

## Re-tender for an Audio Guide system for the exhibition at H.C. Andersen's House

I.D.: 91176729

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Termenul limita pentru depunere:	25.01.24 10:00	Pretul estimativ:	2.600.000,00 DKK 2.600.000,00 DKK
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Descriere: The Municipality of Odense with generous support from the A.P. Moller Foundation, the Augustinus Foundation, the Knud Højgaard Foundation and the Nordea Foundation built the new H.C. Andersen's House, which opened in 2021 as a museum and an attraction where young and old alike can explore the author's universe in a submersive experience through architecture that inspires imagination and play. Museum Odense is conducting a separate tender procedure regarding the development and partial renewal of the main exhibition at H.C. Andersen's House, cf. Contract Notice 2023-OJ224-707870. The purpose of that tender is to build on the strengths of the present exhibition in H.C. Andersen's House and develop it further in certain key aspects. The exhibition should provide better opportunity for visitors to have a shared, social experience. The exhibition should accommodate several types of guests and especially be more welcoming to families with children by providing a shared learning experience. The overall atmosphere in the exhibition should be warmer, more organic and convey the imaginative feeling of wonder from Andersen's fairy tales. Also, the exhibition should encourage revisits to a greater extent. A central part of the project is a replacement of the current mandatory, automatically triggered Audio Guide system with a different Audio Guide offered as an option to visitors. This tender procedure concerns a complete remodeling of the Audio Guide system. This includes:

- A new audio guide system triggered by the user (e.g., nfc tags)
- The audio guide should be optional rather than mandatory in the biographical part of the exhibition.
- The experience and functionality of the fairy tale realm should no longer be dependent on an audio guide.
- The current audio recordings in four languages will continue to form the mainstay of the audio experience in the renewed exhibition. However, new, parallel tracks/tours can be added as part of the enhanced and layered dissemination (e.g., a tour for the literary interested).

The Supplier of the Audio Guide system must collaborate with the Contractor who will be responsible for the development and partial renewal of the exhibition.

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