

Re-enchanting the Villa Medici

Call for proposals to refurbish the Villa Medici's guest rooms

ARTICLE 1 : introduction to the call for proposals

Located on top of Pincio Hill, overlooking the historic heart of Rome, the Villa Medici is an exceptional place dedicated to the arts. It forms part of one of the most beautiful villas in Rome, built by the Medici, and is surrounded by a historic garden covering more than 7 hectares. Since 1803, it has been the home of the French Academy in Rome, which was founded in 1666 by Louis XIV.

Following on from the renovations carried out by Balthus and Richard Peduzzi over the years, the French Academy in Rome, in partnership with Mobilier National, has launched an ambitious refurbishment and refurnishing project for the Villa Medici, which will run between 2022 and 2025.

This major project, named "Re-enchanting the Villa Medici", will be divided into several phases involving the work of designers, contemporary artists and artisans, both in the Villa's reception rooms and in its historic chambers and guest quarters, thereby initiating a reflection on how these spaces are used.

Of these, the Villa Medici has nine guest rooms, all of which are arranged in the same way with a mezzanine and located in the Villa's main building. This call for proposals will select three teams made up of *at least* one architect, interior designer, designer or artist on the one hand and an artisan on the other, to refurbish three of these guest rooms. The rooms are to be completed and handed over during the second half of 2023.

Two other identical calls for proposals will follow in the spring and autumn of 2023 to select six other teams to refurbish the remaining six rooms for completion during 2024.

Each selected team will have a budget of up to €60,000 (incl. VAT) to carry out its project, as well as a fee of €10,000 (incl. VAT), which the project leader will be responsible for distributing amongst the members of the applicant team. Applicant teams may supplement this budget with external funding from a partner who must be clearly identified in the proposal and approved by the Academy at the time of proposal selection.

This call for proposals has been made possible thanks to the support of the Villa Medici patron, the Bettencourt Schueller Foundation, which

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contributes to the promotion of French arts and crafts, as well as that of the Banque Populaire Foundation and the company, Tréca.

ARTICLE 2 : conditions of participation

The call for proposals seeks to select three projects involving significant and identifiable collaboration within teams of at least two people, one of whom must be the project leader.

Both the applicant teams and the proposed projects are subject to eligibility requirements.

2.1. Project leaders

A project leader, responsible for both the project and the applicant team, must be designated within each team and will be the sole point of contact for the French Academy in Rome – Villa Medici.

The project fees will be paid to the project leaders. This must then be divided equally within each team, between the artist, architect, interior designer or designer on the one hand and the artisan on the other.

A contract, for which a template is attached, must be signed by each of the successful team's project leaders and the Academy.

2.2 Eligibility requirements for the applicant team

The call for proposals is open to teams of professionals, led by a project leader, and consisting of *at least*:

- one natural person of legal age who is engaged in an arts and crafts profession, including managers or employees of legal entities;
- and
- one natural person of legal age who is engaged in the profession of artist, architect, interior designer or designer.

Applications can be submitted by groups of artists, architects or artisans. If a group is selected as part of a successful team, the fee will be allocated to the project leader, who will then distribute it amongst the various members of the group.

2.3 Applicants' professional status

Each applicant (arts and crafts professional, artist, architect, interior designer or designer) must hold one of the following professional statuses:

- be registered in the Répertoire des Métiers (French Trade Directory) or the Registre du Commerce (French Trade Register);
- be registered in the European Business Register (EBR);

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- be a manager or employee of a company or SME (as defined in the European Commission's recommendation 2003/361/EC of 6 May 2003 and its possible amendments based on regulatory developments);
- be a self-employed professional engaged in an activity relevant to the job in question;
- be registered with the Maison des Artistes;
- be registered with the Ordre des Architectes (Association of Architects).

The arts and crafts professional(s) must also be engaged in one of the trades listed in the appendix to the Decree of 24 December 2015 (NOR: EINI1509227A), as subsequently amended or supplemented in accordance with regulatory developments.

The skills used to carry out the project must be the applicant's main professional activity.

The following are excluded from participation:

- any manager, employee, director or member of a governing body for the French Academy in Rome – Villa Medici, Mobilier National, the Bettencourt Schueller or Banque Populaire Foundations, as well as any spouse or close relative of one of these people;
- any member of the Selection Panel for this competition, as well as any spouse, close relative or employee of one of these people;
- more generally, any person participating directly or indirectly, in any way whatsoever, in the organisation of this competition.

2.4. Eligibility requirements for the project

Applicants must submit an original project, for which they guarantee authorship. The project submitted must be precise and respect the minimum equipment expected. Teams will be selected by a Selection Panel on the basis of the dynamism, originality and creativity of the proposed projects.

ARTICLE 3 : submission and receipt of applications

Applications must be submitted online before 30 November 2022 at 12pm hours (Paris time) on the Academy's application platform, accessible at the following link: <https://reenchanter.villamedici.it>

Submission of an application implies acceptance of these rules and signing of the assignment of rights agreement attached to these conditions.

All applications submitted are confidential. Access to them is limited to the French Academy in Rome – Villa Medici and the Selection Panel.

3.1 Contents of the application

The submitted application must include:

- the applicant team's application form;
- a portfolio (in French or English);
- a memorandum of intent outlining the refurbishment project for the room (in French or English);
- a detailed curriculum vita for each team member (in French or English)
- a scanned copy of the proof of professional activity (for each team member).

3.2 Screening of applications for eligibility

After the closing date for applications, submissions will be screened for eligibility and compliance with the requirements of these conditions.

Only complete applications that meet the requirements of these conditions and have been submitted before the application deadline will be considered. Any untrue statement will automatically render the application invalid.

Complete and eligible applications will then be forwarded to the Selection Panel for pre-selection.

ARTICLE 4 : specifications

The refurbishment proposal may cover all or part of the room, in particular:

- the bathroom;
- the mezzanine balustrade;
- wall coverings;
- the floor covering for rooms with floorboards;
- the kitchen;
- furniture.

The refurbishment may include movable, immovable and/or decorative elements, which may involve alterations, improvements to the existing structure, new designs or purchases.

The room is already equipped with the following elements, which can be kept or modified, but which must be included in the project design:

- a kitchen;
- a bathroom;
- a 160x190 double bed;
- a table that can be used as a desk or dining table and at least two chairs;
- one or more light fittings.

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Mattresses and bed bases will be provided by the Academy and its partner, Tréca.

The project may not alter the room structurally.

Plans and photos of the rooms are included in the attachments.

Other optional equipment can be offered:

- armchairs and/or sofas;
- auxiliary beds;
- furniture for storing clothes (chest of drawers/wardrobe);
- shelving.

Any other type of furniture or object can be offered in addition.

ARTICLE 5 : deliverables and project selection

5.1. Pre-selection of applications

Upon receipt of the applications, the Selection Panel will review the submissions during December 2022.

From these applications, the Panel will select the finalist applicants who will be invited to present their project for the refurbishment and refurnishing of one of the rooms in a deliverable, the characteristics of which are specified below.

5.2. Visit to Rome, deliverables and interviews

The shortlisted applicants will have the opportunity to visit the Villa Medici in Rome to further develop their project on site. The teams' travel expenses will be covered by the Academy, up to a limit of €500 (incl. VAT) per team. The teams will be hosted at the Villa Medici or, if necessary, in a hotel that meets the criteria for accommodating partners of the Academy as established by its Board of Directors, up to a maximum of two nights per team.

Shortlisted applicants will be required to provide a deliverable detailing their final in-depth proposal, which will include:

- project details (global views, detailed plans, layout, etc.);
- a list of furniture;
- an estimated budget, including purchases, transport, etc.

The deliverables submitted by the shortlisted applicants will be allocated a payment of €1,000 (incl. VAT).

Shortlisted applicants will be invited to present their final proposal at an interview. All team members are required to be present, either physically or by video conference.

5.3. Selection of successful teams

The Panel will deliberate and decide on the successful teams in February 2023. The Selection Panel will reach its decisions by consensus. If there is no consensus within the Panel, the chairperson's vote will be decisive.

However, the Academy reserves the right to modify the timeframe for the selection of successful teams, and will ensure that applicants are properly informed.

The Panel is under no obligation to select successful applicants if the quality of the submissions is not deemed to meet the requirements of the call for proposals.

The names of the successful team members will be published in the press and on the French Academy in Rome – Villa Medici website.

5.4. Composition of the Selection Panel

Under the chairmanship of the Director of the French Academy in Rome, the Selection Panel will include representatives from the project's partners, as well as qualified and independent figures from the French and European cultural scene, in particular from the world of arts and crafts.

The Selection Panel's decision is final. Its deliberations, which are confidential, are not open to challenge or appeal in any respect by the applicants.

The jury may seek the advice of external experts as and when necessary. These experts must undertake to avoid any conflict of interest with any of the applicant teams.

ARTICLE 6 : selection criteria

The selection criteria will be based on the following aspects in particular:

- Compliance with the specifications;
- Consideration of uses;
- Originality of the project and innovation;
- Ergonomics of the proposed elements;
- Choice of eco-responsible materials;
- Consideration of logistics and maintenance issues;
- Ability of the design to last over time.

ARTICLE 7 : financing

7.1. Fees

A fee of €10,000 (incl. VAT) will be paid to each successful team. It will be paid to each project leader and must be divided equally between the members of the team. This distribution should be communicated to the Academy in advance.

7.2. Budget

The successful teams will have a budget of €60,000 (incl. VAT) to carry out their project.

7.3. Supplementary financing

Teams may supplement this budget with additional external funding from a partner, who must be clearly identified in the proposal and pre-approved by the Academy at the time of proposal selection.

This additional funding may be the subject of a sponsorship agreement in cash, skills or in kind with the Académie de France à Rome - Villa Medici, which is eligible for the French tax system for sponsorship (tax reduction under articles 200 and 238bis of the Code general des impôts).

7.4. Expenditure management

Certain expenses may be allocated to the successful teams, but these must be supported by invoices submitted to the Academy. For any work relating to the structural elements of the rooms, such as plumbing or plastering, that is included in the successful teams' projects, the French Academy in Rome may need to contract directly with its usual service providers in Rome.

The procedures for allocating expenses will be determined during the successful teams' visit to the Villa Medici.

ARTICLE 8 : contract between the Project Leaders and the Academy

A contract, for which a template is attached, must be signed by each of the successful team's project leaders on behalf of the successful team, and the French Academy in Rome.

ARTICLE 9 : visit to Villa Medici by successful teams

The successful teams will be invited to visit the Villa Medici to develop their project and work with the Academy teams on site. The dates of their visits must be approved by the Academy beforehand.

During their visit to Rome, the Academy will provide accommodation at the Villa Medici or, if necessary, in a hotel that meets the criteria established by the Academy's Board of Directors for accommodating partners, up to a limit of 15 nights for the entire duration of the contract. Transport costs are to be covered by the project's budget.

ARTICLE 10 : relationship between the French Academy in Rome, the successful teams and their project

Insofar as necessary, it should be noted that no subordination of any kind will be established between the successful teams on the one hand and the French Academy in Rome – Villa Medici on the other. It will in no way be considered the employer of the successful teams, and will not intervene in the artistic choices of the teams or in the organisation of their work once the projects have been selected, and within the limits of the timetable for the delivery of the refurbishment of the rooms.

Notwithstanding, the successful teams will be required to work closely with the French Academy in Rome and to take into account the constraints inherent in the management of a public institution.

ARTICLE 11: overnight stays in the project room

The Academy will provide each project leader of the successful teams with 5 nights' accommodation in the room to be refurbished. The project leader can offer this accommodation to anyone he or she chooses within 24 months of the completion of the project, at any time, subject to the availability of the room in accordance with the Academy's schedule.

ARTICLE 12 : communication activities relating to the successful teams

The French Academy in Rome – Villa Medici and the project partners are authorised to use the successful teams' names, biography, personal data and views regarding the results of the project for communication purposes in any medium necessary.

ARTICLE 13 : intellectual property rights

Unsuccessful applicants will retain the intellectual property rights to the projects submitted under the call for proposals.

However, as specified in the attached contract template, the successful teams commit to the transfer of all intellectual property rights relating to the selected project to the French Academy in Rome – Villa Medici.

ARTICLE 14 : automated processing and data protection of applicants' personal data

Applicants authorise the follow-up of their application and the use of their image and name under the conditions specified below:

14.1. Use of data provided by applicants

Applicants authorise the follow-up of their application and acknowledge that they have been informed that the obligatory personal information concerning them is necessary for their application to this call for proposals, and that this may be processed automatically and will be used by the French Academy in Rome – Villa Medici exclusively for the purposes of the call for proposals. The personal data obtained from each applicant, both during the application process and during the implementation of the project, are subject to the provisions of the French law known as "Informatique et Libertés" (Information Technology and Civil Liberties) of 6 January 1978 as amended, and to the General Data Protection Regulation (GDPR).

14.2. Applicants' rights to their data

Applicants have the right to access, rectify, modify, limit, delete and port their personal data. Applicants also have the right to refuse the processing of their personal data, including the right to object to the processing of such data for commercial prospecting purposes.

Applicants may also exercise their right to lodge a complaint with the CNIL (French data protection agency).

ARTICLE 15 : suspension, cancellation or postponement of the call for proposals

The French Academy in Rome – Villa Medici reserves the right to modify the current conditions or to suspend, cancel or postpone the call for proposals organised for 2022, at any time and without prior notice, if circumstances so require or for reasons beyond its control, without it being held responsible and without any prejudice or loss of opportunity for the applicant.

In this case, no legal, extrajudicial or other activity may be initiated by the applicants against the French Academy in Rome – Villa Medici.

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ARTICLE 16 : Final provisions

These rules are drawn up in three languages (French, English, Italian). In case of contradiction between the English and Italian translation and its French translation, the French version shall prevail.

ATTACHMENTS

Plans and photos of the rooms.
Description of the rooms.
Contract template.