



Ministry of Culture  
Government of India



राष्ट्रीय  
कला संग्रहालय  
NATIONAL GALLERY  
OF MODERN ART



National Gallery of Modern Art, Bengaluru  
(Subordinate office of the Ministry of Culture)

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NGMA/BLR/2025-26 / F.No.331/407

Date:- 18 /12/2025

## Request for Proposal (RFP)

### **Design & layout of an Immersive Exhibition on Birds in the visual arts**

Issued by: National Gallery of Modern Art (NGMA), Bengaluru

Location: Palace Road, Bengaluru – 560052

Issue Date: 18.12.2025

Proposal Due Date: within 21 Days of issue

### **Introduction**

NGMA Bengaluru invites proposals from qualified exhibition designers for conceptualization, design, and layout support for an immersive exhibition on Birds in visual arts.

"Birds in visual arts" takes the viewer on an immersive journey through India's rich cultural landscape, exploring the deep connection between birds, art, and music across millennia. From the prehistoric period to contemporary times, this exhibition will delve into how birds have been depicted in Indian visual and auditory traditions - symbolizing beauty, power, freedom, divinity, and spirituality. Birds have moved beyond their biological roles to serve as potent cultural motifs in Indian art, music, and folklore, embodying sacredness, royalty, and mythology.

This exhibit combines visual depictions with an exploration of musical influences, recognizing how birds have inspired sounds, rhythms, and compositions in classical music. Through both sight and sound, Birds in visual arts offers a holistic experience that celebrates birds not only as natural beings but also as symbols embedded in the cultural fabric of India.

The objective is to create a design for multisensory experience integrating artworks, soundscapes, and interpretive design for ecology and nature.

### **Project Objectives**

- To create an engaging, a multisensory experience-based exhibition on Birds in visual arts.
- To integrate sound, multimedia, and visual art effectively.
- To enhance visitor experience through immersive storytelling.

### **Scope of Work**

#### **Concept Development**

- Develop an overarching exhibition concept and narrative flow.
- Visitor journey mapping and experiential strategy.
- Identify thematic zones.

#### Spatial & Exhibition Design

- Layout plan for the exhibition design.
- 3D visualizations, material boards, and design renders.
- Display systems, graphic panels, and lighting design.

#### Sound & Multimedia Integration

- Concept and treatment for immersive sound experiences.
- Integration of interactive digital modules.
- Media integration planning.

#### Artwork Integration

- Placement and interpretation of paintings and illustrations.
- Framing, mounts, lighting, and preservation of artworks if required.

#### Fabrication & Installation

- Preparation of fabrication-ready drawings.
- Coordination with fabricators and vendors.
- On-site supervision during installation.
- Final testing and calibration of multimedia components.

#### Project Management

- Timelines, budgeting, procurement coordination.
- Regular review meetings with NGMA, IME, & NCF team.
- Final handover documentation.

### Deliverables

- Concept Deck
- Exhibition Experience Map & Zoning Plan
- Design Renders & Technical Drawings
- Graphic Design + Content Integration Plan
- Sound & Multimedia Integration Plan
- Fabrication Drawings & Bill of Materials (BOM)
- Execution & Installation Support
- Final Handover Files

### Project Timeline

RFP Issue: 18.12.2025

Queries Submission Deadline: within 14 Days of issue

Proposal Submission Deadline: within 21 Days of issue

### Proposal Requirements

#### Technical Proposal

- Initial conceptual approach or design intent in PPT/VIDEO format.
- Team profile and roles
- Relevant past projects (with images + descriptions)

- Approach to sound, interactivity, and immersive design
- Proposed timeline

#### Financial Proposal

- Professional fee structure (concept, design & layout support)
- Cost estimates for multimedia, fabrication, hardware (approximate)
- Payment milestones
- Any additional costs or assumptions

#### Administrative Documents

- Company profile
- GST & PAN details
- References from previous clients
- Financial Soundness: Registration of firm/ companies/ valid document of creation of consortium (MOU/ agreement)
- Annual turnover of each of last three financial years (2025-24, 2023-22 and 2022-21) duly certified by CA/ Statutory authorities along with ITR for each of last three financial years (2025-24, 2023-22 and 2022-21)
- Registration with ESI, EPF, labor registration as applicable
- Hard and soft copy of the Presentation along with signed copy of RFP

#### Evaluation Criteria

In Stage 1, proposals will be evaluated on technical parameters including experience, qualifications of key personnel, and the presentation and strategic & creative approach on the overall narrative.

In Stage 2, financial proposals of only those applicants who score a minimum of 80% in technical evaluation will be opened.

Final selection shall be made based on a combined technical and financial score, with 80:20 weightages.

Sl. No.	Requirement	COPY OF RELEVANT DOCUMENT	Marks
1.	Work Experience	Previous work experience with museum-scale projects. Weightage will be given to work done in government museum/gallery	20
2.	Composition of the team	List of Key Professionals	15
3.	Technical skills	Proficiency in relevant design software and experience with digital technologies like AR/VR and interactive media.	15
4.	Strategic & Creative Approach	Creativity, aesthetic quality, and the ability to narrate the concept through design	30
5.	Audience awareness	How the exhibition is engaging for different age groups	20
# Qualifying Score: 70 Marks. Only qualified bidders proceed to financial evaluation.			

### Budget

Budget for the designer would be tentatively 10-12 lakhs.

Designers must provide quotations along with breakdown of their fees and approximate costs.

### Contact for Queries

For clarifications: Administrative Officer, NGMA Bengaluru

Email: [ngma.bengaluru@gmail.com](mailto:ngma.bengaluru@gmail.com)



Priyanka Mary Francis  
Director

National Gallery of Modern Art, Bengaluru