



**PUBLIC PRIOR MARKET CONSULTATION NOTICE**  
(Art. 66 D.Lgs. 50/2016)

**OBJECT: PRELIMINARY MARKET RESEARCH FOR SETTING UP AND CREATING AN INNOVATIVE CHRISTMAS TREE DURING THE CHRISTMAS FESTIVITIES.**

The purpose of this notice is to provide a market survey to find out the structure of the reference market, potential competitors, interested operators, their subjective features, the technical solutions available and feasible for the realization of what is described below.

One of the statutory purposes of Fondazione per la Cultura Torino is to carry out activities in the field of culture and art pursuant to art. 10, paragraph 1, letter A) point 9) of Legislative Decree 460/1997 in order to promote the enhancement of cultural proposals in the territory of the City of Torino and its surroundings. In particular, the Foundation intends to carry out its activities to organize and create initiatives of a musical, cultural and museum nature and to encourage the development of culture and art.

On 11/09/2018 the Foundation received a communication from the Città di Torino - Department of Culture and Department of Innovation (prot. 2131/18 of 11/09/2018) in order to activate the consultation procedures as described in the present object of the project of the City "A Torino un Natale coi fiocchi", in order to look for a Christmas Tree with innovative features based on the enhancement of the aspects related to interactivity, the integrated use of social networks and the versatility of the lighting system.

The concept of the installation, while emphasizing the aspects of innovation, must be in line with the theme of the festivities, and must respect the surrounding environment in the name of elegance and sobriety, so as to enhance in a fully harmonious way the architectural characteristics of the spaces and places identified. The aesthetic and lighting features proposed must be able to guarantee elegance, sobriety, usability and interactivity even during the day.

The interactivity desired must have the following characteristics:

- a. physical interactivity: the city-user can go inside, stay and leave the installation and visualize effects or be immersed in technical realizations of immersive reality (images, holograms, etc.) not perceivable in an external environment and different from the external interactivity;
- b. multimedia interactivity: the city-user can interact with the installation through the use of social networks, a dedicated app, simple physical movements;
- c. compositional interactivity: the city-user will be able, through the use of a dedicated app, to contribute personally and together with other city-users to the choice of the daily decorations of the tree and/or to insert Christmas messages that can be viewed on it;
- d. musical interactivity, the city-user can through the use of an app dedicated contribute to the choice of time of the tree's soundtrack.

The lighting system sought after must guarantee maximum versatility in terms of resolution, even during the day, and editable.

Every day and at fixed times, the tree will have to perform a programmed show, in order to exploit its lighting and musical potential to the full.

OBJECT	INNOVATIVE CHRISTMAS TREE
DATES	01 DECEMBER 2018 - 10 JANUARY 2019
DESIGNATED LOCATIONS	COURTLY SQUARES IN THE CITY CENTRE
HEIGHT	20/25 METERS - with a basis of adequate measures to allow any physical interactivity.
INTERACTIVITY	YES (TWITTER - FACEBOOK - INSTAGRAM) - DEDICATED APP - SENSORS
PURPOSE OF THE CONSULTATION	CONFIRM THAT THE CONDITIONS FOR THE PROCEDURE FOR CHOOSING THE CONTRACTOR ARE SATISFIED
INSTRUMENTS IDENTIFIED	NEGOTIATED PROCEDURE WITHOUT PRIOR PUBLICATION OF A CALL FOR COMPETITION/SPONSORSHIP
ASSUMED VALUE	EURO 150.000,00 (excluding VAT)

The purpose of this notice is to pursue the objectives set forth in art. 66, paragraph 1, of the Code of Public Contracts of Legislative Decree 50/2016 and subsequent amendments and integrations, being aimed - pursuant to ANAC Guidelines no. 8 - at verifying the existence of the conditions that allow, pursuant to art. 63 of Legislative Decree 50/2016 and subsequent amendments and integrations, the use of a negotiated procedure without prior publication of a call for tenders.

Therefore, Fondazione per la Cultura Torino intends to carry out a preliminary market consultation pursuant to art. 66 of Legislative Decree 50/2016 and subsequent amendments and integrations, in order to obtain information on the existence on the market of any operators able to offer the service with the characteristics described in this paper and in the relative attachments for the experiment of any comparative procedure.

All economic operators as defined in art. 45 of Legislative Decree 50/2016 and subsequent amendments and integrations may participate in this consultation.

Individuals interested in participating in this consultation:

- must not be in the circumstances referred to in art. 80, paragraphs 1, 2, 4, and 5 of Legislative Decree 50/2016 and subsequent amendments and integrations;
- must meet the requirements of professional competence set forth in art. 83, paragraph 3 of Legislative Decree 50/2016 and subsequent amendments and integrations.

Market economic operators who believe they possess the necessary requisites for the preparation of an Innovative Christmas Tree for the period 1 December 2018 - 10 January 2019 must send in:

- 1) its own substitute declaration, issued in accordance with Presidential Decree no. 445/2000, drawn up on the headed paper of the economic operator and digitally signed by the Legal Representative, certifying the expression of interest in participating in this consultation and possession of the above requirements, complete with personal data, address, telephone number, certified email, tax code / VAT number (Attachment 1 bis);
- 2) a brief descriptive paper with the design solutions identified for the realization of the installation; in this paper each operator must illustrate what he intends to propose with particular reference to the various interactivity systems and the versatility of the lighting system;
- 3) a rendering of the installation;
- 4) a list of similar installations organized in the last three years;
- 5) possible patents, industrial property rights on the technologies used.

Following receipt of the above-mentioned documentation, Fondazione per la Cultura Torino reserves the right to initiate a subsequent consultation phase by means of individual technical discussion meetings with the economic operators who have regularly expressed their interest.

The submission referred to in paragraphs 1) and 2) above must be digitally signed and must be received no later than 4 p.m. on 27 September 2018 at the following address: certified e-mail address [segreteria@cert.fondazioneperlaculturatorino.it](mailto:segreteria@cert.fondazioneperlaculturatorino.it); this certified email shall bear in the object the following wording: **"PRELIMINARY MARKET RESEARCH FOR SETTING UP AND CREATING AN INNOVATIVE CHRISTMAS TREE FOR THE PERIOD 1 DECEMBER 2018 - 10 JANUARY 2019 IN OCCASION OF CHRISTMAS FESTIVITIES"**.

**The works and documentation received after the deadline will not be taken into consideration.**

All the works and any attached documentation will be examined with the utmost confidentiality exclusively by the employees of the Fondazione per la Cultura Torino and will not be disclosed to any other economic operator.

This consultation is not aimed at the stipulation of any contract having as its object the supply of the service in question.

Participation in the consultation therefore does not give participants any expectations or rights and does not represent an invitation to submit an offer, nor does it in any way commit Fondazione per la Cultura Torino to the economic operators.

Participation in the consultation will also not constitute a priority right, nor will it constitute an obstacle to participation in the public procedure, nor a condition of access.

Fondazione per la Cultura Torino reserves the right to interrupt, suspend or revoke this consultation and to interrupt the consultation of one or more economic operators at any time, without incurring any type of responsibility.

Participation in this consultation does not give the right to any compensation, reimbursement or payment for costs related to participation.

The procedure for the assignment will be subordinate to the existence of appropriate technical or economic sponsorships.

Pursuant to art. 13 of Legislative Decree no. 196/2003 all data provided will be collected, recorded, organized and stored for the purposes of managing this consultation and will be treated, both by paper and electronically, for the aims related to the specific procedure according to the procedures provided by the laws and regulations in force.

To agree on a possible inspection (not mandatory) in order to view the square where the Christmas Tree will be set up, please contact Fondazione per la Cultura Torino at the email address: [Nataleinnovazione@comune.torino.it](mailto:Nataleinnovazione@comune.torino.it) indicating in the object the following: "**PRELIMINARY MARKET RESEARCH - SETTING UP AND CREATING AN INNOVATIVE CHRISTMAS TREE 2018/2019 - INSPECTION REQUEST**".

Any information and clarifications can be requested to Fondazione per la Cultura Torino by email at the address [Nataleinnovazione@comune.torino.it](mailto:Nataleinnovazione@comune.torino.it) – phone number 01101125811.

Pursuant to art. 31 of Legislative Decree 50/2016 and subsequent amendments and integrations, the Process Manager is Dr. Angela La Rotella

**Processing of personal data:**

Pursuant to and in accordance with REGULATION (EU) 2016/679 in force since 25 May 2018, Fondazione per la Cultura Torino informs you that in this Foundation there are paper and/or computerised databases in which your personal data are stored and that this collection is exclusively for the purpose of fulfilling contractual obligations following the provision of services. Furthermore, for this purpose, this Foundation uses the services of CSI Piemonte as the data centre of the City of Torino. The data provided will not be transferred to third parties except as indicated below and their treatment remains within the EU.

The FCT also declares that the personal data will not be communicated to third parties; the interested may avail themselves, where applicable, of the rights of access (art. 15), rectification (art. 16), cancellation (art. 17), limitation (art. 18), notification (art. 19), portability (art. 20), opposition (art. 21). The FCT does not use modalities of treatment based on automatic decision-making processes (Art. 22). All rights can be exercised at any time using the contact details below.

The Data Controller is Fondazione per la Cultura via Meucci 4, 10122 Torino. It is possible to contact the Data Protection Manager - e-mail [rpd-privacy@comune.torino.it](mailto:rpd-privacy@comune.torino.it). As a last resort, in addition to the administrative or jurisdictional safeguards provided, a complaint to the Guarantor Authority is also admissible, in the event that the treatment is deemed to be in violation of the Regulation cited.

This notice is published for 15 days on the institutional website [www.fondazioneperlaculturatorino.it](http://www.fondazioneperlaculturatorino.it) in calls for proposals section.

Torino, 12/09/2018

The General Secretary