**Technical Documentation for Bidders**

1. Project Scope & Description:

**Association Design Georgia is granted with local subsidy by the project “Digital Transformation of small and medium-sized enterprises (SMEs) in Eastern Partnership countries”.**

The project entails the comprehensive enhancement of Design Georgia's website, including the integration of a fully-functional online retail platform. This strategic initiative aims to align Georgia's rich artistic heritage with a modern and efficient e-commerce system. The website will serve as a prominent platform to showcase the diverse talents of Georgian designers, featuring their innovative portfolios and upcoming design events. Additionally, the integrated online store will offer exclusive design products available for purchase, providing a seamless and immersive shopping experience for customers.

* **General information about the GIZ’s project:**

The local subsidy Program for the Digitalization of Small and Medium enterprises, organized and financed by the German government. The programme is implemented by the German Federal Company Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). This program aims to support and accelerate the digital transformation of small and medium-sized enterprises (SMEs) in Georgia.

1. **Genral Information about Association:**

Design Georgia is a non-profit organization, representing Georgian product-, interior- and fashion designers. Design Georgia was founded in 2019 by four well known Georgian product and interior designers and architectural studios. The founders joined a vision of being the industry's voice, advocating for a deeper understanding of product design’s value. Aim is to motivate an already established design community and also newcomers for further creativity.

The members of Design Georgia represent a strong expertise in product and interior design, ceramics and fashion. The members act on the Georgian design landscape for over 15 years, gaining international attention on exhibitions, i.e. in Milan, Copenhagen, Cologne and Tallinn. Their products and designs were published in international design magazines and awarded with international design awards.

Design Georgia creates visual platforms, live exhibitions and online galleries to achieve higher recognition of design as a driver for growth. The strengthening of capabilities for Georgian Design to meet future needs and trends in combination with the promotion of networks to improve the business opportunities among designers and production companies are principal duties of Design Georgia.

1. **General information about the project Association Design Georgia is going to implement:**
	1. **Scope Overview**

The primary objective of this project is to develop the Design Georgia online store. To accomplish this, Design Georgia intends to organize a photo shooting featuring the works and products of designers to be showcased on the website, and is currently in search of a photographer for this activity.

* 1. **Technical Specifications that have to be implemented:**

The tender is seeking pricing offers for a project that involves photographing various products, such as small-sized furniture, lighting fixtures, fashion items like scarves, bags, and glasses, as well as jewelry and ceramics. The project aims to photograph a total of 30 products, with each product requiring 5 pictures to showcase different angles and features and one picture of product in the interior or together with some other requisites. The photographer will need to provide a shooting space and shoot with the own equipment, including lightning. The products can be brought to the designated location for the photo shoot.

Alongside the financial offer, we request that bidders, who may be organizations or private individuals, comply with the following criteria: the individual should be proficient in English communication, and demonstrate proven expertise in photographing small-sized design objects as listed above. Please submit a small portfolio showcasing previous experience as well. Prior experience in working on donor-funded projects will be an advantage.

1. **Timline for this assigment:**

The photo shoots are expected to start in April and continue over the next following months. We anticipate to have 150 proccesed picures in the end, ready to be uploaded on the website. We expect to receive original size processed pictures, and additionally small sized suitable for uploading on the website (the size of small-sized photo have to be not more than one megabyte 2000 pixel \* 2000 pixel).

**Deadline for Submission:**

The deadline for the submission of all the requested docuemnts is 16th of April.