

The London 2012 Business Network

Opportunities from London 2012

BULLETIN #32 – 04 August 2010

Opportunity



Opportunity Title Torch Relay Artefact Design - Torch, Mini-Cauldrons, Accessories and Packaging

Buying Organisation The London Organising Committee of the Olympic Games and Paralympic Games Ltd

Website www.london2012.com

Opportunity Method Contract Opportunity

Opportunity Type London 2012 supply chain (private sector)

Nature of Opportunity Services

Estimated contract value (GBP) Not disclosed

About the Opportunity:

LOCOG is looking to appoint an individual, company or companies to provide the concept design and development of the Olympic Torch and its associated relay artefacts (the design of which may be used for the Paralympic Torch and its artefacts) to create a truly memorable, positive and seamless Torch Relay experience.

To create this experience, the concept design and development of all the following three key artefacts (and relevant packaging) are required:

Description

1. The Olympic (and Paralympic) Torch;
 2. The Olympic (and Paralympic) Torch Relay mini-cauldron;
 3. The Olympic Torch accessory programme, to include
Stable fixtures for safe Torch carriage by wheelchair or bicycle etc.
Stable safety stand for use during relay
Aesthetic Torch stand for presentation after use
Back-up Lantern
- In addition, the Designer is required to create the necessary packaging of the Torch for pre and post use.

The selected designer will work in collaboration with engineering and manufacturing partners to realise their design and to ensure successful compliance to all the technical requirements to be delivered by the end of February 2012.

The successful designer will be visionary and highly creative; design qualified; an excellent communicator; practised at working with third party brand guidelines; able to produce high quality work to strict deadlines; excellent at collaboration and team working; have a good knowledge of manufacturing and materials; able to output and manage data with integrity.

It is expected that all aspects of the design process will be hosted by the chosen supplier at their facilities.

Bidders are free to bid for all three opportunities (Design, Engineering & Manufacture) that make up the Olympic Torch production project, provided that they can clearly demonstrate an ability to successfully deliver all three in the package.

About the buyer:

The London Organising Committee of the Olympic Games and Paralympic Games Ltd (LOCOG) invites expressions of interest from experienced designers to create and develop the design of the London 2012 Olympic and Paralympic Torches and their artefacts.

The London 2012 Olympic Torch Relay is the major curtain-raiser to the London Olympic Games and will provide the platform for significant communications and marketing opportunities in the lead up to the start of the Games.

The Olympic Torch Relay will build momentum and excitement on its 70 day journey from Greece to the Olympic Stadium in East London. With 95% of the British population to be within a one hour journey time of the route, the Olympic Torch Relay will bring the 2012 Games to people's doorsteps and give at least 8000 members of the public the opportunity to carry the Olympic Flame in locations across the UK.

LOCOG will also stage a Paralympic Torch Relay, which will play an equally important role in the build up to the Paralympic Games. The Paralympic Torch Relay is traditionally shorter and will take place between the closing of the Olympic Games and the opening of the Paralympic Games.

For the purposes of this expression of interest, we have focused on the requirements for the Olympic Torch Relay. However, the same design philosophy may be embraced for the development of the Paralympic Torch Relay artefacts which this request may also form a part of.

The project brief calls for the successful concept design and development of the Torch and its associated artefacts, including; mini-cauldrons, accessories and packaging. It requires the successful creative guardianship of the concept through to engineering, testing and manufacturing.

Delivery point London

2 records found, displaying all records.

Document	File name	File Size	Date Uploaded	
	supporting evidence request.doc	116 Kb	04/08/2010 09:43:43	Download
	creative design brief.docx	20 Kb	04/08/2010 09:39:54	Download

Business Categories

1. Designers - graphic
2. Design engineers
3. Computer aided design
4. Design consultants

CompeteFor response deadline 20/08/2010 08:00

Estimated tender close date 17/09/2010

Estimated contract award date 27/09/2010

Estimated contract start date 28/09/2010