

**INSTALLATION AT CLERKENWELL DESIGN WEEK 2026**  
**REQUEST FOR PROPOSALS**

**EXPLANATORY NOTE**

In this document we share with interested bidders the questions and queries previously raised by other potential participants in this tender, with the aim of clarifying any issues and ensuring that the same information is available to all companies.

Below are the questions submitted by the bidder and the response provided by ICEX:

**INFORMATION ABOUT THE VENUE**

We do not currently have a copy of the venue's PDF. The CDW organisers inform us that all their spaces and stands have a maximum height of 3 metres and that Chapter Hall has 125 sqm area surface (approx. 12x10). Exact information will be available to the appointed company as soon as possible after this tender process.

**QUESTIONS ABOUT THE CONTENT OF THE PROPOSAL**

- a) Developing a concept/theme for the installation. The Technical Proposal may outline several initial ideas in rough form, as the intention at this stage is to evaluate the potential of proposed directions.**

**Question** Will you be available for a call to discuss the main messaging that you wish the theme to convey?

**Answer** We are not able to provide creative input on themes at this stage. As outlined in the briefing document, we're currently looking for initial concepts for the Installation. These proposals will be evaluated based on how effectively they align with our brand values and convey contemporary ideas about Spanish design, particularly emphasizing quality and authenticity

- b) Design of the installation, incorporating approximately 20–25 pieces from 10–12 participating brands. The design must consider the characteristics of the exhibition space and include specific proposals for the entrance and staircase areas.**

**Question** Will the 10-12 brand have different percentage of space? The allocation of space will be determined by the appointed company.

**Answer** While we don't expect each brand to occupy exactly the same area, it would be preferable to avoid significant disparities.

**Question** What is the maximum/min product sizes or are all the spaces equal

**Answer** The allocation of space will be determined by the appointed company.

**Question** How will we find out the weight of the products?

**Answer** This information will be available once the products have been selected

**Question** Will power be required to power the exhibits?

**Answer** The Installation is expected to feature some lighting brands, so electrical power will likely be required

**Question** Will there be a single point of contact at ICEX to represent communication from all brands or will we be contacting individual companies regarding any questions we have on individual specification and requirements.

**Answer** ICEX can assist in coordinating communication as needed, though direct contact with individual companies may often be more efficient.

- c) Curation of the installation, including the selection of participating brands from the long list provided by the Economic & Commercial Office of Spain in London and the identification of suitable pieces from each brand.**

**Question** Can you confirm if the appointed company will be working with the ICEX representative to actually select these pieces?

**Answer** We expect the appointed company to curate the Installation and make the final selection of pieces. ICEX will be available to provide input or support if any questions arise during the process

- d) Design and production of the graphic identity and promotional materials, including catalogues, invitations, and signage.**

**Question** Can you please confirm actual numbers for printing for all of these.

**Answer** Digital only invitations are only acceptable

**Question** How many catalogues and how many pages in each catalogue

**Answer** The catalogue format should be part of the creative proposal. There are no fixed requirements at this stage and we are open to a combination of digital and print.

**Question** Who will be providing the approved copy and images for these catalogues (reference 2e above)

**Answer** We expect the appointed company to prepare the copy as part of their creative

proposal, while images will be provided by the participating brands.

**e) CDW exhibitor manual**

**Question** Can you please provide a copy of this?

**Answer** This is not available to us yet

**f) Organisation of a networking event/party featuring music and targeting press, opinion leaders, architects, interior designers, and key retailers. Catering will be arranged separately by the Economic & Commercial Office of Spain in London under a separate budget.**

**Question** Can you confirm how many attendees?

**Answer** We anticipate around 80-100 attendees

**Question** Who is responsible for the invitation and management of the invitees?

**Answer** Responsibility for invitations and invitee management will be shared between the appointed company and ICEX. ICEX has a guest database available for use, and both parties will collaborate on this process to ensure comprehensive coverage and effective communication.

**Question** What is your preference for music?

**Answer** For music, we are open to suggestions and welcome creative input.

**g) Arranging professional photography of the completed installation and production of video materials, including one short video (approx. 90 seconds) for social media dissemination and one full video report (4–5 minutes). This can take place on the day of the networking event.**

**Question** Can you provide examples of previous videos?

**Answer** Please refer to the Interiors from Spain Instagram account for examples of previous videos, for instance the following posts:

<https://www.instagram.com/p/DQrLWhBE8XE/> and <https://www.instagram.com/p/C6vjjONJC/>.

**Question** Is this cost to be part of the overall £58K budget?

**Answer** Yes, the cost should be included within the overall budget.

**h) Team requirements. The role of each team member assigned to this project shall be specified in the tender. In addition, their curriculum vitae must be included in the**

**Proposal.** The company must designate a primary contact person that is informed of all aspects of the contract, including administrative matters, and has direct continuous communication with ICEX, represented by the Economic & Commercial Office in London.

**Question** Are you asking for a full CV or a team bio explaining the team members credentials?

**Answer** Team bios outlining relevant credentials will be sufficient.