

State Foundation on Culture and the Arts
Video Production Services for Interpretive Work Regarding Art in Public Places Collection
Exhibit on Display, “Mai ho’ohuli i ka lima i ka luna”

OVERVIEW

The Hawai’i State Foundation on Culture and the Arts (SFCA) is seeking a video production services to develop video content of interviews of artists and curators in an exhibition at the Hawaii State Art Museum. Work to begin on September 1 2021, and will be due on or before June 30, 2022.

Mai ho’ohuli i ka lima i ka luna features Hawaiian art from the Art in Public Places Collection of the State Foundation on Culture and the Arts, and is guest curated by Drew Broderick, Ka’ili Chun, and Kapulani Landgraf.

Artists in the *Mai ho’ohuli i ka lima i ka luna* Exhibit

Bernice Akamine, Pam Barton, Wright Bowman, Sr., Sean K. L. Browne, Mark A. Chai, Kahi Ching, Kau’i Chun, Kauka de Silva, Solomon Enos, Charlton Kūpa’a Hee, Henry Hanale Kila Hopfe, Rocky Ka’iouliahikolo’ehu Jensen, Elroy Juan, Īmaikalani Kalāhele, Herb Kawainui Kāne, Clemente Lagundimao, Jr., Al Kahekili’uila Lagunero, Marques Hanalei Marzan, Marie McDonald, Meleanna Aluli Meyer, Harinani Orme, Carl F. K. Pao, Pat Kaimoku Pinē, Abigail Romanchak, Maika’i Tubbs, Hana Yoshihata.

SCOPE

Create up to 30 videos for distribution on the Hawaii State Art Museum You Tube page and 15-30 second clips of each video for Social Media distribution (Instagram and Facebook).

- Filming and Editing of up to 26 artists and 3 curators.
- Content of interviews to be provided by the Curators

PRODUCTION

Contractor to conduct on film, interviews of each artist in their studio or at the Hawaii State Art Museum. Interviews of three curators of this exhibit to be filmed as well. Work with up to 26 artists and 3 curators in capturing interpretive content for their works of art. Artists are to talk about their art and artistic process. Curators of the exhibit will develop the content for these interviews. (Drew Broderick, Ka’ili Chun, and Kapulani Landgraf.)

ALL Pre Production Included

- Location Scouting/Schedule Planning
- Communication, Project Planning, and Meetings
- Basic Storyboarding and/or Shot List Preparation based on Script • Production Preparation (Gear packing and loading/unloading)

- Personnel and Basic Camera/Audio Equipment
- Camera Operator and Assistant
- Field, lavalier, and shotgun microphone audio recording

Travel and lodging may be needed for up to 6 Neighbor Island artists and should be budgeted into the bid.

POST PRODUCTION

- Edit content
- Color correction, sound design, rights to copyright clearance to background music if necessary
- Create digital consistency among the SFCA's online content
- 1 total round of revision per video maximum
- Music Licensing
- Off Line – Rough Cut
- Online Editing
- Titles and Graphics, Name of Artists and Curators
- Export for Delivery

SERVICE TO INCLUDE:

- Dedicated video editor(s) to work directly with the SFCA and Curators. Ability to meet via zoom or in person if necessary
- All pre and post production videos which will include but not be limited to developing a consistent intro, outro, adding captions and splicing.
- Upload video to DropBox or other preferred method for SFCA staff to review and provide feedback on, when necessary.
- Create file formats for each video that will enable them to be uploaded to Instagram, facebook, YouTube and/or Vimeo.

TARGET AUDIENCE

Visitors to the Hawaii State Art Museum, social media followers of the SFCA and Hawaii State Art Museum, the Hawaii Arts Community and fellow creatives

PREFERED QUALIFICATIONS

- Demonstrated familiarity and experience with creating video content for audiences based in Hawai'i. • Demonstrated familiarity and experience with creating video content for audiences based in Hawai'i. • Experience working for or with government organizations, education, and/or non-profit organizations in Hawai'i, with references available upon request.

Please provide three links to samples of work demonstrating these qualifications, uploaded with the bid. Notes:

- Vendor to invoice based on completed work.
- Selection will be made by a committee who will evaluate the provided qualifications, budget,

past experience, work samples, and references. The selection will not be based solely on the bid amount, but best value for the state.

- Budget must include total price of above deliverables and videos as well as potential travel to neighbor islands to interview artists (up to 6)
- Price is inclusive of all taxes and fees.
- Additional information about current and recent SFCA programs and activities can be found in the 2019 Annual Report, available on the SFCA website (sfca.hawaii.gov).

Timeline:

Solicitation Closes – August 27, 2021

Work to Begin-September 2021