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CALL FOR APPLICATION

Service Provider - Specific video-mapping contents creation

In line with the bilateral relations between France and India and the promotion of cultural exchanges, the French Institute in India (IFI) is committed to advancing a policy of cooperation and dissemination in the fields of arts and culture.

As part of this initiative, the French Institute in India / Embassy of France in India plans to celebrate the inauguration of the India–France Year of Innovation 2026 through an opening ceremony in Mumbai at the iconic heritage monument of the Gateway of India, in the presence of the President of the French Republic M. Emmanuel Macron and of the Prime Minister of the Republic of India, M. Narendra Modi.

To facilitate the successful execution of this initiative, **the French Institute in India seeks a service provider to create specific video-mapping contents to be projected on the Gateway**. This original content should reflect the very innovative skills of French cultural and creative industries (CCIs) which have been identified as a strategic area of cooperation between India and France in that framework.

The receipt on 5 January of official authorization from the Indian authorities for the use of the Gateway of India in Mumbai largely explains the tight schedule for this tender. Candidates must fully understand this context and the political nature of it, which involves a certain flexibility to match with the requirements of both French and Indian governments.

The operation is scheduled to take place the 17 February 2026, in the evening. The screening of the artworks could ideally be repeated on the following days after the official inauguration.

1- DEFINITION OF THE REQUESTED SERVICE

To celebrate the India–France Year of Innovation 2026 during the opening ceremony in Mumbai at the Gateway of India, the French institute in India is commissioning a video-mapping show to be directly projected on this emblematic monument of India, which was erected to commemorate the landing of King George V and Queen Mary at Apollo Bunder on their visit to India in 1911. It has since become one of the most popular touristic sites of the city.

The global show, according to what has been decided in accordance with the Indian Government should last less than 10 minutes as a total and should be composed of 2 artworks which are detailed in the following lots.



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LOT 1

The service provider will propose an original artistic work/loop of maximum 4 minutes illustrating Franco-Indian relations and cultural dialogue and using the most innovative technologies.

The proposed work should be mostly ornamental and resulting in a succession of abstract “tableaux”, including a few subtle - but not literal references - to our shared history with India. A more detailed brief on the references to be used will be shared to the service provider once selected.

LOT 2

The service provider will propose an original artistic work/loop of maximum 4 minutes to be commissioned to French talent of AI art. The expectations for this work are the following: it should show the creative power of AI, as a tool of development for the arts, and embody the pioneer position of France in that field. The artist chosen should be French and must have had a significant experience in the institutional/museums’ ecosystem, in France and internationally.

-Due to tight schedule, both service provider’s teams (for Lot 1 and 2) **will work closely with local organizers and contractors** to ensure a smooth process. Technical study, local testing and audiovisual equipment will be set up by local teams.

-The service providers for Lot 1 and 2 will provide overall production services, which include for each lot **an artwork production (image and sound), close collaboration with local teams** to ensure quality control and adequacy, technical guidance.

-Each service provider selected for this tender should provide an artwork design in different stages, each stage involving official validation from the French Embassy in India: **scenario, storyboard, animated samples, test files, fine tuning on site.**

-The service providers for Lot 1 and 2 should, one selected, **ensure a creative and technical coherence between their respective proposals to deliver a unique/single show** to the audience. This could involve for example having some transition “tableaux” between the 2 artworks, or a common music identity/composer.

-The artistic creations relating to lots 1 and 2 will remain the property of the French Institute in India after they have been screened on the day of the event. Rights of the artists involved should be negotiated by the service providers. Exception could be considered in case the content is part of an institutional exhibition and could tour outside of India under that specific status.

2- INSURANCE

The service provider(s) must secure copies of all necessary insurances from relevant parties for the organization of the tour.



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Within 7 days of receiving the contract notification, the service provider(s) must submit proof of insurance for their company and employees. The coverage must be comprehensive and sufficient for the scope of work involved.

3- FINANCIAL ELEMENTS

● **Service Agreement**

And under the service agreement, the service provider(s) will receive the service fees for their services in one installment, at the end of the day of the event. (Please note that service fees cannot be paid in advance)

- The service provider(s) is solely responsible for managing the tax implications and compliance related to all payments received from the French Institute in India.

4- RECOURSE - TERMINATION OF THE SERVICE

In the event of recourse, the parties will meet promptly to assess the validity of the recourse and associated risks. IFI will decide on the continuation of the contract and its terms. Termination may occur in the following cases of non-performance:

- Delays in setup affecting the proper execution of the contract.
- Serious or repeated non-compliance with contract terms.
- Unauthorized transfer of rights and obligations to a third party.

The contract will automatically terminate, without compensation, in the event of the service provider(s)'s dissolution or liquidation.

5- SERVICE PROVIDER(s) PROFILE

The service provider(s) and their team must have the following qualifications and experience:

- Proven experience in organizing and executing cultural events.
- Strong interest and knowledge in arts, cultural productions, and live performances.
- Excellent interpersonal and intercultural communication skills.
- Ability to adapt to changing priorities quickly and effectively.
- Familiarity with the Indian cultural scene.
- A deep understanding of French culture.



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6- FINANCIAL PROPOSAL

The financial proposal(s) must be detailed and should include for each lot a detail service fee.

These estimates should be based on the information provided in the **article 1**.

7- ANALYSIS OF THE OFFER

Offers will be evaluated based on the following criteria:

- Quality and relevance of the proposal and expertise profiles: 50%
- Relevance of the financial proposal: 30%
- Understanding of the mission: 20%

IFI reserves the right to:

- Cancel the consultation;
- Negotiate with the top candidates;
- Request additional information within 48 hours in electronic format.

Candidates must be immediately available to begin the mission upon contract signing.

8- SUBMISSION OF CANDIDACY

Service providers interested in this mission must submit the following:

- a. A presentation of the service provider and their previous relevant projects.
- b. A detailed technical and methodological proposal.
- c. A detailed financial proposal.
- d. A document certifying the legal status of the service provider.
- e. Bank account details (RIB).

The complete application must be submitted in electronic format no later than **23rd January 2026** at sylvain.lata@institutfrancaisindia.in .

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