

MURAL
ARTIST BRIEF

Swan Avenue
Wall, Strathfield



SWAN AVE TRAFFIC WALL MURAL ART BRIEF

The City of Canada Bay is committed to providing high quality places that support and enhance our community hubs. As part of this commitment we are seeking to appoint an artist for a wall mural within our redevelopment of Roberts Reserve.

Opportunity for Artists

The City of Canada Bay is seeking Expressions of Interest from artists to design and install a mural artwork on a traffic barrier brick wall at Swan Avenue, Strathfield.

The vision for the artwork is to be installed on the wall at the junction of Parramatta Road and Swan Ave. This project aims to achieve public art that resonates with the local community and references the history, community and the physical space. One side of the wall is highly visible and seen by travellers along Parramatta Road. The other side is a more intimate space for local residents and visitors to the Enfield and Strathfield Anglican Church. The project will require engaging with the community to distil a vision and there is potential to include community members in the installation of the final piece.

Public Art Principles

Council has invested in the development of a Public Arts Plan which outlines principles guiding the development of public art. An important part of this plan is that the public art is enjoyed by the existing local community, residents and incoming visitors.

Themes

There are two themes involved with this project which will be specified below and represented on separate sides of the wall. This is an opportunity for a curator or an artist team to explore the themes of the brief. It is of particular interest to create a bright and pleasing wall facing Parramatta Road that can celebrate our community and culture in Canada Bay to the many people passing through at this junction.

Themes 1: Community

People love the community feel of their urban village, with many residents living in the area for a long time. There is a high demographic of families in the area plus nearby schools, and of course the Enfield and Strathfield Anglican Church community possess a strong sense of family and connection here. Discussions with the group have highlighted such themes as intergenerational community and the strong youth group held at the church. There is an understanding that the piece installed must represent the wider community beyond the church.

Theme 2: An Intercultural Community – (this is the Church group's preferred focus theme)

The cultural diversity of Australian communities provides a creative context and a rich iconography for public art projects. The capacity to define cultural identity of specific localities is well used. As communities change and new cultural groups emerge there is also the potential to recognise and explore the new 'intercultural' landscapes that are part of everyday life. Like many other parts of Sydney the City of Canada Bay is now home to people from many parts of the world. In the 2016 census 31% of the total population were born overseas with 27% of the population from non-English speaking countries. Italian, Cantonese/ Mandarin, Arabic, Korean are the five major languages spoken. There is a significant Italian population with rapid post war migration and established families working in real estate, travel and construction. More recently there has been a steady increase in residents who have relocated from South East Asia as professional migrants.

The Brief: Site and Opportunities

The site is both sides of a red brick wall.



This mural was proposed by the local community. It was identified as one of the most popular sites for a public art intervention with residents wanting to turn something dull and unattractive into something they can celebrate and be proud of. The local church community are interesting in participating in the development of this work with the artist.



You will be able to use the whole wall. The wall is approximately 2 metres length x 1.9 metres at its highest point. There is also a flower bed that is currently in need of repair which the Council is planning to rectify prior to installation of the mural.

There are different themes outlined above, **both of which could be used in the mural or in combination. The Church group's preferred focus is Theme 2: An Intercultural Community.**

Artwork specifications

- The artwork should be a painted piece with a longevity of at least 5 years.
- It should cover the surface of the site.

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- Chosen materials should allow for graffiti removal should this occur.

Selection Criteria

The artist will be selected on the following criteria:

- Integrity and creativity of proposal
- High quality
- Experience and expertise in this type of project
- Feasibility of proposal
- Environmental considerations.

The artist will then be engaged.

Expression of Interest Submissions

Interested artists are invited to submit an Expression of Interest (EOI) with a maximum of 10 images. Your submission should provide the following:

- Images of previous public art & relevant projects completed
- Current curriculum vitae
- Written or visual description of proposed approach to this public artwork (maximum 250 words)
- Copy of current public liability and professional indemnity insurances (must have a \$20 million coverage)

Project Budget

The Budget for this project is \$2,000 - \$3,000.

The Project budget should include:

- a) artist fee
- b) design submission with provision of PDF for Council records
- c) site visits as needed
- d) site preparation
- e) installation on site
- f) risk assessment and management of site during the project, including provision of site safety plan for works and provision of public liability insurance information for the artist or sub-contractors
- g) artist statement for signage and marketing material
- h) asset management plan
- i) details provided regarding decommissioning process for artwork.

Deliverables

- a) concept plan and final design.
- b) installed mural
- c) details on decommissioning process
- d) community engagement process – e.g. workshops, installation assistance. Please note that Sundays are best suited to drive community engagement outcomes.
- e) asset management plan detailing:
 - materials used
 - surface finishes and their expected life span,
 - cleaning requirements
 - procedures and treatments for both cyclical maintenance as well as events such as vandalism or unintentional damage.

Artist Responsibilities

Council requires the project artist to:

- Manage and deliver the project within the agreed production schedule
- Work in accordance with best practice community cultural development principles and practices in the consultation, research, creative development and design.
- Underpin all aspects of the project with key directions found in the following City of Canada Bay's strategic documents which can be accessed from Council's website at www.canadabay.nsw.gov.au. City of Canada Bay Public Art Plan; FuturesPlan20.
- Deliver the project in accordance with an agreed set of project delivery milestones.
- Hold a public liability insurance policy with a minimum \$20,000,000.

Program, payment milestones and draft production schedule

Milestone	Payment Milestone	Date
Expressions of interest submitted		Monday 16 December
Artist engaged		December
Site meeting		December
Project commencement meeting, initial concepts and design	Payment 1 - 30%	January
Review and changes recommended by Council & Property Owner		February
Final sign off	Payment 2 – 30%	February
Installation	Payment 4 – 40%	February 2020

Once engaged a production schedule will be set up with the artist but is expected to fall within the date ranges shown above.

Engaged Artist

Once engaged the artist will work with the Manager, Place Management.

The artist will be contracted with payment for milestones reached and signed off by Council.

Copyright

Copyright in material produced or developed for Council resides with both Council and the artist.

Wherever Council reproduces images of the artwork in electronic, print, or digital media the Council undertakes to acknowledge the project artist.

The project artist will not produce another work, which is identical or substantially similar in design without the prior consent of the Council.

Due date:

Expression of Interest submissions are to be received at Council by **Friday 16 October**

Contact Details

All submissions and enquiries should be directed to:

Stephanie Kelly

Manager Place Management

September 2019

P 9911 6521

E arts@canadabay.nsw.gov.au