



## Mediterranean Information Office

for Environment, Culture & Sustainable Development

The Mediterranean NGO Federation for Environment and development

12, Kyrristou str. 105 56, Athens, Greece

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### ***Call for Cairo based Exhibition Designer to undertake an environmental exhibition's organization, display, and narrative***

#### **Background**

The Goethe Festival, organized in collaboration with the EU-funded "[Be2aty](#)" and "[Floating Forward](#)" projects, will feature a two-day public exhibition at the Goethe Institute (GI) in the Dokki area of Cairo on November 22–23, 2024. The exhibition aims to showcase the achievements of around 100 young people (ages 15-25), who have produced approx. 35 tangible prototypes as a result of their work on environmental sustainability during a series of Bootcamps and other activities of the two projects. Examples of prototypes are laptop bags made from posters; women's accessories from waste; waste sorting devices; upcycling clothing materials, etc.

Throughout the Exhibition, apart from the displays:

- Many youth of the two projects will attend to discuss their projects and outcomes.
- Video footage will be used to highlight all project activities and events (e.g. bootcamps, cleanups).
- To support the youth and foster collaborations between Be2aty, Floating Forward, and other European projects, a series of hands-on workshops, talks, and exchanges on a range of environmental sustainability-related topics will be held..

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**MIO-ECSDE is seeking a Cairo based exhibition designer to handle organising the display of the approx. 35 prototypes.**

**Type of Contract:** Service Contract (fixed term)

**Duration:** 2 months from 10 October to 10 December 2024

**Station:** Cairo, Egypt

**Occupation:** Part time (estimated 15 full work days spanning over 2 months)

**Fees foreseen:** Range from 700 to 900 Euro, depending on seniority and qualifications

**Deadline to apply:** 4 October 2024

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### **Terms of Reference (ToRs)**

**The designer's responsibilities include:**

#### **1. Coordination with youth and entities**

- **Contacting Youth Creators:** Engage with the young people who created the prototypes to collect insights about their creation processes and one paragraph text for each prototype.



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- **Collaborating with Partners:** Reach out to the Be2aty Egypt-based entities (e.g. [Alwan wa Awtar](#), [Upfuse](#), Floating Forward) for insights on their experience of the prototype creation.
- **Gathering Prototypes:** Collect the approx. 35 prototypes for the exhibition setup in GI (from youth themselves or upfuse).

### 2. Exhibition Design and Setup

- **Exhibition Layout:** Plan and arrange the exhibition's layout, ensuring the prototypes are displayed in a cohesive and engaging way. This includes selecting eco-friendly exhibition stands and arranging the physical space (rooms, signage, flow of visitors), in collaboration with the GI staff.
- **Display Aesthetic:** Ensure that the design of the exhibit reflects the themes of sustainability and innovation, utilizing eco-conscious materials where possible.
- **Logistics & Procurement:** Based on the allocated budget in collaboration with MIO-ECSDE and GI, source and rent or purchase consumables (e.g. labels and exhibition stands).

### 3. Exhibition Narrative and Labeling

- **Exhibition Narrative:** Draft a compelling bilingual narrative ((English and Arabic) of maximum one page, explaining how the prototypes reflect the goals and achievements of the two projects. This text should ideally connect the individual prototypes within the broader themes of environmental sustainability, creativity, and innovation.
- **Text Labels:** In collaboration with the youth creators, write short, clear, and bilingual (English and Arabic) labels for each prototype, to accurately describe these.

### 4. Guided Tours & Public Engagement

- **Guided Tours:** Conduct three short guided tours around the displays to stakeholders and the general public, in both English and Arabic, on 22&23 November 2024.

### 5. Post-Exhibition Responsibilities

- **Evaluation and Reporting:** Provide a one page post-event report to the organizers, outlining the exhibition's successes, challenges and recommendations for any future rounds of the exhibition.
- **Prototype Return:** Handle the disassembly of the displays, ensuring the prototypes are gathered and returned to the organisers.

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#### Additional Notes:

- **Languages:** Fluency in both English and Arabic is essential for writing, coordinating, and delivering tours.
- **Flexibility:** The designer should remain adaptable to any adjustments in schedule, or exhibition format.



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- **Budget Management:** The curator will manage the procurement of materials within the predefined budget. Coordination with the organizers is essential to ensure all purchases align with the event's financial and sustainability goals.
- **Engagement with Youth:** Given the focus on young creators, the curator should prioritize fostering a sense of ownership and involvement among the participants, ensuring their voices are represented in the exhibition's design and presentation.

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**Application Process:** interested designers should send a **one-page English CV** and **portfolio** (if available) showcasing relevant experience to Iro Alampei at MIO-ECSDE ([info@mio-ecsde.org](mailto:info@mio-ecsde.org)) and Radwa Kospar at the Goethe Institute ([Radwa.Kospar@goethe.de](mailto:Radwa.Kospar@goethe.de)), before the set deadline of 4/10/2024. An accompanying recommendation letter is welcome.

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### Read more

Be2aty: <https://www.goethe.de/ins/eg/de/kul/sup/bty.html>

Floating Forward: <https://www.goethe.de/ins/eg/en/kul/sup/taz/apr/flo.html>