



Murrumbidgee
COUNCIL

ARTIST'S BRIEF
Expression of Interest

WIRADJURI WALK

21 September 2020

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Background

In September 2020 Murrumbidgee Council was one of 24 Councils across the State that received Category 2 funding under the Streets as Shared Spaces Program.

The aim of the grant is to facilitate temporary or semi-permanent activation projects that support the community during COVID-19 and that test ideas for more permanent improvements to local streets, paths and public spaces.

In particular the objectives are to:

- support essential workers to travel to work, and people working from home
- contribute to NSW economic recovery in our local centres by creating vibrant streets and additional safe space to support local business
- activate high streets to create better quality public space
- support physical distancing requirements and encourage safe social connection
- support the well-being of local communities and their ability to exercise
- attract people back into public spaces in a safe way, when appropriate to do so.

Wiradjuri Walk Project

Council's project, "Wiradjuri Walk" is a pilot project to test how well local streets, which are used as shared public spaces, activate the community to help business recovery and growth. Vibrancy, colour and arresting street surfaces and improved accessibility are proposed to encourage and stimulate mobility, social interaction and economic activity. Installing art in public spaces is also used to attract attention to encourage movement along street connections in the vicinity of the business hub. This project tests whether showcasing and celebrating our Wiradjuri heritage as a theme around these proposed works can also leverage permanent revitalisation and transformation.

Expressions of Interest

Murrumbidgee Council is inviting Expressions of Interest from artists or project teams under the direction of a lead artist, who have proven capacity, to submit a proposal to undertake public art as identified in the Project Specification below.

This involves submitting a concept design, as well as providing the required level of information and detail to enable a Council approved Panel to assess and determine which artist or team is to be commissioned to undertake the final Project artwork.

Concepts and final designs may be subject to community consultation dependant on time frames.

The designs should not portray or depict material in a way that is discriminatory or vilifies any person or community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief. The designs must be suitable for a general audience.

The requirement for both works is to provide an initial concept based around the key theme and to meet the principal objective specified herein for that particular work.

Up to three (3) artists or project teams shall be shortlisted from concept designs submitted according to the evaluation criteria. Shortlisted applicants will be paid a design fee of \$500 to submit a full proposal to the Panel.

Contact

For further information, your questions and Expression of Interest should be submitted to:

Kelly Tyson
Manager, Planning & Environment
Murrumbidgee Council
35 Jerilderie Street
JERILDERIE NSW 2716

Phone: 0447 066181 or 02 6960 5500

Email: mail@jerilderie.nsw.gov.au

Project Specification

Artwork 1 - Mural

The creation of an eye catching and visually arresting piece of art, being a painted mural which, upon completion, will be provided to Council to be scanned, enlarged and wrapped onto a metal structure approximately 7m length x 4.5m high, to be located in the vicinity of Figtree Park, Darlington Point. The actual dimensions of artwork on structure are still to be determined.

Artwork 2 - Painting

The creation of a painting based around a locally historical theme associated with an interesting story which, upon completion, will be provided to Council to be scanned and wrapped on an interpretative sign that is to be erected on the levee above Figtree Park. The associated story shall be communicated adjacent to the painting.

Artists should clearly indicate in their Expression of Interest if they intend to submit a concept design for both works, or either the mural or the painting.

Project Location

In the vicinity of Figtree Park, Stock Street Darlington Point

Proposed Public Art



Location of proposed art works, Kidman Way Darlington Point

Principal Objective

Mural

The principle objective of the mural is to create an art work that is so visually arresting it effectively entices motorists and pedestrians to the CBD of Darlington Point, to explore north and south river connections and socially engage at spaces including Figtree Park, Murrumbidgee River riparian area and levee, as well as the Goanna Track, Caravan Park and Lions Park, with over and under bridge pedestrian opportunities.

Painting

The objective of the painting to be displayed on the interpretative sign is to depict a broader community historical theme associated with the settlement of Darlington Point and to communicate that to promote awareness to the community and to visitors.

Key Theme

Mural

The key theme for the mural is to use an aboriginal theme or an associated impression which is acceptable to both the local Waddi people as well as the broader community.

Painting

The key theme for the interpretive sign painting is to depict or convey an impression of an historical event, physical feature or story that is relevant to the settlement of Darlington Point.

Conditions

Rights in Perpetuity

In undertaking this project the artist acknowledges Council's right to use and reproduce the image in any media whatsoever in perpetuity for non-commercial purposes. The artist also recognizes the Council's ownership rights over the finished artwork and given its location in a public place, to remove, relocate or otherwise dispose of should circumstances warrant without any consultation with the artist or project team.

Publicity

The project will be promoted through Murrumbidgee Council's communication media and networks, including websites, social media and media advertising. The artist grants Murrumbidgee Council permission to use any images or existing copy for promotion of the project.

The artist may use images of the artwork for their own purposes, crediting Murrumbidgee Council and the Streets as Shared Spaces Program.

Murrumbidgee Council to always credit the artist on site and, where possible, in reproductions.

Indemnification

The artist will confirm in writing that the Council will be indemnified from any adverse incident arising during the completion of the work

Disclosure

The artist and team will agree they shall not, without the prior written agreement of Murrumbidgee Council, represent or purport to represent Council; or express views or opinions purported to be representative of the Council; or disclose or make public any information or material acquired or produced in connection with providing the services.

Disclaimer

Council reserves the right not to proceed with any part of this project where it is considered that the standard and objective required by the Project is unlikely to be met.

Consultation

Consultation with key community groups will be required to provide insight into the particular art work proposed and its design. In particular the Waddi community will need to be consulted and have input into the subject of the mural and its artistic interpretation.

The local Historical Society should be consulted in respect to the interpretative sign painting, as well as the Project Manager of Council's Revitalisation Project, (separate project) to avoid duplication of theme.

Materials and Maintenance

Materials are to address Australian Standards, be high quality, durable (to withstand extreme heat/cold) and application and usage to follow recommended WHS processes and procedures. Artists will be encouraged to use environmentally sustainable products and methods where possible.

Budget

The total budget of the Project, inclusive of all elements is

Mural	\$20,000
Painting for interpretative sign	\$ 7,500

Key Dates

The Expression of Interest period opens Monday 21 September 2020 and closes at 3.00pm on Friday 13 November 2020.

The key dates for the process are outlined below. Please note these dates are subject to change and installation dates will be discussed with the successful artist.

Timeframe

Action	Date
Notification and advertising of EOI project	21 September 2020
Closing date for EOI submissions	13 November 2020
Public exhibition of concepts	Until 27 November 2020
Panel Shortlist to 3	3 December
Invitation to submit detailed design	7 December
Submission of detailed design	29 January 2021
Panel assessment and awarding of Project	4 February 2021
Commissioning of artwork	8 February 2021
Completion of art work on a suitable medium and provided to Council	15 March 2020
Wrapped and affixed to structure and installed	Council to arrange
Public Launch	To be determined

Payment Schedule

- \$500 will be awarded to shortlisted artist at time of shortlisting.
- 25% of contracted price will be awarded on commission of the successful artist.
- Remainder 75% will be awarded on completion of satisfactory artwork provided to Council.

Required Support Material

The Expression of Interest to be submitted by email to mail@murrumbidgee.nsw.gov.au and must include:

- a) Artist fee to undertake the project including all material costs, artist's fees, travel, insurance and disbursements
- b) A CV of the artist (s) and details of people to be involved in the artwork
- c) Examples of previous artwork and demonstrated evidence of capacity
- d) At least three (3) referees who can be contacted
- e) Concept artwork design
- f) General story associated with artwork design
- g) Proposed consultation to be undertaken
- h) Statement of capacity to carry out the artwork to meet the principle objective and theme for that work
- i) Available resources to carry out the project
- j) Explanation as to how artwork will be weatherproofed and maintenance free for an extended period of time/warranty

Evaluation

Each expression of interest will be evaluated on the following aspects:

1. The artist's and/or the team's capacity and demonstrated experience to deliver the project to a high quality and standard and to meet the requirements of the principle objective and key theme for the artwork (*Score out of 20*)
2. Positive referee feedback of capacity (*Score out of 10*)
3. The eye catching appeal of the concept design and the potential to generate a high visual impact and level of interest (*Score out of 20*)
4. The subject of the artwork and likely broader public acceptance as demonstrated by preliminary consultation (*Score out of 10*)
5. Ability to work in collaboration with the local community, key groups and demonstration of how this will be achieved (*Score out of 10*)
6. Local connections and experience and/or an ability to work in a positive and engaging manner with the local community (*Score out of 10*)
7. Project Plan to show how the project will be delivered on time and to budget (*Score out of 10*)
8. Information to show how the project will be managed and undertaken in accordance with best practice and artwork quality controlled, from the initial concept design to the finished high quality artwork.

Options that should be detailed and separately priced are:

8.1 For the mural: Design and painting the artwork on a suitable medium in order for Council to arrange its printing, scanning, enlargement and wrapping onto a structure, where the original artwork will be of the size enough to withstand enlargement to proposed scale, to provide a high resolution finish. The nature of the structure is yet to be determined and could extend to ground or be elevated on posts. The approximate dimensions are 7m length x 4.5m high. The wrapping will be attached to composite aluminium or otherwise fixed as a 'semi-permanent' work and capable of being removed and relocated if required. The structure face may be slightly concave. *(Score out of 5)*

8.2 For the painting: Design and painting the artwork on a suitable medium in order for Council to arrange its printing, scanning and wrapping on an interpretive sign structure, the size and nature which is yet to be determined. The allowable space is likely to be around 100cm length x 60cm high, or otherwise as agreed and possible, given the nature of the supporting structure. The dimensions of the painting will be agreed prior to commissioning *(Score out of 5)*

A written declaration must be made that, to the best of your knowledge, there are no conflicts of interest in being commissioned and carrying out the work.

The successful artist will be required to enter into a contract with Council for the project.

In response to this EOI

I/we (registered entity name): _____
(please print)

Of _____
Registered street address

ABN: _____ ACN (if any) _____

Mobile: _____

Email: _____

Mural

The fixed price which I/we will undertake the project is \$ _____ (GST inclusive) being design and painting the artwork on a suitable medium, with Council to arrange its printing, scanning, enlargement, wrapping/finished installation on the building.

Painting

The fixed price which I/we will undertake the project is \$ _____ (GST inclusive) being the design and painting the artwork on a suitable medium, with Council to arrange its printing, scanning, wrapping/finished installation onto an interpretive sign.

I/We agree that I am/we are bound by, and will comply with this EOI and its associated schedules and attachments.

The submitted price is valid up to forty-five (45) calendar days from the date of the EOI closing, unless extended on mutual agreement between the Council and the Respondent in writing.

I/We agree that there will be no cost payable by the Council towards the preparation or submission of this response, irrespective of its outcome.

Dated this day of _____

Signature of authorised respondent: _____

Name of authorised signatory _____
(please print)