



Terms of reference

Audiovisual Documentation & Mini-Documentary Production

Organisational Background

Turquoise Mountain supports artisans and communities to protect and revitalise their heritage. Our work is rooted in the belief that cultural heritage has the power to transform lives. Founded in 2006 by His Majesty King Charles III, we work directly with artisan communities in Afghanistan, Jordan, Myanmar, Palestine, Saudi Arabia, and Syria. To date, we have trained and employed over 11,500 artisans, restored more than 180 historic buildings, provided primary healthcare to over 280,000 patients, and education and cultural heritage programmes to over 4,500 children.

1. Background & Context

Artisans of the Levant is a regional craft and design project developed in collaboration between Turquoise Mountain and the Institut français de Jérusalem. The project explores the shared material, cultural and craft connections between Palestine, Jordan, Syria and Lebanon, approaching the Levant through its interconnected landscapes, materials, techniques, workshops and artisan knowledge rather than through national borders alone. The project is supported by ALIPH and implemented with IFJ, IFPO and Métiers Rares within the agreed consortium framework.

1. Purpose and scope

Turquoise Mountain seeks an experienced production company to photograph, film, edit and deliver a coherent body of material across Palestine, Jordan, Lebanon and Syria. Artisans of the Levant is supported by ALIPH and implemented by Turquoise Mountain and the Institut français de Jérusalem (IFJ), with contributions from IFPO and Métiers Rares.

A primary purpose is to provide the principal photographic corpus for an illustrated French-language book of approximately 100–200 pages. The assignment also supports The Craft Project and the collection's communication campaign, exhibitions, cultural mediation, institutional communication and donor reporting. Images must document artisans, their knowledge and contexts, the creative process and finished objects.

The book's structure will be developed by Métiers Rares and validated with IFJ. Approval of the collection's production framework does not approve the narrative or structure of the book or exhibitions. The material should reflect transmission, circulation, co-creation and economic sustainability while preserving artisans' voices and local differences.





Annex A forms an integral part of these terms of reference and must be issued with them. It sets out the detailed book, media, technical, rights and scheduling requirements. All requirements affecting the offer must be completed and agreed before tender release.

2. Roles and approval

Turquoise Mountain manages procurement, contracting, logistics and day-to-day production and is the contractor's single operational and contractual contact. IFJ coordinates the book's publication, editorial planning, production schedule and print delivery. Métiers Rares is responsible for writing the book and leading its editorial, iconographic and artistic direction, in coordination with IFJ, and for the media brief and press kit. IFPO contributes to the scientific accuracy of research-based narratives and captions.

IFJ, Métiers Rares and Turquoise Mountain agree the joint brief before production. The contractor submits its approach, shot lists and sample images, film treatments, rough cuts and final work for review. Acceptance of material for the book requires IFJ and Métiers Rares approval. Turquoise Mountain consolidates partner feedback and communicates approval or corrections in writing.

The Operational Committee handles the relevant collective decisions. Unresolved editorial disagreements and material changes to scope, countries, quantities, formats, budget or deadlines must follow the project's approval process before Turquoise Mountain issues instructions or contractual changes. Creative working sessions prepare recommendations but do not replace that process.

3. Production approach

Photography and filming of workshops, fabrication and time-sensitive stages must coincide with the relevant activities. Interviews, portraits and supplementary shots may be arranged separately. The team must cover all four countries and provide realistic access, travel, permits, insurance, safety, local-partner and backup plans. Any access-related change affecting the agreed scope requires prior project approval.



4. Required outputs

The following outputs form the base commission. Annex A specifies the detailed requirements and the separately priced short-film option. The final quantities and dates needed for pricing must be stated before tender release.

Ref.	Output and minimum requirement
D1	Inception package: creative and editorial approach, four-country workplan and logistics, interviews, risk and consent plans, file management, book coverage matrix, sample images and review plan. Due within 10 working days of signature, subject to confirmation before release.
D2	Country production plans: crew, access, interviews, equipment, travel, backups and shot lists linked to the book and production calendar; approved before each deployment.
D3	At least 200 distinct edited and captioned high-resolution photographs, including at least 50 per country. Include portraits, workshops, gestures, techniques, materials, context, prototypes and finished objects; supply print-ready files and web versions. Any alternative distribution requires approval and inclusion in the contract.
D4	Six craft-based mini-documentaries of 5–10 minutes. Each follows its craft in the relevant countries; the series as a whole represents all four countries. Deliver rough cuts, final masters and the media adaptations expressly quantified in Annex A.
D5	Selected interview extracts and complete timecoded original-language transcripts and English translations for the priority interviews. Their number or total duration must be fixed before release.
D6	Clean film masters and English, French and Arabic subtitled versions, with separate SRT and VTT files. This applies to D4 and commissioned adaptations unless an approved output-specific schedule states otherwise. The optional D8 package has its own language scope.
D7	Complete indexed archive to Turquoise Mountain and IFJ: original photographs, processed files, rushes, audio, editable projects, graphics, transcripts, subtitles, captions, logs and rights records. Staged delivery during production and complete final handover.
D8	Separately priced options only: short films, further media edits, additional films or languages and extended logging. The seven-film short-format package is detailed in Annex A2; it does not replace D4 and requires written commissioning.

5. Quality and review

Photographs must be captured in RAW and supplied at full resolution; selected book images must support at least 300 pixels per inch at the intended print size without artificial enlargement. Video capture must be at least 4K UHD, with professional sound. Annex A3 gives the full standards.

Acceptance assesses coverage, visual coherence, technical quality, captions and cleared rights as well as quantity. Two consolidated review rounds are included for each principal deliverable.





Correction of work that fails to meet the agreed brief is included and is not extra creative work.
Review response times must be stated in Annex A6.



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6. Schedule and essential usage rights

The assignment runs within the project period ending November 2027 and may finish earlier once all required work is accepted. The confirmed schedule must allow for the book, IMA, Révélations, Paris Design Week and agreed French Institute presentations. Provisional dates and the fields to complete before release appear in Annex A6.

Turquoise Mountain and IFJ must receive a non-exclusive worldwide licence, for the full applicable copyright and related-rights term, covering the agreed project uses, with remuneration included in the price and no additional usage fees for those uses. Copyright remains with its holders. The licence takes effect on payment for the corresponding delivery; internal review and production preparation are permitted before payment.

Permitted uses include print and digital publication, book sales and reprints, exhibitions, screenings, press and media, project communication, donor visibility, archiving and authorised professional presentation of the collection. Selection, cropping, editing, translation, subtitling and adaptation are covered, subject to attribution, moral rights and participant permissions. IFJ and Turquoise Mountain may authorise the relevant partners, publishers and service providers to carry out those uses, including Métiers Rares and The Craft Project. Detailed provisions are in Annex A4–A5.

Turquoise Mountain obtains artisan and workshop authorisations, with the contractor's assistance. The contractor secures the necessary permissions from its contributors and for third-party material. All restrictions must be identified before use. The contractor may publish project material only after written clearance through Turquoise Mountain. Public communications require ALIPH's prior written approval, unless ALIPH expressly agrees a defined alternative process. Credits must acknowledge ALIPH and the actual contributions of the partners and creators.

7. Budget and qualifications

The ceiling is US\$33,000, including fees, equipment, four-country travel and logistics, production, post-production, translation, licensing, insurance and applicable taxes. Optional work must be priced separately.

Applicants must be legally registered production companies, or lead companies with identified partners, with at least five years of relevant experience. Their portfolios must demonstrate documentary storytelling and coherent photography for illustrated books, including finished objects and full-page or spread reproduction. Capacity to deliver in all four countries is mandatory.

The proposed team must cover creative direction, production management, camera, sound, photography and editing; roles may be combined if quality is maintained. Arabic and English capacity, and capacity for the required French translation and subtitling, must be demonstrated. Suitable insurance, safe working practices and secure data management are required.





8. Application and selection

Submit a technical proposal, team CVs and relevant portfolio, a four-country workplan aligned with **Annex A6**, and an itemised financial offer. Explain how the book and media requirements will be met. Separate photography, films, media adaptations, transcription, translation, subtitles, archiving and usage-rights remuneration; identify any licence restrictions. Price options separately.

Selection will consider quality and feasibility, illustrated-book and documentary experience, technical delivery, rights compliance and value for money. If separate photography and film providers are appointed, their roles, shared schedule and common usage requirements must be defined.

Send proposals and questions to:

Hr.jo@turquoisemountain.org.

Deadline: 08 October 2026. Only shortlisted applicants will be contacted.



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Annex A - Detailed requirements

A1 Photography for the book

The book's editorial outline and iconographic brief shall form part of the tender documents and the contractor's agreement. They shall specify chapter structure, subjects, visual references, artistic approach, required image types, intended print dimensions, page and spread uses, colour requirements, captions, credits, delivery stages and acceptance criteria. The contractor shall review these requirements before submitting its technical and financial proposal and identify any feasibility issue or gap. Before tender release, Métiers Rares and IFJ shall complete and approve this section, including a provisional page-by-page layout and an image-coverage matrix stating the required subjects, image types and minimum quantities by editorial section. They shall verify whether the D3 baseline is sufficient for that layout; any required adjustment shall be approved and reflected in D3 and the priced scope before release. This section shall clearly distinguish validated requirements from editorial choices that remain open within the agreed scope.

Before each photography phase, the contractor shall submit a shot list mapped to the book's chapters and image requirements. A representative sample sequence shall be approved before the main production phase. Later refinements within the agreed scope shall be consolidated by Turquoise Mountain; changes affecting cost or production shall be managed under the agreed change procedure.

Coverage shall include artisan portraits, workshop environments, gestures and sequences of making, tools, materials, contextual views, prototypes and completed objects. Completed objects shall be photographed as a mandatory component, with consistent overall views and details, faithful colour rendering and neutral backgrounds where required by the brief. Portrait and landscape compositions, full-page images and double-page spreads shall be planned according to the approved layout requirements.

The chapter-based shot lists shall distinguish master artisans and participating designers, materials and tools, step-by-step making sequences, workshop and territorial context, and finished-object overall views and details. Apply a coherent visual approach across locations without erasing local differences. Coverage of the six selected disciplines shall follow the book's editorial structure developed by Métiers Rares and validated with IFJ; an exhaustive survey of all crafts or workshops is not required.

Acceptance shall assess editorial coverage, coherence, image quality, captions and rights clearance, in addition to quantity. Métiers Rares and IFJ shall select images for the book from contact sheets and full-resolution files; this selection shall not restrict the required archive handover.

The image matrix must identify the editorial section, subject, country or location, image type, minimum quantity, intended reproduction size and required delivery date. Métiers Rares and IFJ select the book images from contact sheets and full-resolution files. The selection does not reduce the complete archive delivery.





Book specifications to complete before release

Item	To be supplied and agreed
Editorial plan	Provisional chapter structure and page-by-page layout.
Image requirements	Coverage matrix, dimensions for pages and spreads, visual references, colour workflow and acceptance criteria.
Sufficiency of D3	Confirm the 200-image minimum and country allocation meet the layout; record any approved change in D3 and the price.



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A2 Media and communication requirements

The films shall be designed for dissemination and editorial presentation by The Craft Project, alongside the project's other agreed channels and exhibition uses. The contractor shall comply with the media brief supplied by Métiers Rares in coordination with IFJ and agreed with Turquoise Mountain. This brief shall define editorial tone, narrative structure, durations, aspect ratios, opening and closing sequences, titles, subtitle placement, audio specifications, thumbnails, credits and delivery formats.

For interviews and recorded speech, participants shall speak in their preferred Arabic, French or English language; preserve the original voice without dubbing and provide the commissioned subtitles. The tone shall be precise, cultural and respectful, avoiding stereotypes or a charitable portrayal while retaining the project's heritage-safeguarding and transmission purposes. Film narratives shall centre artisans' voices rather than use them solely to illustrate institutional copy.

The base commission shall include the specific The Craft Project adaptations listed and quantified in the media schedule in this section. The schedule shall be completed and agreed by Métiers Rares, IFJ and Turquoise Mountain before tender release and shall state the number and duration of extracts per film, required horizontal and vertical versions, language versions, cover images and accompanying texts. Any additional adaptation shall be priced separately and commissioned only in writing. The contractor shall plan filming and framing to support all commissioned versions from the outset.

The contractor shall supply clean masters, separate subtitle files and editable source material enabling authorised adaptations by The Craft Project or its appointed editors.

Provide a cleared press-ready selection from the photographic corpus, with verified names, short factual profile information supplied by the project partners, concise French and English captions, and asset-specific credits. Identify material suitable for successive IMA, Révélations, book and Paris Design Week releases. Métiers Rares remains responsible for assembling and updating the press kit and accompanying editorial copy; a full Arabic press kit requires separate agreement and is not imposed on this contractor.

During immersion and fabrication, capture short vertical-ready observational sequences of gestures, workshop life, places, and exchanges between artisans and designers, with usable ambient sound and framing suitable for 9:16 and 16:9 reuse. Deliver an indexed selection of unedited rushes weekly during the immersion period through the shared secure archive. Edited social-media outputs are limited to those expressly commissioned under the deliverables schedule.

Separately priced short-film option under D8

Short-format option for separate pricing and approval: six craft edits of up to 60 seconds each, drawn from the corresponding documentary material, plus one overarching project film of up to 60 seconds. For this option, deliver each film in 9:16 and 16:9, each in original-language, French-subtitled and English-subtitled versions (42 video exports); 14 cover images; French and English SRT/VTT subtitle files for each of the seven films; and seven clean archive masters without





subtitles or credit blocks. Supply burnt-in subtitles for the agreed social exports. Any Arabic-subtitled exports for this option shall be identified and priced separately. The overarching film's text shall be prepared by Métiers Rares and jointly validated before the contractor edits to it. If commissioned, this overarching film is the selected project-trailer option, not an additional duplicate trailer. No part of this package is mandatory unless expressly included after scope and budget approval.

Other options may include further social edits, additional films, languages beyond D6 or extended archive logging. Any trailer must be identified clearly to avoid ordering a duplicate of the overarching D8 film.

Before release, complete the base media schedule with the number and duration of extracts per film, horizontal and vertical versions, subtitle languages, cover images and accompanying texts. Identify which are included in the base price and which are options. Confirm the number or total duration of priority interviews for D5. No unspecified additional package is included automatically.



A3 Technical standards and file delivery

Area	Requirement
Video capture	4K UHD minimum; professional codec and bit depth appropriate to the camera system; stable exposure and colour settings; capture in log or other high-dynamic-range profile where suitable.
Audio	Professional separate or dual-system audio where required; lavalier and directional microphones; 48 kHz / 24-bit WAV preferred; monitored dialogue and intentional ambient sound.
Photography	Professional RAW capture plus full-resolution processed JPEG/TIFF files; colour-corrected, non-watermarked and suitable for print and digital use. Selected publication images shall be supplied as TIFF files with embedded colour profiles and effective resolution of at least 300 pixels per inch at the intended print dimensions, without artificial upscaling. Final dimensions and colour workflow shall follow the approved book brief and printer requirements.
Final film masters	4K master and 1080p delivery master in agreed professional and web codecs; 16:9 unless otherwise approved; text-safe and clean versions where requested. The separately specified The Craft Project package shall also be delivered in all commissioned ratios and formats, with clean editable source material for authorised adaptations.
Captions and transcripts	Timecoded SRT and VTT files; verified spelling of names, crafts and places; original-language transcripts and English translations as specified in D5; subtitle languages as specified in D6.
Colour and sound	Consistent colour grade across each film; broadcast-safe levels; clear dialogue; balanced mix; licensed music and sound elements.
Data and archive	Documented folder structure, unique file naming, checksum or equivalent transfer verification, at least two field backups, final archive index and no password-locked proprietary-only delivery.
Metadata	Country, location, date, artisan/participant name, craft, activity, photographer/camera operator, consent reference where applicable, and concise captions or content descriptions. Each asset shall have a unique identifier linked to its permitted uses, credits and any restrictions in the rights register. Sensitive consent documentation shall be accessible only to authorised recipients.

Bidders should identify their proposed capture formats, camera and sound package, data volume assumptions and archive approach. Equivalent or higher specifications may be proposed where they improve quality or long-term usability without exceeding the budget ceiling.

Archive and access

The complete structured archive shall be delivered to both Turquoise Mountain and IFJ, through secure transfer, with staged deliveries during production and a final handover. It shall include original photographs, processed masters, rushes, synchronised audio, editable project files,





graphics, transcripts, subtitles, captions, contact sheets, shot logs, licence evidence and a rights register linking each asset to its permitted uses and restrictions. File formats, software versions and any dependencies shall be documented. Access to reusable material for Métiers Rares and The Craft Project shall be provided within the agreed rights framework. Receipt shall include a completeness and file-readability check.

The shared archive shall include a searchable index identifying each person, workshop, craft or technique, location, capture date, creator credit and permitted use. Access for participating artisans and workshops to materials concerning them shall be facilitated through Turquoise Mountain and IFJ, subject to the rights, privacy and cultural-sensitivity framework. Archive access does not itself authorise publication or unrestricted reuse.

Provide two field backups at minimum, a staged transfer plan and a final archive index. Final receipt includes checks of completeness and file readability. Restricted permission forms must be shared only with authorised recipients.



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A4 Detailed rights and permissions

The contractor shall identify the copyright owner(s) of every commissioned photograph, film, recording and other protected contribution. Copyright shall remain with the identified rights holder(s), subject to the following licence, which the contractor shall secure from all relevant contributors.

For the commissioned materials identified in the delivery register, the contractor grants Turquoise Mountain and IFJ a non-exclusive, worldwide licence for the full applicable term of copyright and related rights, with remuneration included in the contract price and no additional usage fee for the authorised uses. The licence shall become effective on payment for the corresponding deliverables; prior delivery shall include permission for internal review and production preparation. Rights in paid deliverables shall survive expiry or termination of the services contract, subject to applicable law.

The licence expressly permits reproduction, printing, distribution, exhibition, public screening, online publication, communication to the public, archiving, selection, sequencing, cropping, colour correction, editing, extraction, translation, subtitling and adaptation for the project's book, exhibitions, mediation, press, institutional communication, reporting, donor visibility, digital dissemination and authorised professional presentation of the collection.

For the Artisans of the Levant book, authorised uses include cover and interior reproduction, print and digital editions, distribution and sale, reprints, revised or translated editions and related promotion. The licence also permits use of footage in a later project-related documentary, subject to participant consent and third-party clearances; producing that documentary is not a deliverable of this assignment.

Turquoise Mountain and IFJ may authorise and sublicense these uses, solely within the above project purposes, to ALIPH, IFPO, Métiers Rares, the legal operator of The Craft Project, participating French Institutes, IMA, Révélation organisers, host venues, publishers, printers, distributors and appointed editors or production providers. No repeated permission or additional contractor fee shall be required for uses already covered by this licence.

Authors' attribution and applicable moral rights shall be respected. Edits shall not misrepresent participants, distort testimonies or prejudice protected rights. These provisions do not transfer artisans' designs, traditional knowledge or rights in depicted works. Independent stock-image sales, unrelated advertising and other exploitation outside the authorised purposes require separate permission from the relevant rights holders.

Participant permissions

Turquoise Mountain remains responsible under the project framework for obtaining the necessary authorisations from participating artisans and workshops for materials produced under its responsibility. The contractor shall assist in explaining the planned uses, collecting agreed forms, linking permissions to the corresponding files, maintaining the rights register and reporting any missing or restricted permission before use. This administrative assistance does not transfer Turquoise Mountain's responsibility for obtaining these authorisations.





Consent documentation shall identify the persons or workshops concerned, permitted uses, media, territories, duration, credits and restrictions, expressly addressing the book, its sale, The Craft Project, exhibitions, digital dissemination and ALIPH visibility where authorised. Information shall be provided in a language understood by participants. Refusal or a restriction shall be respected; affected material shall be withheld, replaced, removed or anonymised as appropriate. Consent forms and personal data shall be stored securely and made available only to authorised recipients.



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A5 Third-party material and public communication

The contractor shall secure rights from its photographers, directors, editors, performers and other contributors sufficient to grant the agreed licence. It shall clear music, graphics, fonts, archive material and other third-party elements for the commissioned uses, territories, duration and authorised sublicensing. Any restricted element shall be declared and approved before incorporation; an unrestricted alternative shall be proposed where needed. Platform-specific music licences shall not be used for cross-platform or exhibition masters unless they cover all required uses.

The contractor shall not publish project materials, submit them to festivals, release behind-the-scenes content or use them in its portfolio without prior written clearance through Turquoise Mountain, following the project's participant-consent, partner-validation and ALIPH approval requirements. No contractor release shall precede the agreed public release.

ALIPH visibility and credits

The project background shall acknowledge ALIPH's support and the agreed partner structure. All public-facing deliverables shall comply with the approved visibility and credits kit, including the appropriate recognition of artisans, workshops, designers, photographers, filmmakers and project partners. Métiers Rares and IFJ shall coordinate book and media presentation requirements with Turquoise Mountain. Logo files, wording and placement shall be supplied in the agreed kit; no unapproved wording shall be invented by the contractor.

At least ten cleared, royalty-free project images shall be identified for ALIPH, supplied in high resolution at a minimum of 300 dpi with captions and credits, within the photographic delivery. Project-related external communications shall not be released until ALIPH's prior written approval has been secured. Turquoise Mountain and IFJ shall coordinate submissions; the contractor shall supply approval-ready materials. Before tender publication, the beneficiaries shall secure ALIPH's approval or written confirmation that a separate approval is not required for that tender.

The common acknowledgement framework shall distinguish ALIPH as funder, IFJ and Turquoise Mountain as grant partners, and IFPO, Métiers Rares and other contributors according to their roles. The Craft Project may be credited as a media partner where applicable; any concept or writing credit shall reflect the actual validated contribution and shall not imply automatic co-authorship by all partners. Public release by any project or media channel remains subject to the required approvals. A streamlined ALIPH approval workflow may be proposed, but shall apply only if expressly agreed in writing by ALIPH and expressly defining which communications it covers; approval of a narrative or credit template alone does not authorise subsequent posts.





The logo and credit kit will be supplied by the partners. The contractor must provide materials ready for their review and approval. The permissions and usage provisions in this annex form part of the requirements to be priced and incorporated into the selected company's agreement.



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A6 Milestones and completion before release

The dates below are provisional planning targets retained from the previous terms of reference. IFJ, Métiers Rares and Turquoise Mountain must agree exact delivery dates and review response times before tender release. The tender must include completed book and media specifications and a dated schedule; these planning targets do not replace them.

Stage	Existing planning target
Immersion and workshop	23–30 October 2026; exact working days and activities to be confirmed.
Production documentation	November 2026 to February 2027.
IMA objects	Selected objects available by 1 February 2027 unless ALIPH agrees otherwise in writing; photography must anticipate this.
IMA press and presentation	Press material in Q1 2027; presentation in late March.
Révélations	Late May 2027.
Book publication	June 2027 target; allow time for selection, layout, approval and printing.
Paris Design Week	September 2027.
French Institute presentations	Final quarter of 2027. Resolve any requirement beyond November before award.
Final delivery	Within the November 2027 assignment period, unless a change is expressly agreed.

Delivery dates and review periods to be completed

For each item below, record the submission date, reviewing parties, response time and final acceptance date: joint briefs; sample sequence; country shot lists; first book selection; final print-ready corpus; interview transcripts; rough cuts; final films and commissioned media versions; press image selections; staged archives and final handover. The inception deadline is 10 working days after signature, to be confirmed before release.

Book-related acceptance requires IFJ and Métiers Rares approval; Turquoise Mountain communicates the consolidated decision. Include two consolidated review rounds per principal





deliverable and allow time for ALIPH approval. Access restrictions or partner delays require documented rescheduling. Additional creative work or other material changes require approval and written contractual confirmation.



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