

Germany – Recreational, cultural and sporting services – Provision of Services and Works for the ECB Visitor Centre (ViC) – Creative and Maintenance
OJ S 209/2025 30/10/2025
Contract or concession award notice – standard regime
Services - Works

1. Buyer

1.1. Buyer

Official name: European Central Bank

Email: procurement@ecb.europa.eu

Legal type of the buyer: EU institution, body or agency

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Provision of Services and Works for the ECB Visitor Centre (ViC) – Creative and Maintenance

Description: The ECB intends to award one Framework Agreement for the provision of services and works with regards to the ECB's Visitor Centre (ViC). The Contractor shall provide the following services: a) Maintenance and support services for the operation of the ECB Visitor Centre which shall be ordered as a Service Level Agreement immediately upon commencement of the contract. Regular servicing, maintenance, updating to latest firmware and software including testing, trouble-shooting, repair and incident resolution, including remote and on-site technical service at the ECB premises in Frankfurt am Main, Germany, for:

- Physical exhibition elements (i.e. furniture, panels, mechanical exhibits);
- Media installations (i.e. apps, games, software, digital deliverables);
- Technical infrastructure (i.e. IT/AV hardware, network systems).

b) Services for the further development and extension of the ECB Visitor Centre

- Concept development, content/message development and drafting, script writing, copywriting, infographic development, pedagogy, didactics.
- Exhibition design /planning:
- Scenography, interior/spatial design, wayfinding, art direction and graphic design, print design, branding and visual identity, interactive exhibits design, furniture design, scale modelling.
- Architectural planning:
- The Contractor shall develop and prepare detailed planning of new architectural elements.
- Media design/planning:
- Art direction, interaction design and development, didactics/interactivity, app design and development, user interface and user experience design, web design and development; virtual/augmented/mixed reality, media research.
- Technical design/planning:
- Audio-visual engineering, IT/AV planning, software/network design, technical infrastructure development.
- Project coordination, general contracting and operational management:
- Master planning, project management, subcontracting, coordination of works, regulatory compliance and certification (i.e. building-, health/safety-, environment-related), prototyping and material sampling.

Works for the Visitor Centre:

a) Works for the planning, production and installation of physical exhibition elements:

- Carpentry, metal works, fine mechanics, furniture production, sculpting, modelling, manufacturing/machining/processing of textiles and composite materials, printing, painting, drawing, finishing, decoration.

b) Works for the development and production of media installations:

- Programming, editing, animation, illustration, music/sound production for app /game development, software/web development, virtual/augmented/mixed reality production,

video production c) Works for the planning and installation of IT/AV components and technical infrastructure: • Purchase and installation of hardware components, technical devices, cabling and electrical works, network development/programming/deployment, IT administration, software installation/configuration/updating.

Procedure identifier: ea148364-5340-4c7e-bfb1-215b840a61eb

Previous notice: 459476-2024

Internal identifier: PRO-008730

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

Main features of the procedure: The tender procedure shall be open on equal terms to all natural or legal persons resident or located in the European Union and to all natural and legal persons resident or located in a country which has ratified the World Trade Organisation Agreement on Government Procurement or has concluded with the European Union a bilateral agreement on procurement under the conditions laid down in the said agreements. The tender procedure is conducted in accordance with Decision ECB/2016/2 laying down the rules on procurement (as amended), available at <https://www.ecb.europa.eu/ecb/legal/1001/procurement/html/index.en.html> And in EUR-Lex: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:02016D0002-20200501>. The detailed features and terms and conditions of the procedure can be found in the procurement documents.

2.1.1. Purpose

Main nature of the contract: Services

Additional nature of the contract: Works

Main classification (cpv): 92000000 Recreational, cultural and sporting services

Additional classification (cpv): 45000000 Construction work

2.1.2. Place of performance

Postal address: European Central Bank Sonnemannstrasse 22

Town: Frankfurt am Main

Postcode: 60314

Country subdivision (NUTS): Frankfurt am Main, Kreisfreie Stadt (DE712)

Country: Germany

Additional information: This tender procedure is conducted via the ECB's electronic tendering system (e-tendering) which can be accessed via the following internet address: <http://www.ecb.europa.eu/ecb/jobsproc/sourcing/html/index.en.html> . If you have not used the ECB's electronic tendering system before, you need to register via the above link (click on 'Register'). Subsequently to the registration, you will receive an automated notification with your user credentials to log in (click on 'Login') and to access the tender documentation. Please note that: — A registration to the above system is only required once and you can reuse your user credentials in all future procedures of the ECB which are conducted via the above system. Therefore, please keep your user credentials for the future; — In case you should have participated in previous ECB tender procedure(s) in the past which were conducted via the ECB's prior online system, you nevertheless need to register once to the ECB's electronic tendering system under the above address; — Your mere registration does not constitute an application/tender. You must submit your application/tender via the ECB's electronic tendering system as further instructed in the application/tender documentation. The system reference number for the above procurement is: RFX-PT-2024-000044: PRO-008730-R1-ECB Visitor Centre. To download the tender documents, log on to the ECB's electronic tendering system with your login and password. Expand the field 'Public Tenders – Upcoming Events'. Click on 'Click to request an invitation to this event' for the above procedure and close the new window

which opens. Once the request is completed (this can take a few minutes), the status of the participation request will change to 'Invited' and the RFx documentation will be accessible via the RFx tab. Under the above link you also find user guides for detailed information on how to use the system and contact details for technical support. Should you require technical help when using the system, please contact the ECB's technical support team at sourcing.support@ecb.europa.eu by quoting the reference number and the problem experienced. Any other queries relating to this procurement procedure and the content of the procurement documentation shall be submitted as message via the ECB's e-tendering system (under the tab 'Discussion'). The ECB endeavours to answer all queries as quickly as possible but cannot guarantee a minimum time response. The ECB shall not be bound to reply to queries received less than seven calendar days before the time-limit for the submission of tenders.

2.1.3. Value

Estimated value excluding VAT: 4 800 000,00 EUR

Maximum value of the framework agreement: 5 760 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

<http://data.europa.eu/eli/dec/2016/245/2020-05-01> - Consolidated text: Decision (EU) 2016 /245 of the European Central Bank of 9 February 2016 laying down the rules on procurement (ECB/2016/2) (recast)

5. Lot

5.1. Lot: LOT-0001

Title: No lots

Description: As above

5.1.1. Purpose

Main nature of the contract: Services

Additional nature of the contract: Works

Main classification (cpv): 92000000 Recreational, cultural and sporting services

Additional classification (cpv): 45000000 Construction work

Options:

Description of the options: The ECB may extend the contract by 12 months upon satisfactory performance and business needs, hence the total contract duration shall be maximum 48 months.

5.1.2. Place of performance

Country subdivision (NUTS): Frankfurt am Main, Kreisfreie Stadt (DE712)

Country: Germany

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 4 800 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.7. Strategic procurement

Green Procurement Criteria: Other Green Public Procurement criteria

5.1.10. Award criteria

Criterion:

Type: Price

Description: Overall price offer

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 40,00

Criterion:

Type: Quality

Description: Creativity and strategy as requested in the scenario "Creative Proposal For A Hypothetical Deliverable Scenario":

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 20,00

Criterion:

Type: Quality

Description: Proposed approach, methodology, implementation planning and production management for the performance of the deliverables in response to the ECB's requirements

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 20,00

Criterion:

Type: Quality

Description: Compliance and approach to fulfilling the service level requirements for the deliverables

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 20,00

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

Electronic auction: no

5.1.16. Further information, mediation and review

Mediation organisation: The European Ombudsman

Review organisation: Procurement Review Body of the European Central Bank, c/o Legal Advice Team

Information about review deadlines: Within 10 days of receipt of the notification in accordance with Article 34(1) or the first sentence of Article 34(3) of Decision ECB/2016/2 laying down the rules on public procurement. Further requirements are outlined in Article 39 of this Decision. A complaint to the European Ombudsman does not affect the deadline for lodging appeals.

Organisation providing additional information about the procurement procedure: European Central Bank

Organisation providing offline access to the procurement documents: European Central Bank

Organisation providing more information on the review procedures: European Central Bank

Organisation signing the contract: European Central Bank

6. Results

Maximum value of the framework agreements in this notice: 5 760 000,00 EUR

Approximate value of the framework agreements: 4 800 000,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 5 760 000,00 EUR

Re-estimated value of the framework agreement: 4 800 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: Markenfilm Crossing GmbH

Tender:

Tender identifier: Markenfilm Crossing GmbH

Identifier of lot or group of lots: LOT-0001

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: Contract Markenfilm Crossing GmbH

Date of the conclusion of the contract: 01/10/2025

Information about European Union funds:

Organisation signing the contract: European Central Bank

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 4

8. Organisations

8.1. ORG-0001

Official name: European Central Bank

Registration number: 0001

Postal address: Sonnemannstrasse 22

Town: Frankfurt am Main

Postcode: 60314

Country subdivision (NUTS): Frankfurt am Main, Kreisfreie Stadt (DE712)

Country: Germany

Contact point: Central Procurement Office

Email: procurement@ecb.europa.eu

Telephone: +49 69 1344 0

Internet address: <https://www.ecb.europa.eu/home/html/index.en.html>

Information exchange endpoint (URL): <https://www.ecb.europa.eu/ecb/jobsproc/sourcing/html/index.en.html>

Buyer profile: <https://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

Organisation providing more information on the review procedures
Organisation signing the contract

8.1. ORG-0002

Official name: The European Ombudsman
Registration number: 0002
Postal address: 1 avenue du Président Robert Schuman, CS 30403
Town: Strasbourg
Postcode: 67001
Country subdivision (NUTS): Bas-Rhin (FRF11)
Country: France
Email: eo@ombudsman.europa.eu
Telephone: +33 3 88 17 23 13
Internet address: <https://www.ombudsman.europa.eu/en/home>

Roles of this organisation:

Mediation organisation

8.1. ORG-0004

Official name: Procurement Review Body of the European Central Bank, c/o Legal Advice Team
Registration number: 0003
Postal address: Sonnemannstraße 22
Town: Frankfurt am Main
Postcode: 60314
Country subdivision (NUTS): Frankfurt am Main, Kreisfreie Stadt (DE712)
Country: Germany
Contact point: Procurement Review Body of the European Central Bank, c/o Legal Advice Team
Telephone: +496913440
Fax: +496913446886

Roles of this organisation:

Review organisation

8.1. ORG-0005

Official name: Markenfilm Crossing GmbH
Size of the economic operator: Micro, small, or medium
Registration number: HRB101128
Postal address: Vorwerkstr. 12
Town: Hamburg
Postcode: 20357
Country subdivision (NUTS): Hamburg (DE600)
Country: Germany
Email: info@markenfilm-crossing.de
Internet address: <https://markenfilm-crossing.de/>

Roles of this organisation:

Procurement service provider

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL
Town: Luxembourg
Postcode: 2417
Country subdivision (NUTS): Luxembourg (LU000)
Country: Luxembourg
Email: ted@publications.europa.eu
Telephone: +352 29291
Internet address: <https://op.europa.eu>
Roles of this organisation:
TED eSender

Notice information

Notice identifier/version: c3c3f1ca-f0b4-48c2-9b8b-ccb74f7366ca - 01
Form type: Result
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