



## SEEKING EXPRESSIONS OF INTEREST

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### Logo for Fiji National Art Gallery

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**Agency Name:** FIJI ARTS COUNCIL

**Location:** Lot 310, Victoria Parade, SUVA

**Application Deadline:** 2 August 2024

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#### About Us:

The Minister for iTaukei Affairs, Culture, Heritage & Arts appointed a National Task Force Committee (NTFC) in December 2023, to implement Phase Two of the proposed National Art Gallery project. The Fiji Arts Council is the agency responsible for facilitating the meetings and budget of the NTFC.

Phase Two of the Project will provide Government with Vision and Mission Statements for the new facility, as well as a governance and business model, and OPEX and CAPEX Project Plans and associated budgets.

The successful development of a logo and brand for the national facility is another major KPI for the project. The NTFC has decided to extend an expression of interest to qualified and experienced graphic designers to respond to this opportunity, in recognition of the talent that exists within our wider creative community.

This is a seismic move forward for the arts in Fiji, that will contribute towards growing and supporting a more dynamic and sustainable arts ecology for our country. The logo, brand, and ongoing marketing and communications surrounding the National Art Gallery, will play a strategic part in recognizing and celebrating our arts and creativity.

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#### Design Brief:

We are seeking expressions of interest from innovative and experienced graphic designers/agencies in the development of a logo for the National Art Gallery Project. We invite all interested parties to refer to the attached Design Brief and respond with i) examples of previous successful logo design (arts related an advantage), as well as an initial concept for consideration by the NTFC Sub-Committee. Response due date: August 2nd.

The NTFC will review responses and select the successful designer/agency by August 9th. At this time the successful submission will be advised and provided until August 30th to develop the logo. The NTFC reserves the right to go back out to market if none of the initial concept designs are selected.

Once the logo has been completed, the successful designer/agency will have the opportunity to develop the brand style guide for the National Art Gallery. Timeframe for completion: October 30th.

The NTFC reserves the right to go back out to market for the development of the brand style guide if required.

Ongoing opportunities will be available for the development and implementation of marketing strategies and plans for the National Art Gallery once the facility opens.

The NTFC reserves the right to go back out to market for marketing services but if an established and successful relationship is in place with a designer/agency, this will be considered positively.

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#### How to Apply:

If you are an innovative and successful graphic designer/agency who is passionate about the arts, and contributing towards this significant project for the arts, and are looking for a challenging and rewarding role, we want to hear from you! Please submit your expression of interest, including your resume and a cover letter detailing your relevant experience and why you are the ideal candidate for this position.

**Submit your application to:** The Chairperson, National Art Gallery Task Force.

**Mail to:** c/o Director Fiji Arts Council, PO Box 2432, Suva; **OR**

**Hand Delivered to:** Fiji Arts Council Office, (St Stephens Building), Lot 310 Victoria Parade, Suva. (Located between Suva City Library and the Fiji Development Bank); **OR**

**E-Mail to:** [ibuli@fijiartscouncil.com.fj](mailto:ibuli@fijiartscouncil.com.fj)

**Contact for Inquiries:** Mr Irami Buli, [ibuli@fijiartscouncil.com.fj](mailto:ibuli@fijiartscouncil.com.fj)

**Application Deadline:** 2nd August, 2024