

## 1. Fixed partners / sectors / programme anchors

Are there any partner organizations, industries, or programme pillars that we should plan as “fixed” elements? Related: are there already confirmed Spanish companies (material contributors / corporate partners) we should integrate as “standing”?

The confirmed “fixed” partner is ICEX, represented by the Economic and Commercial Office of Spain in Düsseldorf, which will act as intermediary between the Spanish offer and the host institution. The host institution will provide both the venue and the cultural component of the space, given its status as a historic entity, while the World Design Capital Frankfurt 2026 framework will provide the overall programmatic context. The installation design will be entrusted to a Spanish architectural studio.

The overall objective of the contract is to ensure maximum visibility, public engagement, and media impact of the project among professional, institutional, and general audiences in Germany and internationally. The installation and its associated activities aim to position Spain’s creative industries as a benchmark for quality, innovation, and design within an international cultural and architectural context.

Each activity, as well as the installation itself, will be supported by several Spanish brands, whose visibility and recognition must be fully integrated and clearly reflected across all communication, PR, and dissemination actions. The specific brands involved will be communicated once the contract has been awarded to the selected company.

## 2. Confirmed cultural contributors

Are there already confirmed artists, musicians, designers or speakers (beyond the information that the inaugural event includes a Spanish artist selected by ICEX)? If so, what is the current status and what information can be shared at this stage?

Regarding confirmed cultural contributors, we can confirm that **Paula Comitre** is already confirmed for participation **for the inaugural event (April 29<sup>th</sup>)**.

ICEX has a team with expertise in performing arts who will coordinate closely with the selected agency to ensure smooth integration of all activities. However, the contracting fees and any related costs for the artist must be included within the agency’s proposal and budget as part of the tender submission, considering the approximate budget indicated in the briefing of **€10,000 per artist** (including fees, travel, and any other associated expenses).

This ensures full responsibility for production and payments remain with the agency, while coordination with ICEX is maintained throughout the process.

## 3. Languages (our recommendation)

To maximize reach and accessibility while keeping production efficient, we would recommend delivering the programme and key communications in English and Spanish—and, where relevant, adding German selectively for local media touchpoints and venue wayfinding.

Would you like us to plan on an English/Spanish bilingual approach as the default (potentially reflected in the title as well), or do you expect an English-only setup?

We consider an English presentation of the programme and key communications to be appropriate as the main working language within the World Design Capital context and for international outreach.

Regarding German, we agree that its use is particularly relevant for contact with local media, professional stakeholders, and venue-related communication (e.g., press materials, invitations, and wayfinding).

Therefore, you may plan the proposal primarily in English, incorporating German strategically for media relations and local engagement.

#### **4. Placemaking / garden & pavilion set-up**

For the opening and the subsequent activities, is there a dedicated team and/or budget already planned for the garden set-up / placemaking (e.g., pavilion dressing, furniture layout, atmosphere/lighting), or would this fall under the agency's responsibility within the event scope?

We do not see a specific line in the budget template for this and want to ensure correct allocation and expectations.

The venue itself (i.e., the spaces within Instituto Cervantes Frankfurt, including garden and pavilion areas as described in the annexes) is provided as part of the project framework.

However, the full space set-up and event production — including lighting, furniture layout, catering, atmosphere, technical equipment, dressing of the pavilion, and any other elements required for the proper execution of the opening and subsequent activities — shall fall under the responsibility of the selected agency and must be included within the proposed budget.

As indicated in the tender, the agency is responsible for the comprehensive production, technical coordination, and execution of all activities.

#### **5. Design, wording & branding (naming rules / senders)**

Are there any existing guidelines or constraints regarding naming and visual design (tone of voice, typography, colour rules, etc.)?

Also, which logos should be treated as the primary “sender(s)” across all materials—e.g. ICEX, Instituto Cervantes, or additional institutional partners?

If there are links or references to comparable ICEX/Cervantes cultural interventions or events (as orientation for wording, branding and asset hierarchy), we would appreciate any examples you can share.

Regarding design and branding, the project should follow a clear hierarchy reflecting the institutional framework and Spanish creative identity. The primary “senders” across all materials are:

1. **ICEX España Exportación e Inversiones**, represented by the Economic and Commercial Office of Spain in Düsseldorf. ICEX is the main institutional partner and must appear prominently in all communications.
2. **Instituto Cervantes Frankfurt**, as the host venue, providing cultural legitimacy and the physical space. Its logo and reference should also be included in all materials.
3. **World Design Capital Frankfurt 2026**, as the programmatic umbrella, should be acknowledged where relevant, particularly in programmatic materials and press communications.

All communications should reflect Spain's creative industries clearly, integrating other contributors as needed, without compromising the institutional hierarchy.

#### **Design and wording guidelines:**

The tone should be professional yet accessible, highlighting innovation, quality, and design excellence, without limiting creativity. Typography, colour schemes, and visual style should follow ICEX as inspiration, adapted to World Design Capital Frankfurt. Previous ICEX/Cervantes interventions can serve as reference, but creative **freedom is encouraged**.

The agency must integrate all logos, branding, and naming consistently across digital, print, and physical touchpoints, respecting the institutional hierarchy while allowing for innovative design solutions. The final set of logos and branding assets will be shared upon contract signature.