



Request For Proposal

Philbrook Museum of Art, July 2025



Overview

This RFP invites creative firms/ designers currently based in Oklahoma to submit a proposal for a new brand identity and website development/redesign for Philbrook Museum of Art. The current Philbrook identity was created in 2012 by Pentagram.

Much has changed in the 13 years since, with even more focus on community and the Museum's mission "to make a creative and connected community through art and gardens." We have also seen in that time a revolution in communications with the growth of new media tools.

These tools have allowed us to broaden our reach to a national (and sometimes global) audience while crafting a voice that is welcoming, funny, informed, and trusted. It's time to take that external voice and weave it into our entire brand to make even more connections with our core audience. These are just some of the many reasons why Philbrook seeks a locally-based partner in design eager to collaborate with our team of experts and prioritize us as a client through this process.

PROPOSED PROJECT BUDGET:
\$100,000–\$150,000

DELIVERABLES/LAUNCH DATE:
April 1, 2026





How to Submit

Each proposal must include the following:

- Firm/participant name(s)
- Email address and phone number
- Digital portfolio of past projects
- Short bios, resumes, or CV describing past arts/design/related experience (include links, if applicable)
- Statement describing your interest in working with Philbrook

The selected firm/designer will be expected to:

- Carry out research including surveys, interviews, focus groups to determine brand perception;
- Define target audience(s);
- Make an audit/inventory of existing brand elements;
- Map out a new brand strategy specifying values, mission, and vision of the org;
- Create guidelines for branding.
- Design/build new website (philbrook.org)

Please send a portfolio of recent work, a short bio or CV, and a short note expressing your interest in the project to jmartin@philbrook.org.

Submissions will be accepted until August 15, 2025. Once portfolios are reviewed, 4–6 firms/designers will be shortlisted and invited to submit a broader concept for design.

Evaluation Criteria

A successful Respondent will be judged on the following evaluation criteria:

1. Capabilities of the Organization
Demonstrated ability to provide adequate management and support to deliver the services. Respondent selected to provide the services will have strong familiarity and experience with the organization (Philbrook).
2. Experience with Brand Development and Implementation
Experience working broadly with delivery of the services specified in this proposal. Proven delivery of services on similar past projects.
3. Approach to Delivery of the Services
Ability to deliver services in a manner that satisfies the comprehensive needs based on the provided production timeline, including rapid initial on-boarding, and to deliver the services in a manner that satisfies all other key objectives as outlined in the RFP.
4. Reasonable and Appropriate Proposal Cost that Aligns with the Philbrook Budget
Appropriate qualifications, experience and skills of personnel and team balance to implement the services within a reasonable cost.





About Philbrook

Mission

Philbrook strives to make a creative and connected community through art and gardens.

The Museum

Philbrook Museum of Art is committed to being Tulsa's most welcoming and engaging cultural institution, providing a unique trifecta of experiences: a historic home, world class art museum, 25 acres of grounds.

Philbrook Museum of Art opened on October 25, 1939. The addition of a 70,000 square foot wing in 1990 turned the historic home into a modern museum complex. A major garden renovation in 2004 cemented the Museum's reputation as "the most beautiful place in Oklahoma."

Through bold action and strategic investment, we create a space for new ideas, diverse stories and perspectives, and social connection. The Philbrook Collection features more than 16,000 objects with a focus on American, Native American, and European art. Serving over 160,000 visitors annually, Philbrook shines a light on Tulsa's storied and complex past while building a diverse and creative vision of the city's future.

In the spring of 2026 Philbrook will debut the Tandy Pavilion ([link to release](#)) in the Gardens, the first major addition to the campus in nearly four decades.

The Villa

In 1926 Edward Buehler Delk (1885–1956), a Kansas City architect, was hired to design an Italian Renaissance villa on 25 acres by oilman Waite Phillips. Delk skillfully interpreted Renaissance styles in the most fashionable manner of the day and was hired in a burst of commissions with three major projects at once: Villa Philbrook, Villa Philmonte and the Philtower office building. This impressive home was completed in 1927. Friends say that the Phillips family built the villa as a place where their two children could entertain friends. When they moved in, daughter Helen was sixteen, son Elliott was ten.

In 1938 Waite Phillips surprised Tulsans with the announcement of his gift of the 72-room mansion and surrounding 23 acres of grounds as an art center for the city of Tulsa. The vision first made possible by Waite and Genevieve Phillips is now one of America's finest art museums. The integrity of the original residence remains intact while later additions to the facility and gardens complete this classic Tulsa attraction. Philbrook will celebrate the centennial of the historic home in 2027.

Resources

Campus Tours

Guided facility/history tours will be available to interested parties on July 28–29 by appointment. To schedule a tour with your team please contact Amy Brewer at abrewer@philbrook.org.

Website

philbrook.org

Philbrook Social

- [Instagram](#)
- [Facebook](#)
- [X](#)

Museum Contacts

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