



**Call for Tender:
Design and Website Services
for Open House Dublin 2026**

9 April 2026

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Design and Website Services Brief Open House Dublin 2026

1.0 Overview

The Irish Architecture Foundation (IAF) invites proposals from suitably qualified agencies to deliver design services and website maintenance/development for Open House Dublin (OHD) 2026. It is envisaged that a single agency will deliver both the creative and technical components of this brief to ensure a cohesive, efficient workflow across all outputs.

2.0 Background

Open House Dublin (OHD) is Ireland's largest architecture festival and part of the international Open House Worldwide network. Delivered annually by the IAF, the festival offers free access to buildings, places and experiences across Dublin, alongside talks, tours, exhibitions and public events.

Now entering its third decade, OHD continues to evolve in response to the changing city, expanding beyond traditional building tours to include neighbourhood explorations, public realm discussions and community engagement.

Over the past three years in particular, the IAF has made a deliberate and strategic investment in how architecture is communicated to audiences through the Open House Dublin campaign. This has resulted in a series of visually distinctive, concept-led campaigns.

These campaigns have sought to:

- Position architecture within everyday public discourse.
- Use strong visual storytelling and art direction to engage wider audiences.
- Experiment with new formats, collaborations and modes of engagement.

This reflects a broader ambition: for Open House Dublin to act as a leader in public engagement within architecture, both in Ireland and across the Open House network.

The 2026 campaign is expected to build on and extend this ambition, demonstrating creative confidence, originality and clarity in how the festival theme is interpreted and communicated. Each year, the festival is shaped by a central theme, which informs the programme, visual identity and public engagement campaign. The theme is yet to be confirmed for 2026.

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The festival takes place over 9 days, beginning with Open House Junior, a dedicated weekend of activities for children and families.

3.0 Project Overview

The IAF is seeking a design agency to collaborate on the development and rollout of the Open House Dublin 2026 visual identity and campaign.

The selected agency will work closely with the IAF Director, Festival Senior Manager and wider IAF team to:

- Support the art direction and development of the 2026 visual identity.
- Ensure alignment with the existing IAF brand and OHD platform.
- Translate the identity across a coherent suite of print and digital assets.
- Apply the identity across the Open House Dublin website.
- Support website maintenance and live delivery during the festival period.

The visual identity will be developed by the IAF in collaboration with commissioned photographers and/or artists, with the agency supporting and refining this process.

3.1 Contract and Partnership Term

The IAF intends to appoint a design partner for an initial one-year period for 2026. Recognising the value of continuity in developing and evolving the Open House Dublin visual identity and campaign over time, there will be the option to extend this for a further two years for 2027 and 2028.

This approach is intended to support:

- The progressive development of a strong and recognisable visual campaign for the festival.
- Ongoing innovation in how architecture is communicated to audiences.
- A more strategic and collaborative working relationship between the IAF and the appointed agency.

The contract will include a review process, with the option for either party to terminate the agreement at the end of each festival cycle, subject to agreed notice periods.

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4.0 Scope of Services

4.1 Visual Identity and Art Direction

The appointed agency will:

- Manage and advise on art direction.
- Collaborate with the IAF to develop and refine the 2026 visual identity.
- Ensure alignment with the IAF brand and OHD platform.
- Provide art direction for campaign imagery, including:
 - Photography direction (on-site where required).
 - Image selection and post-production/retouching.
 - Integration of still and moving image.

Brand Requirements:

- Use official IAF logo and brand hierarchy.
- Use IAF Sans as primary typeface.
- Follow IAF brand colour system.
- IAF Brand Guidelines will be supplied to the appointed agency.

4.2 Marketing and Communications Assets

The agency will design and deliver a suite of print and digital assets, including:

Campaign and Marketing

- Save-the-date and email invite graphics.
- Social media assets (approx. 8–10 items across static, carousel, animated formats).
- Meta advertising suite:
 - 3 primary campaign concepts.
 - A/B variants (2 per concept).
- On-street marketing assets (e.g. digipanel, metropoles).
- Print advertisements (up to 3 placements).

Festival Materials

- Festival pocket guide.
- Festival signage, wayfinding and merchandise (e.g. bunting, posters, tote bags).
- Participant/Supporter toolkit (social tiles, email signature, banner).

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Reporting and Legacy

- OHD 2026 Wrap Report / publication.
- Associated social media assets.

Branding and Partners

- Funders/supporters “logo soup” graphics.
- Venue branding elements (e.g. logo wall).

4.3 Website Maintenance and Development

The agency will be responsible for:

- Integration of the 2026 visual identity into the OHD website.
- Updates to booking systems and map integration.
- Ongoing maintenance, testing, and performance monitoring.

A critical support period will run from September–October 2026, covering:

- Pre-launch.
- Live festival period.
- Immediate post-event.

Support Requirements:

- Responsive, flexible support with fast turnaround.
- On-call availability for critical issues during peak festival period.
- Close collaboration with IAF, IT providers, and booking partners.

This is a critical component of the brief.

The website functions as a live event platform and requires a proactive, solutions-focused approach.

4.4 Note: The Open House Dublin website and associated typography were refreshed in 2025 to align with the IAF’s core brand. No major structural redesign of the website is anticipated for 2026. The primary requirement is the integration of a new visual identity, alongside ongoing technical and operational improvements.

5.0 Tone and Approach

The OHD campaign should:

- Be engaging, accessible and culturally relevant.

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- Reflect the diversity and complexity of Dublin's built environment.
- Translate architectural ideas into clear, compelling public narratives.
- Balance creative ambition with clarity and usability.

6.0 Collaboration and Delivery

The selected agency will:

- Work collaboratively with the IAF team and external contributors.
- Deliver assets in line with agreed timelines and programme milestones.
- Provide adaptable, scalable design solutions.
- Support campaign rollout from early announcement through to post-festival reporting.

7.0 Key Requirements

Designers should demonstrate:

- Experience in cultural or event-based campaigns.
- Strong branding and art direction capability.
- Proven expertise in web maintenance and live event support.
- Ability to deliver integrated design and technical services.
- Capacity to work in a fast-paced, deadline-driven environment.

8.0 Deliverables and Timeline

Detailed timelines will be agreed with the appointed agency. Indicative phases include:

- Visual identity development (June-July 2026).
- Campaign rollout (August 2026).
- Website launch and live support (September-October 2026).

9.0 Budget

The total available budget for this contract is €40,000 (inc VAT).

This budget is inclusive of all services outlined, including:

- Art Direction.
- Design.

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- Production of assets.
- Website development.
- Website maintenance and support.

Proposals should clearly outline how the scope will be delivered within budget, including any assumptions or exclusions.

10.0 Submission Requirements

- Agencies are asked to submit short credentials, relevant experience, short team biographies and team structure, and up to three case studies / portfolio examples which showcase similar projects by 7 May 2026.
- These are to be submitted in a single combined PDF document of not more than 10 A4 pages.
- Previous relevant experience is essential.
- Include your approach to integrated design and web delivery.
- Include fee breakdown (design and web support).
- Up to three shortlisted agencies will be called for an interview in the week commencing 18 May 2026.

Open House Dublin is a unique platform that connects people with the city they live in, opening up conversations about how it is designed, built and experienced.

The 2026 campaign should build on this legacy, creating a distinctive and memorable identity that resonates with audiences, reflects the festival theme and reinforces the role of architecture in shaping Dublin's future.

11.0 Timelines

- Credentials documents to be sent to breena.cooper@iaf.ie, openhouse@iaf.ie and opportunities@iaf.ie by 17:30 on 7 May.
- Up to three shortlisted agencies will be called for a face-to-face interview in the week commencing 18 May 2026.
- Activity will begin in June 2026.
- Open House Festival is 10-18 October 2026, and the campaign is live for the months of September and October.

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About the IAF

The Irish Architecture Foundation (IAF) is an independent organisation, founded in 2005, to connect people with architecture. Working across the island of Ireland, we bring audiences together to experience, explore and discuss the ways architecture shapes our lives, individually and collectively, as communities, as a culture and as a nation.

Through festivals, exhibitions, placemaking and learning programmes, IAF expands knowledge and understanding, sparks new ideas and advances new thinking about the role of architecture and the built environment in our shared future. Our work creates opportunities for participation, dialogue and collaboration, supporting a more informed, engaged and imaginative public.

A not-for-profit charity, IAF is principally funded by the Arts Council / An Chomhairle Ealaíon and additionally funded by the Department of Housing, Local Government and Heritage, the National Built Heritage Service, the Office of Public Works, and Dublin City Council.

IAF partners with individuals, organisations, Government agencies, educational institutions and communities to deliver impactful programmes that build civic pride, inspire action and deepen engagement with architecture.

For more information, visit: iaf.ie and openhousedublin.com

Instagram: [@irisharchitecturefoundation](https://www.instagram.com/irisharchitecturefoundation)