

WOLLONGONG CITY COUNCIL

Artist Brief



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TOWN HALL LANEWAY ART PANEL RENEWAL PROJECT 2019

Wollongong Arts Precinct

Public Art Program Cultural Services
Wollongong City Council

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1. BACKGROUND

1.1 Background Information:

This project is part of Wollongong City Council's Public Art Program, this ongoing program continues to transform the city's outdoor public spaces and foster creative engagement by the use of exciting and evocative art spaces.

1.2 Aims and Objectives

The project will significantly enhance the quality of the public domain and therefore strengthen Wollongong as an innovative and creative regional centre that encourages creativity, employment and economic growth.

The Art Light Projection Project 2018 aims to:

- Engage public art light artist(s) to interact and animate the site
- Create quality public art that is contemporary
- Provide elements for discovery, reflection and interpretation
- Express a unique character of place and people
- Respond to and reflect the natural, social and cultural dynamics of Wollongong
- Improve amenity and activate spaces
- Create a safe, secure spaces

1.3 Policy & Planning Framework

This project contributes to the delivery of Wollongong 2022 Community Strategic Plan - Goal 3 "Wollongong is a creative vibrant City". It specifically delivers on the following:

These projects contribute to the delivery of Wollongong 2028 Community Strategic Plan, Goal 3 'Wollongong is a creative vibrant city' and the Annual Plan 2018-2019. It specifically delivers on the following:

Community Strategic Plan	Delivery Program 2018-2021	Annual Plan 2018-2019
Strategy	3 Year Action	Annual Deliverables
3.1.1.3 Encourage the integration of urban design and public art	.	Deliver the Public Art Strategy

The program also contributes to the delivery of the Cultural Plan 2014-18 across the objectives of:

- *An Inclusive and Connected Community*
- *Celebrating Our Places*
- *Smart Economy*
- *Vibrant Arts And Cultural Community*

2. THE ARTWORK

2.1 Project Description:

Wollongong City Council is seeking to engage artists to develop designs and fabricate artworks on supplied panels to be exhibited in the Town Hall Laneway situated between the Wollongong Town Hall and the Wollongong Art Gallery. The large scale artworks will be exhibited in areas of high visibility, encourage creative engagement and embrace the energy of city life.

2.2 Scope of Works:

The successful artists will develop the following:

- a) detailed designs
- b) artworks
- c) project report

2.3 Parameters:

The Artist will refer to this Project Brief, attached documents and the Artists Contract when creating the artwork.

It is understood that the panels will be installed for a period of time from 6 months – 18 months. Council reserves the right to remove the artworks as required. After this time the artist has the option to purchase their panels for a cost of \$80.00 for each panel OR Council reserves the right to re-install the panels in another suitable public space or paint over, remove and/or dispose of the artwork.

2.4 Design and Thematic Consideration

The theme and design for the project is to respond to the following:

- Create artworks that complement the existing sound art and art projection installations, and respond to the themes of the local escarpment, sea and coast environment including local environment including flora & fauna.
- Reflect ideas and images that resonate with the energy and vitality of the Wollongong City Centre
- Create artworks that activate the arts precinct visually
- Compliment the idea of creating an exciting yet safe, secure day and night time place.

2.5 Materials & Maintenance:

The artworks created for the panels must be painted using paint suitable for outdoor environments, and suitable for extreme heat and cold weather conditions. Council will supply the panels to the artist and all work must be original artwork made by the artists. All artworks must use the panels provided by Council.

2.6 Work by Council

Wollongong City Council will provide the following:

- Project Brief
- Project Contract
- Project management and support

- Panel(s)
- Delivery and pick up of panels
- Installation and de-installation

2.7 Legal Requirements & Restrictions

The Artist will be required to enter into a Council Standard Public Art Commissioning Contract. The artwork must be carried out to the specification of this Brief, Contract, Project Plan and Council policies and procedures. Artists are requested to provide their own P/L insurance for an amount of \$10 million. If an artist has not got their own public liability insurance, negotiations can take place with Council. The artist agrees to allow the reproduction of artworks and all material in the Acquittal Report for non-profit purposes with appropriate permission and acknowledgement of the artists.

2.8 Budget

Artist fees will range from \$600 - \$2,400.00, depending on the size of the artwork and the site(s) allocated. Artist fees cover all costs associated with the creation of the artwork. For example: the development of concepts, detailed designs, transport, attending meetings, materials and fabrication. Council will supply the panels and undertake to install the artwork. The fee structure for the project is based on key staging, outputs and timeframes agreed to by the Public art Officer and the Artist and paid upon the successful completion of tasks.

3.0 THE SITE FOR THE ARTWORK

3.1 Location and Site Description

The Town Hall Laneway is a major pedestrian pathways between the Wollongong Mall, lower Crown Street and Burelli St. This area is flanked by IPAC, the Town Hall, the Arts Precinct and Wollongong City Gallery. The Arts Precinct is an area where people gather, relax, and enjoy cultural activities. This area presents a significant opportunity for artists to create a creative place, to complement existing cultural activities, shops and outdoor seating in cafés.

See Attachment 2 – MAP

3.2 Site Constraints

All materials and construction methods are to be of low maintenance, high durability and not represent a public health or safety hazard. The work must not obstruct the operation of any services or access ways in the suburb. Details of maintenance required must be provided by the artist.

The artists will also be required to:

- Work with the existing structures and frameworks
- Not interrupt clear circulation routes – both pedestrian and vehicular.
- Not interfere with surrounding building structures and use

It is important that the selected artist(s) acknowledge and respect the staff and adjoining businesses or users of the space and Wollongong City Council.

4.0 COMMISSIONING PROCESS

4.1 Project Management:

The artist will be directly responsible to the Public art Officer in Cultural Services. The artist will manage and coordinate the production of their art panels. Cultural Services will provide overall management of the project. The artists will be required to attend briefing and meetings with the Public Art Officer, Cultural Services, if required.

4.2 Project and Design Development

Once engaged the successful artists shall prepare and submit detailed designs and rationale to Council for approval.

4.3 Approval – The artist's detailed designs and rationale will be presented to the Project Committee made up of Cultural Services staff and members of the Public Art Advisory Panel. All designs will need to be approved before any fabricating begins. The approval and recommendations from the Project Committee are to be fully implemented by the Artists. Any changes to the agreed designs will need to be submitted in writing and negotiated and agreed to by Council.

4.4 Fabrication and Installation – Following formal approval artists will fabricate the artwork as per the agreed approved designs on panels supplied by Council. The artist will fabricate the artwork and Council will undertake to install the artwork panels in liaison with the artist.

4.5 Acquittal

At the end of the project the artwork will be formally be handed over to Council upon installation i.e. completed works in situ.

See Attachment 1 – Public Art Process.

5.0 EXPRESSION OF INTEREST

5.1 Public Advertising: Artists are invited to submit expressions of interest for the project.

5.2 Engagement by Council - A panel will assess the submissions and make a recommendation to Council to engage the artists.

5.3 Deadline for Expression of Interest

Expressions of interest must be received by Council by;

5pm on Monday 4th March 2019

Respondents are required to supply the following:

- A Cover letter (no more than TWO pages) addressing the criteria
- Artists CV (no more than TWO pages)

- Examples of current or relevant artwork (Maximum 10 PDF images emailed or on CD.
- Concept design for the project

5.4 Expression of Interest – Assessment Criteria

The assessment of expressions of interest will be based upon the following criteria and corresponding weightings:

	Criteria	Weighting
1	Demonstrated relevant experience or detail how you would: Successfully create contemporary artworks of a similar scale suitable for the project	30%
2	Demonstrate experience or detail how you would: Show you have a capacity for innovation and creativity and create designs that are aesthetically pleasing and address the Brief	30%
4	Demonstrate experience or detail how you would: work with Council and a range of stakeholders including contractors, business and other diverse stakeholders.	20%
3	Demonstrate experience or detail how you would: successfully deliver a project on time and on budget	20%
	TOTAL	100%

6.0 PROJECT TIMELINES

DATE	ACTION
4 th March 2019	Deadline for EOI
Week 4 th March 2019	Panel cull - Identifying appropriate artist and allocate sites.
Week of 4 th March	Inform successful and unsuccessful artist by email – send contracts / procurement information
Week of 4 th March	Confirmation of artists involvement Artists sign Contacts
Week of 18 th March	Approval of concept themes / design artwork
Week of 18 th March	Panels delivered to artists or pick up by artists at a date previously organized with C/S
Week of 25 th March	Fabrication of artworks in artist's studios
29 th April 2019	Artwork completed and ready for pick up by Cultural Services
29 th April 2019	De-installation & Installation of artworks & submit invoice
Week of 29 th April	Sign-off by the PA officer upon inspection of finished artwork

7.0 REQUESTS FOR FURTHER INFORMATION

Requests for information, questions or requests for clarification concerning the Expression of Interest documents please contact:

Contact: culturalservices@wollongong.nsw.gov.au

For further information call Sue Bessell on 4227 7599

8.0 ATTACHMENTS

8.1 Attachment 1

Wollongong City Council

PUBLIC ART PROCESS

Project Management by Cultural Services

Stage 1 - Feasibility & Development of Art Plan & Artist Brief

1. Convene community project committee / Public Art committee (*made up of community representatives*)
2. Community and stakeholder consultations and research undertaken, to produce art plan and artist brief.
3. Confirmation of budget.
4. Approvals by asset owner and assessment regarding development approval.

Stage 2 - Approval Process

1. Convene engagement panel (*made up of 'experts', community project committee and Public Art compliance committee representatives*)
2. EOI process & Contract Artist
3. Convene Council Public Art compliance committee (*Risk Management Process - made up internal Council stakeholders – engineers, risk management, asset owner, etc*)
4. Develop a Project Plan & detailed Designs by Artist: (*Artist makes two presentations. First presentation committee makes suggestions and recommendations and second meeting Artist presents amended plans. If still not correct Artist meets again with agreed amendments). Plan is approved and signed off by Compliance committee*)
 - Develop Detailed Designs
 - OH&S and Risk Management Plan
 - Maintenance Plan
 - Technical, Materials, Equipment and Methodology Plan
 - Timetable & Budget
 - Consultation Plan
 - Fabrication Plan
 - Installation Plan
5. DA approved if appropriate
6. Evidence of Community Cultural Development / research process with the Community

Stage 3 - Construction, Fabrication & Installation

1. Coordination by Artist in consultation with WCC
2. Fabrication (*inspection in studio / on-site*)
3. Transportation & Delivery (*inspection*)
4. Installation (*inspection & sign-off*)

Stage 4 - Handover & Maintenance

1. Project Report

Wollongong City Council
Cultural Services Public Art Compliance Process
14/03/2011

8.2 Attachment 2 - MAP

