of a high-quality restaurant, on par with the cultural programme of the MAXXI, which must be open to the public during Museum operating hours, but also open to a vaster public based on a schedule of operating hours proposed by the concessionaire. The extension of operating hours will be evaluated as part of the technical offer. The restaurant must in any case guarantee evening openings to coincide with preview events and exhibition openings at the MAXXI.

The restaurant is situated in the so-called "palazzina D", on the ground floor, with two elevations facing the public plaza. When the Museum is closed, the restaurant is accessible via dedicated and controlled pedestrian access points from Via Guido Reni (with a service entrance from Via Masaccio).

The restaurant service must provide:

- a) *a la carte* and menu lunches, one at a fixed price for the first two years not to exceed € 15.00, and a children's menu;
- b) coffee and appetizer table service;
- c) dinner (with an allowance for exclusively *a la carte service*);
- d) a programme of enogastronomic cultural events.

The mezzanine area can be used for special events tied to the Museum programme and private initiatives.

The concessionaire is permitted to sell food and wine products, including products produced by the restaurant and specifically characterised.

The project consists of a descriptive technical report of the services and contents that the concessionaire commits to providing, accompanied by a programme of enogastronomic cultural events for the duration of the concession. The restaurant must be conceived as a modern platform dedicated to experimentation and the promotion of high-quality gastronomy, including a “visiting chef” programme that further enriches the offering, with the ability to respond to the qualities of the spaces and cultural context in which the restaurant operates.

The restaurant must develop an enogastronomic offer suited to the Museum’s cultural activities. To ensure the coherence between the two, the Museum will periodically communicate its programme to the concessionaire.

The technical offer must include a proposal for the design of the spaces, which will be evaluated as part of the tender offer. Furnishings must be coherent with the architectural image of the Museum. the concessionaire must consistently guarantee the use of equipment and table and flatware suitable to the context of the concession and the image and stylistic language of the Museum.

In designing the spaces open to the public, the concessionaire must include specific information devices (i.e. video walls) for presenting the Museum’s cultural programme, which will be provided periodically by the Museum.

The services must include the realisation of specific graphic material (flyers, table menus, wine lists, linens, packaging, etc.), using a curated and coordinated graphic design featuring the name of the restaurant, to be defined based on the bidder’s proposal and the logo of the Fondazione MAXXI.

The name proposed for the restaurant will be an element of the evaluation of the technical offer. In the event of the awarding of the concession, this proposal will be acquired by the Fondazione MAXXI, which will become the exclusive title holder and the successful bidder will waive any right to advance claims in this regard.

The Cafeteria-Bookshop

The service in concession includes the integration between the typical activities of a cafeteria and those of a bookshop-merchandising point, intended as an element that will enrich the Museum’s cultural offering and promote the urban area of the city in which the Museum is situated, also considering the plans for the development of the former military barracks along Via Guido Reni, opposite and adjacent to the MAXXI (and thus the new cafeteria).

The cafeteria must present the characteristics of a service fundamental to the Museum and its visiting public, and offer a space for meeting and relaxing to a vaster public that in all likelihood changes throughout the course of the day and night, into the later hours of the evening. The cafeteria may differentiate its offering by proposing, as examples only, the services typical of a bar café, pastry shop-ice cream parlour, quality fast food, tea room and cocktail bar.

For these reasons, without straying from the obligation to ensure service during Museum operating hours, the concessionaire may also offer services to the public at any other hour, the only limits being established by applicable legislation. The extension of operating hours will be considered a qualifying element during the evaluation of the technical offer.

The concessionaire must commit to setting up the area (both the bar and bookshop, which must occupy an area of no less than 15% of the total) with a style, furnishings and lighting coherent with the architectural profile of the MAXXI. The setup must include an area for events-presentations, with all necessary equipment and a lounge area for relaxing.

The concessionaire may offer a catering service for events at the MAXXI, based on the products related to the service (i.e. coffee breaks, appetizers, etc.), within the limits and in accordance with the methods outlined in the following paragraphs.

The bookshop-merchandising service must offer the following as a minimum:

- 1) the display, availability and sale of published material, audio visual, information and merchandising products, relative to the fields of architecture, urbanism, the figurative and visual arts, photography, design, fashion, cinema and all other artistic expressions, both literary and creative that, in various ways, refer to the authors and issues examined and/or inherent to the exhibitions and events offered by the MAXXI Museum or approved by the Fondazione MAXXI;
- 2) the display, availability and sale of editorial products dedicated to children and adolescents;
- 3) the display and sale of all of the publications produced directly and/or indirectly by the Fondazione MAXXI, as well as new editorial products realised by the Fondazione MAXXI, in accordance with a schedule agreed upon with the Museum;
- 4) the display and sale of particular editorial and audio visual products specifically identified by the Fondazione MAXXI in relation to its exhibitions, events or book launches. The Fondazione MAXXI commits to providing the concessionaire, in a timely fashion, with a copy of its annual programme of exhibitions and collateral events;
- 5) the display and sale of selected objects of design, included examples of craftsmanship, of particular value, for the typology of product, materials employed or techniques of design and production;
- 6) the online sale of products via the Fondazione MAXXI website.

The project consists of a descriptive technical report of the services and contents that the concessionaire commits to providing, accompanied by a programme of cultural events for the duration of the concession. The cafeteria-bookshop must be conceived as a space of encounter and entertainment, by day and night, serving a wide range of needs and typologies of users, as well as being a platform for the promotion of the Museum' publications and merchandising. The cafeteria-bookshop must be inserted coherently within the space in which it is to operate: the MAXXI, the most important contemporary art museum in Italy, and one of the most suggestive in the world for its architectural design.

The cafeteria must develop an enogastronomic offer suited to the Museum's cultural activities. To ensure the coherence between the two, the Museum will periodically communicate its programme to the concessionaire. The editorial and merchandising offer must also be related to the Museum's programme. In any case, the offer must pursue the objective of promoting and expanding the Museum's cultural offering.

Penalties

Without prejudice to the causes of resolution contemplated by law, the tender brief and the present document, the Fondazione MAXXI reserves the right to apply penalties to the concessionaire of the services in the event of failure to provide the services or shortcomings in the provision of the services, which are not serious enough to compromise the relationship between the MAXXI and the concessionaire. The penalties, described in more detail in the tender documents, range from €100.00 to €500.00, though the maximum for each penalty may be doubled should the same problem repeat itself, as of the third event contested.

The following are considered cause for resolution of the contact for non-fulfilment:

- 1) the serious or repeated violation of obligations related to regulations governing the safety of the public and employees and specific fire protection regulations;

- 2) the serious or repeated violation of obligations under the present document relating to the respect for Museum property, its spaces and the works of art contained therein, and the security measures (anti-intrusion) for which the concessionaire is responsible;
- 3) the service of spoiled products, or products harmful to public health, in the event that this harms one or more clients;
- 4) the violation of the obligation to respect and not discriminate the public.

The Fondazione MAXXI reserves the right to periodically verify the quality of the services in concession (*customer satisfaction*). The results of these investigations may be cause for specific communications to the concessionaire, with the intent of preserving the quali-quantitative level of the services proposed during the tender and, in the most serious cases, may be cause for the application of the penalties described in the present paragraph.