



**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
 Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue  
 1300 Pasay City, Metro Manila, Philippines  
 ☎ (632) 831-2201 to 09 ext. 218 📠 (632) 831-1368, 832-3965  
 ✉ info@citem.com.ph 🌐 www.citem.com.ph



JO Number:  
2020-0085

JO Date:  
10/16/2020

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PR No.:  
2020-0282

PR Date:  
09/29/2020

CONTRACTOR/SUPPLIER **CO STUDIO ADVERTISING SERVICES INC.**

ADDRESS 221 Flordeliz cor Guam Streets, Brgy. La Paz,  
Makati City

MODE OF PROCUREMENT SMALL VALUE PROCUREMENT

DELIVERY TERM .....

PAYMENT TERM .....

PLACE OF DELIVERY .....

DATE OF DELIVERY .....

Please provide/furnish this office the requirements listed below subject to the terms and conditions contained herein. Address all correspondence to the Center for International Trade Expositions and Missions (CITEM).

DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
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<b>HIRING OF CREATIVE AGENCY FOR DEVELOPMENT OF COMPUTER-GENERATED IMAGERY FOR DESIGN COMMUNE</b>			Php970,000.00
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**OBJECTIVES:**

- To develop an interactive and virtual Design Commune integrated in the FAME+ website
- To develop a library of 3d models that consists of the products conceptualized by the Product Design Specialists of Manila FAME
- To innovate the presentation of the products for the target audience of FAME+

**SCOPE OF WORK AND DELIVERABLES**

**A. Creative and Thematic Direction**

1. Develop Design Commune narrative and curatorial direction that will be translated directly in the virtual special settings and related components of the showcase.
2. Initiate the creation of CITEM's 3d model library in FAME+.

**B. Rendition of Digital Assets**

1. Digital Products
  - a. Manage digital assets such as photographs from exhibitors, and interpret the newly developed products, designed by Product Design Specialists, into 3d models which will be showcased in virtual Design Commune. See below total target number of 3d models to be developed for the virtual showcase:

Particulars	No. of Virtual Products
No. of 3D rendered models	12

TOTAL AMOUNT IN WORDS: Php

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Very truly yours,

*Jaime Antonio S. Sandoval*  
**JAIME ANTONIO S. SANDOVAL**  
 Chief, STREDO & Procurement Division

CONFORME:

*Roana C. Olano*  
**Roana C. Olano**

Name & Signature of Contractor/Supplier

Date

BUR No. MFO-20110715

DATE 11-06-2020

AMOUNT PHP970,000.00

Funds Available:

*Malerna C. Buyao*  
**MALERNA C. BUYAO**  
 Chief, Controllership Division

Recommended by:

*Anna Grace I. Marpuri*  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Operations Group 1

Approved by:

*Paulina Suaco-Juan*  
**PAULINA SUACO-JUAN**  
 Executive Director



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- b. Interpret sketches to create virtual products, scene and props if necessary.
- c. Follow design guidelines, asset naming conventions and other technical constraints as indicated by the Product Design Specialists.
- d. Create textures and UV mapping as specified in the requirements by the Product Design Specialists.
- e. Optimize, refine and correct model geometry as recommended by the Product Design Specialists and the Creative Director.
- f. Rig models and characters for animation, if necessary.

**2. Digital Environments**

- a. Design and develop online 3d environments including a virtual lobby, a virtual gallery and digital rooms to house the 3d models of newly-developed products, following the creative direction and recommendations from the Creative Director and Product Design Specialists. See below total target number of 3d environments to be developed:

Particulars	No. of Virtual Environments
No. of 3D Lobbies Developed	1
No. of 3D Rooms Developed	2
No. of Photos for Virtual Gallery	20
Total No. of Virtual Environments to be Developed	23

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

BUR No. MFO-20110715

Recommended by:

*Jaime Sandoval*  
**JAIME ANTONIO S. SANDOVAL**  
 Chief, STREDO & Procurement Division

DATE 11-06-2020

*Anna Grace I. Marpuri*  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Operations Group 1

CONFORME:

AMOUNT Php970,000.00

Approved by:

*Boana C. Olano*  
 Boana C. Olano

Funds Available:  
*Malerna C. Buyao*  
**MALERNA C. BUYAO**  
 Chief, Controllership Division

*Paulina Suaco-Juan*  
**PAULINA SUACO-JUAN**  
 Executive Director

Name & Signature of Contractor/Supplier

Date



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**C. Development of Product Descriptions**

- a. Craft individual product descriptions of all virtual products and the overall copy /description of the collections featured in the digital showcase.

Particulars	No. of Product Descriptions
Virtual Product Descriptions	32
Overall Product Collection Descriptions (1 per room)	2
<b>Total No. of Copies to be produced</b>	<b>34</b>

**D. Webpage Development**

- a. Develop a Design Commune website page to be integrated in the FAME+ webpage.

**PERIOD OF ENGAGEMENT**

The supplier will be engaged from issuance of Notice of Award to November 2020.

**BUDGET AND MODE OF PAYMENT**

The awarded amount for this project is Php970,000.00 inclusive of all taxed to be charged to CITEM Budget for Manila FAME October 2020. The following payment schedule shall be followed:

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,

*Jaime Sandoval*  
**JAIME ANTONIO S. SANDOVAL**  
 Chief, STREDO & Procurement Division

CONFORME:

*Rozna C. Olano*  
**Rozna C. Olano**

Name & Signature of Contractor/Supplier

Date

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DATE 11-06-2020

AMOUNT Php970,000.00

Funds Available:

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**MALERNA C. BUYAO**  
 Chief, Controllership Division

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**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Operations Group 1

Approved by:

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**HIRING OF CREATIVE AGENCY FOR DEVELOPMENT OF COMPUTER-GENERATED IMAGERY FOR DESIGN COMMUNE**

40% - Upon submission and approval of the curatorial concept and preliminary report on the development of the Design Commune Virtual Special Setting.

**Deliverables:** Submission of the curatorial concept and preliminary report on the development of the Design Commune Virtual Special Setting.

50% - Upon full delivery of developed Design Commune virtual exhibit Integrated in the FAME+ website, including 3d models, 3d environment and Individual product descriptions.

**Deliverables:** Submission of report in the full delivery of the Design Commune virtual exhibit Integrated in the FAME+ website, including 3d models, 3d environment and Individual product descriptions.

10% - Upon final evaluation and certification of satisfactory services rendered.

"CITEM reserves the right to impose **reasonable deduction** on payment of unsatisfactory delivery of services subject to evaluation and consultation with the supplier."

TOTAL AMOUNT IN WORDS: **NINE HUNDRED SEVENTY THOUSAND PESOS** Php 970,000.00

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 Roana C. Olano

Name & Signature of Contractor/Supplier

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