



## Handbook for Participation in the Juried Design Contest for Selection and Subsequent Development of Urban Art Works in Marconi Industrial Estate in Madrid

*This handbook is a document that provides information on the Design Contest Terms and Conditions to facilitate the process of participation in the Juried Design Contest launched by Madrid City Council for Selection and Subsequent Development of Urban Art Works in Marconi Industrial Estate in Madrid. It is intended to make it easier for tendering entities and individuals to manage their tenders. This does not, however, confer on it any legal or contractual value.*

*As this document is informative in nature with no contractual value, it **has no legal force** and the provisions of the Design Contest Terms and Conditions as well as the information about the Contest published in the Contractor Profile of the Public Sector Procurement Platform (PLACSP) will prevail under all circumstances.*

### What does the contest entail?

It is an open, public, government-run design contest launched by Madrid City Council for the selection and subsequent development of art works in Marconi industrial estate, located in the district of Villaverde in the city of Madrid.

The estimated value of the contest is 182,855.20 euros (including VAT).

It is divided into two lots:

Lot 1	Mural interventions: five walls
Lot 2	Sculptural interventions: two sculptures

In this contest, urban art interventions are understood to be interventions of a mural or sculptural nature which redefine spaces, using as a medium walls and points of intersection inside the Marconi industrial estate, whose specific locations are detailed in Annex III of the Terms and Conditions and which focus on a single theme: The Future.

2020 marked the 75th anniversary of the UN. It was a year for dialogue as a human family, a family that must come together to discuss priorities and how to build a better future; dialogue in which public art becomes a tool used to send a message.

Accordingly, all of the art interventions must convey a message based on the future and the values we want it to embrace: solidarity, respect, equality, sustainability, social responsibility, etc.

Mural interventions will be divided into three different categories based on the area of the working surface:

Category 1)	Intervention area: 400 m <sup>2</sup> (one wall)
Category 2)	Intervention area: 200 m <sup>2</sup> (two walls)
Category 3)	Intervention area: 100 m <sup>2</sup> (two walls)

For both lots, the contest will consist of two parts. In the first, which will be open, public and have an international scope, a jury will select the best art interventions (mural and sculptural).



In the second, a contract for physical creation of the interventions will be awarded to the winners of the first part.

This contract will be executed via what is referred to in the Law on Public Sector Contracts (Ley de Contratos del Sector Público) as a “negotiated procedure without prior publication”, which means that a contract is entered into directly with the contest winners, without the need to put it out to tender. Rather, winning the contest gives rise to the right to be awarded the contract directly, without having to launch or publish any information other than that which was produced during organisation and judging of the contest.

### **How will the two parts of the contest function?**

The **FIRST PART** will include two phases:

#### **First Phase:**

Contest participants will be selected using objective solvency, technical capacity and experience criteria (Pre-Selection Phase, or Phase 1).

#### *What does it involve?*

This phase only involves submitting documents that prove that the candidate meets the requirements laid down in the Terms and Conditions. All applicants will be accepted, provided that they meet these requirements and submit their documents within the submission period.

#### *What documents are required?*

➤ Economic and financial capacity:

The candidate must accredit turnover of at least €5,000 (excluding VAT) in the most lucrative of the past three available financial years (2018, 2019 and 2020), received for the provision of services in the same area covered by the contract.

To this end, candidate must submit a sworn statement specifying the overall turnover of their company or activity (see Section 9.2 of the Terms and Conditions).

➤ Technical ability:

For both lots, candidates must demonstrate that they have at their disposal sufficient resources and technical capacity to produce the art works. For this purpose, they must have past experience on similar jobs. Applicants must provide evidence of their ability to use any specific machinery necessary for the art intervention, in the event that it requires lifting gear, crane operator certification, etc.

Similar jobs are understood as services whose purpose was the creation and development of urban art projects. The following information must be submitted:

- Name of participant and contact details
- List of works created within the past three years on urban landscape art projects, and certificates issued by the relevant authority if the works were created for a public body. If they were created for a private subject, the certificate must be issued by



said subject or, in lieu of a certificate, a sworn declaration by the candidate must be provided, accompanied by all relevant documents that prove that the candidate was the creator of the intervention.

The candidate must attest or provide evidence that that the cumulative annual earnings from such work in the most lucrative of the past three years (2019, 2020 and 2021) was at least 5,000 euros excluding VAT.

## **Second Phase:**

This phase is divided into two sub-phases referred to as the "Under a Slogan" sub-phases.

### *What does "Under a Slogan" mean?*

It means that they are held completely ANONYMOUSLY, and the envelopes that contain the proposals must therefore not display any information that could identify a specific person or entity.

Accordingly, each participant must choose any "PHRASE" or "SLOGAN" they wish, which is the only information that may be shown on the envelopes sent in to take part in the contest, to ensure that all jury members will evaluate and score the proposals with no knowledge of who has developed them, thereby guaranteeing complete objectivity and transparency.

As per the nomenclature set out in the Terms and Conditions, these phases are:

- Sub-Phase A: in which candidates submit a rough outline of their projects, specifically, a motivation letter giving a brief, bare bones description of their vision for the project, accompanied by examples of up to 6 urban art intervention projects (either wall art or urban sculpture) carried out in the past three years.
- Sub-Phase B: Development of the actual intervention proposals for the industrial estate.

The twenty candidates who scored the highest in Sub-Phase A will go on to Sub-Phase B, that is, those who, based on the selection criteria set out in the Terms and Conditions, achieved the highest score for the rough project outline submitted (motivation letter and representative examples). Of these twenty finalists, fifteen will be for the mural intervention lot (five walls of varying areas) and five for the sculptural intervention lot (two urban sculptures).

Finalists who do not end up winning the contest (thirteen finalists in total) will each receive 1,500.40 euros including VAT as a cash prize.

The contest's seven winners (five in the mural intervention lot and two in the sculptural lot) will also each receive a cash prize, in the amount of 6,050 euros including VAT.

In addition, these seven winners will be offered contracts for physical creation of the works, awarded by negotiated procedure without prior publication, with the following maximum prices:



Category	Area	Price (€)	VAT (21%)	Total including VAT (€)	No. of winners
1	400 m <sup>2</sup>	25,000.00	5,250.00	30,250.00	1
2	200 m <sup>2</sup>	15,000.00	3,150.00	18,150.00	2
3	100 m <sup>2</sup>	10,000.00	2,100.00	12,100.00	2
Urban Sculptures		30,000.00	6,300.00	36,300.00	2

The 6,050 euros including VAT already received by the artists awarded the contracts will be subtracted from the total price including VAT detailed above for each of the respective categories.

The submission period for the documents required to pass the first phase is 20 working days from the day the advertisement is published.

#### **SECOND PART** of the contest:

- The contest winners must submit the administrative documentation stipulated in Point 10.3.4 of the Terms and Conditions.
- A contract for physical creation of the works will be awarded, via negotiated procedure without prior publication of a contract notice, to each winner (see Points 14 and 15 of the Terms and Conditions).

#### **FIRST STEPS**

The design contest will be announced on Madrid City Council's website and on the Public Sector Procurement Platform (PLACSP), where the Terms and Conditions and other information can be viewed, although all documentation must be submitted either in person or by post using the specified procedure.

You can visit the State Public Sector Procurement Platform (PLACSP) using the following link: <https://contrataciondelestado.es/wps/portal/plataforma>

1. Visit the Public Sector Procurement Platform (PLACSP) by copying this address or URL into your web browser: <https://contrataciondelestado.es/wps/portal/plataforma>, and pressing the "Enter" or "Return" key.

You will see the following page:



2. Select the “Publicaciones” (Publications) icon to search for published information.



3. After clicking on it, you will see this page:



4. Select the “Licitaciones” (Tenders) icon to bring up the search tool.



5. After clicking it, you will see this page:





6. In the "Expediente" (Dossier) field in the upper left corner of the form, enter the reference number 145/2020/02605 and click on the green "Buscar" (Search) button below.
7. Key information about the tender will be shown further down on the same page, under the "Búsqueda avanzada" (Advanced Search) section. Select the dossier number -shown under the column heading "Expediente" (Dossier) in blue- to view all information relating to this contest.

### Who can take part in the design contest?

Sections 5 and 6 of the Contest Terms and Conditions lay down the criteria for entering the contest, and Section 9 describes the financial and technical capacity required of participants.

Any **natural or legal person, whether Spanish or foreign**, may take part in the contest provided they have full **legal capacity** and the capacity to act, are not prohibited from participating in contracts and can show evidence of satisfying the **financial and technical capacity** requirements under the Terms and Conditions.

**Temporary consortiums** may also take part in the contest, as may entities that are formed specifically for the purpose of doing so, in accordance with the provisions of the Terms and Conditions.

### How and where to submit documentation to take part in the contest

In contrast to other tenders, the need to ensure anonymity and the special nature of the required documentation mean that this design contest cannot be managed electronically.

The tender will be announced electronically on the State Procurement Platform (PLACSP), as well as deadlines, lists, etc., the rest of the communications and notifications will be made in writing by email.

All documentation must be submitted as described below:

1. **In person**, from Monday to Friday between 9am and 2pm at the Procurement Unit of the General Technical Secretariat of the Department of Economy, Innovation and Employment (Subdirectorato General for Coordination of Services)<sup>1</sup>, located at no. 140 in Calle Príncipe de Vergara in Madrid, with postcode 28002.
2. **By post**, sent from a post office within the documentation submission period specified for the contest (until 2pm on X April 2021). Envelopes sent by post must be addressed to:

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<sup>1</sup> In Spanish: Servicio de Contratación de la Secretaría General Técnica del Área de Economía, Innovación y Empleo (Subdirección General de Coordinación de los Servicios)



Concurso de proyectos con intervención de Jurado para la selección de obras artísticas de arte urbano en el polígono Marconi de Madrid  
Servicio de Contratación  
Secretaría General Técnica del Área de Economía, Innovación y Empleo  
Subdirección General de Coordinación de los Servicios  
C/Príncipe de Vergara 140  
28002 Madrid, Spain

Participants who choose to send documents by post must notify the email address [sg.coordservicios@madrid.es](mailto:sg.coordservicios@madrid.es) that they have done so, specifying whether the envelope in question is Envelope A, B or C and attaching proof of postage. It is crucial that candidates fulfil both requirements, as they will be essential in the event that an application is received outside the submission period specified in the participation notice.

Documents received more than ten days after the specified date will not be accepted.

It is also very important to bear in mind that:

If proposals are sent by post, anonymity must be ensured throughout Phase 2 (SUB-PHASE A and SUB-PHASE B) of the contest. To this end, no information that identifies the natural or legal person that will be taking part in the contest must appear; only the slogan may be shown or the proposal will be rejected.

Consequently, any details about the sender that may be gleaned from the material sent ([name](#), postal or email address) will be available exclusively to the Procurement Unit that receives the documentation, which undertakes and guarantees to preserve anonymity under all circumstances.

### **In what format must I submit my documents?**

This is specified in Section 10.3 of the Terms and Conditions. Strict adherence to anonymity requirements is vital in the "Under a Slogan" sub-phases, or Sub-Phase A and Sub-Phase B. To this end, please read Sections 10.3.2 and 10.3.3 very carefully. In summary:

#### **PHASE 1. ENVELOPE A (Financial and Technical Capacity)**

Any type of envelope, whose front displays the following text, exactly as written below:  
"BOLETIN DE INSCRIPCIÓN Y SOLVENCIA PARA TOMAR PARTE EN EL CONCURSO DE PROYECTOS CON INTERVENCIÓN DE JURADO PARA LA SELECCIÓN Y POSTERIOR



## DESARROLLO DE OBRAS ARTÍSTICAS DE ARTE URBANO EN EL POLÍGONO MARCONI DE LA CIUDAD DE MADRID.<sup>2</sup>

Inside this envelope you must place a completed registration form (Annex I), all relevant documentation accrediting and demonstrating that you meet the financial and technical capacity requirements detailed in Section 9 of the Terms and Conditions, and the declaration of honour (Annex II).

### PHASE 2.

#### SUB-PHASE A, ENVELOPE B

A sealed, opaque envelope whose front displays the following text, exactly as written below: DOCUMENTACION PARA TOMAR PARTE EN LA SUB-FASE A) CONCURSO DE PROYECTOS CON INTERVENCION DE JURADO PARA LA SELECCIÓN Y POSTERIOR DESARROLLO DE OBRAS ARTÍSTICAS DE ARTE URBANO EN LE POLÍGONO MARCONI DE LA CIUDAD DE MADRID.<sup>3</sup>

No identifying information may appear on the envelope. Inside the envelope, you must include the documentation stipulated in Section 10.3.2 of the Terms and Conditions:

1. A motivation letter describing your vision for the project (a succinct, rough overview)
2. Examples of representative work from urban art intervention projects you have carried out in the past 3 years (either art murals or urban sculptures)
3. An identifying envelope: a white, sealed, anonymous DL envelope without a window, whose outside may not display any marks or characters that would enable the participant to be identified. The slogan under which the candidate or group will be competing must be indicated on the envelope's upper left corner.

A DIN A4 sheet of paper must be placed inside the envelope, to serve as the Participant ID Sheet. The candidate must specify the following information on this sheet:

- The chosen slogan, which **must be different** to the slogan selected by the same candidate for SUB-PHASE B)
- Name of candidate(s) and of the team representative, if applicable
- Names of the other members of the team, if applicable

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<sup>2</sup> English translation: "REGISTRATION FORM AND PROOF OF CAPACITY FOR THE PURPOSE OF TAKING PART IN THE JURIED DESIGN CONTEST FOR THE SELECTION AND SUBSEQUENT DEVELOPMENT OF URBAN ART WORKS IN THE MARCONI INDUSTRIAL ESTATE IN THE CITY OF MADRID"

<sup>3</sup> English translation: "DOCUMENTATION TO TAKE PART IN SUB-PHASE A OF THE JURIED DESIGN CONTEST FOR THE SELECTION AND SUBSEQUENT DEVELOPMENT OF URBAN ART WORKS IN THE MARCONI INDUSTRIAL ESTATE IN THE CITY OF MADRID"



The slogan under which the candidate or group is taking part may only be indicated on the envelope's upper left corner.

## **SUB-PHASE B, ENVELOPE C**

If you are one of the 20 selected candidates that have received an **invitation** to take part in this phase, you must provide, within the period stipulated in Section 11.1 of the Terms and Conditions (five working days of receipt of the invitation), written confirmation that you **accept** the invitation to participate in the third and final phase of the contest. You must also submit ENVELOPE C within the period that will be posted on the State Procurement Platform (PLACSP):

A sealed, opaque envelope whose front displays the following text: "PROPUESTA DE INTERVENCIÓN ARTÍSTICA MURAL", if your proposal is for a mural intervention, or "PROPUESTA DE INTERVENCIÓN ARTÍSTICA ESCULTÓRICA" if it's a sculpture.<sup>4</sup> The following documentation must be placed in this envelope:

- An identifying envelope: a white, sealed, anonymous DL envelope without a window whose front may not display any marks or characters that would enable the participant to be identified. The slogan chosen for this phase must be indicated on the envelope's upper left corner, and it must be different to that chosen for the previous phase. A DIN A4 sheet of paper must be placed inside the envelope, to serve as the Participant ID Sheet. The candidate must specify the following information on this sheet:

- The chosen slogan
- Name of candidate(s) and of the team representative, if applicable
- Names of the other members of the team, if applicable

If the candidate wishes to remain anonymous in the event that their proposal does not win the contest, this wish must be indicated by writing the word "ANONIMO" under the slogan, in print letters.

- For mural interventions, each candidate may choose to submit up to five proposals (one for each of the five possible locations), each of which must be submitted in its own envelope. For urban sculptures, at least one and up to two proposals must be submitted (one for each possible location), each of which must be placed in its own envelope. The chosen slogan must be written on this envelope, followed by the number 1, 2, 3, etc. in keeping with the number of proposals the candidate has decided to submit. Each proposal must be submitted on a USB memory stick containing the material and formats stipulated in Section 10.3.3.1 of the Terms and Conditions.

## **Can I apply for both of the contest's lots?**

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<sup>4</sup> English translations: "MURAL ART INTERVENTION PROPOSAL" or "SCULPTURAL ART INTERVENTION PROPOSAL"

Yes, the two lots are compatible and in the event that you win both of them, the prizes as well as the associated contracts to create the art works are cumulative, that is, the amounts will be added together.

### **In what language must documents be submitted?**

All documentation for this contest must be submitted in Spanish.

### **What happens if I win the contest?**

If you end up winning the design contest you may be awarded the service contract to develop and physically create the relevant art interventions. This contract will stipulate all of the requirements and characteristics of the service to be provided, project time frames, etc.

The price for each service may not exceed the amounts detailed in the table on page 4 of this handbook, and any sums that you received as a cash prize for winning the contest will be deducted from these amounts.

At that time and not before, to enter into the contract associated with the design contest, awarded by negotiated procedure without prior publication, you must submit the documentation stipulated in Section 10.3.4 of the Terms and Conditions (administrative documentation).

You will find more information on this in Section 14 of the Terms and Conditions.

### **What if I have a question?**

It is very important to us that you are able to take part in this contest. If you have any questions about the procedure, the Terms and Conditions or the design contest itself, the only way to make enquiries is via the Public Sector Procurement Platform (PLACSP). To do so, first you'll need to register on the platform.

- ∞ *Registering will also give you access to other customised services that may be of interest to you in this contest.*
- ∞ *Registering is not necessary to view and search the Contractor Profile or the tender dossier and related documentation.*
- ∞ *To view handbooks and phone assistance numbers on the platform, click on the "Información" ("Information") and "Contacto" ("Contact Us") icons in the menu at the top of the platform's homepage.*

### **How do I register on the platform?**

1. Visit the Public Sector Procurement Platform (PLACSP) by copying this address or URL into your web browser: <https://contrataciondelestado.es/wps/portal/plataforma>, and press the "Enter" or "Return" key.

You will see the following page:



2. Select the "Empresas" (Companies) icon.



3. After clicking on it, you will see this page: There are two steps in the registration process.

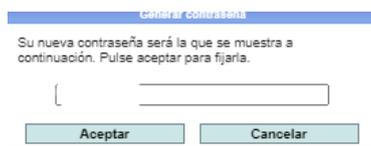


Click on the "Registrarse" (Register) icon, which is the third icon to the right. A form will appear. To change this page into English, click "Welcome" in the menu at the top right corner of the page. The form contains required fields that must be completed:

1. **User:** enter a username that will identify you.

∞ *Don't forget to make a note of the username you choose. You will need it later to log into the platform and complete the registration process.*

2. **E-mail:** enter an email address from which you'll confirm your registration, and to which information will be sent to recover your password if you forget it.
3. Select "**Check availability**". If you aren't already registered and the username you have chosen isn't taken by another of the platform's users (if it is, you'll need to choose a different one), you will see the message "**Id usuario y email permitidos**" (User ID and password allowed).
4. Enter your desired password in the "**Password**" field and again in the "**Repeat Password**" field. It must be between 8 and 30 characters. The only permitted characters are capital and lower case letters (except ñ and accents), numbers and the symbols `._-+*!@#$$%&/()-=?¿[]{}.` Your password must have a strength of at least 60. If you prefer, you can also leave it blank and click the blue "Generate password" button below to the left. The system will automatically create a password for you, after which you must click the "Accept" button.



∞ *Don't forget to make a note of your password. You will need it later on to log into the platform and complete the registration process.*

5. Enter the characters you see in the image.



6. Click the green "Accept" button on the lower right-hand part of the page, and you'll see a screen showing this message:

*Your account has been successfully created, you will receive an e-mail with a link to confirm your registration. The registry operation has been successfully completed.*

7. An email containing your username and a link will be sent to the designated email address. **You must click on the link to activate your account and finish the registration process.**

After doing so, you will see the following "**Confirmación de Registro**" (Registration Confirmation) page. Enter the username and password that you chose when registering.

GOBIERNO DE ESPAÑA MINISTERIO DE HACIENDA

CONTRATACION DEL SECTOR PÚBLICO

Confirmación de Registro

Confirmación de autoregistro

Usuario

Contraseña

Aceptar Cancelar registro

Once you have entered your username and password, you will see the following message:

GOBIERNO DE ESPAÑA MINISTERIO DE HACIENDA

PLATAFORMA DE CONTRATACION DEL SECTOR PÚBLICO

Confirmación de Registro

Registro Completado con éxito

[volver a la pantalla de inicio](#)

*iEnhorabuena! ya estás dado de alta en la Plataforma de contratación del Sector Público (Congratulations! You are now registered on the Public Sector Procurement Platform).*

### How can I make an enquiry?

After you have registered on the platform, if you wish to ask a question about the design contest you will need to access the tender dossier (repeat the steps outlined in Question 5 of this handbook):

1. Log into the platform with your username and password.

Visit the Public Sector Procurement Platform (PLACSP) by copying this address or URL into your web browser: <https://contrataciondeestado.es/wps/portal/plataforma>, and press the "Enter" or "Return" key.

You will see the following page:



2. Select the "Empresas" (Companies) icon.



3. After clicking on it, you will see this page: There are two steps in the registration process.



4. Enter your username and password and click on “Entrar” (Enter). You will see the following page:



5. Select the “Publicaciones” (Publications) icon, which is the first on the left, and you will see the following page:



6. Select the “Licitaciones” (Tenders) icon, which is the first on the left, and you will see the following page:



In the "Expediente" (Dossier) field in the upper left corner of the form, enter the reference number 145/2020/02605 and click on the green "Buscar" (Search) button below. Key information about the tender will be shown further down on the same page, under the "Búsqueda avanzada" (Advanced Search) section. Select the dossier number -shown in blue- to view all information relating to this contest.

7. If you followed the steps given above (you must be logged into the platform with your username and password), once you've gained access to the dossier you'll see the option "Solicitar Información" (Request Information) in the upper menu (highlighted in a red box in the picture shown below).



8. If you select the "Solicitar Información" (Request Information) button, you'll see all of the questions that have been asked in relation to the dossier, which can be consulted by all users registered on the platform. The page also shows the deadline (time and date) for asking questions.

To make a query, scroll to the bottom of the page and click the green button, "**Nueva Pregunta**" (New Question).



Datos **Solicitar información** Pasos/acciones realizadas

### Solicitud de información adicional al expediente - Preguntas

Órgano de Contratación

Expediente

Título

Fecha y hora límite para hacer preguntas 03-09-2020 23:59

Actualización	Pregunta	Estado
02-09-2020 08:59		Respondida

### Nueva pregunta

9. If you select, all questions asked are shown on the page. To the right of each question is a column with the heading "Estado" (Status). When the question is marked "Respondida" (Answered), you can see the answer by clicking on the question's text, which appears in blue. You can then view the response in the "Pregunta" ("Question") and "Respuesta" ("Answer") fields that appear at the bottom of the page.

### Solicitud de información adicional al expediente - Preguntas

Órgano de contratación: Subdirección General de Coordinación de la Contratación Económica

Expediente: Exp-10/2012

Título: Construcción de una vivienda

Fecha límite para hacer preguntas:

Actualización	Pregunta	Estado
29-10-2012 13:52	¿Qué algoritmos las vigila D/C que aparecen en la página 2 del pliego?	Pendiente
29-10-2012 13:46	¿Cuál es la fecha límite para presentar ofertas?	Respondida

Actualización: 29-10-2012 13:46

Pregunta: ¿Cuál es la fecha límite para presentar ofertas?

Respuesta: El próximo día 12 de noviembre es el último día, inclusive.

Cancelar

- ∞ If you have a question that hasn't been asked, check the **user guides** offered on the platform's website by selecting the option "Información" (Information) from the menu at the top and then clicking on the "Guías de Ayuda" (Help Guides) button.
- ∞ The platform's website also provides an email address and a telephone number that you can find by selecting "Contacto" (Contact Us) from the menu at the top. You can use them to ask any questions you may have about registering or viewing the dossier.



- ∞ *Remember that any questions about the tender process or how the contest is organised can only be asked by registering on the platform and performing a query, following the steps described in Questions 19 and 20.*

### **Additional Information**

If you have any questions or would like additional information, please contact, from Monday to Friday between 9am and 2pm:

Madrid City Brand and Partnership Office  
Email: [gestionecoadminst @madrid.es](mailto:gestionecoadminst@madrid.es)

Tel.: (+34) 91 480 22 12 / (+34) 91 480 32 90 / (+34) 619 02 25 13