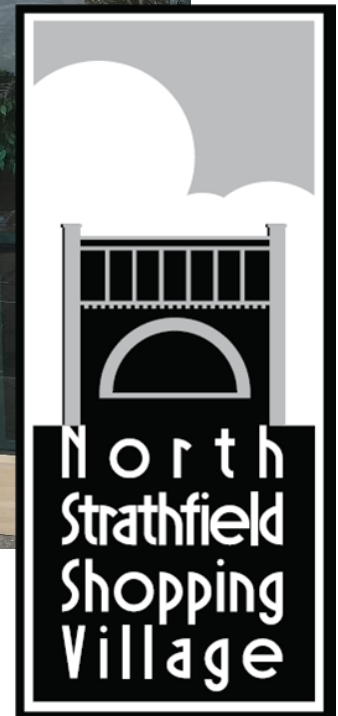


PUBLIC ART
ARTIST BRIEF

NORTH
STRATHFIELD



NORTH STRATHFIELD PUBLIC ART BRIEF

The City of Canada Bay is committed to providing high quality streetscapes that support and enhance our village centres. As part of this commitment, we are seeking to appoint an artist for public art in North Strathfield.

Opportunity for Artists

The City of Canada Bay is seeking Expressions of Interest from artists to design and install an artwork at 181 Concord Road, North Strathfield.

The Vision

This artwork will complement the North Strathfield Shopping Village, a small neighbourhood centre servicing a primary trade area of over 4, 600 residents and local workers. The artwork should be engaging and add colour and vibrancy.

Background

North Strathfield, is a suburb in the inner west of Sydney, located 15km west of the Sydney central business district. The name North Strathfield comes from the station, built in 1918. Originally an industrial area, home to Arnott's Biscuits, the area is now largely residential.

According to the Australian Bureau of Statistics 2021 census, there are slightly more men than women. Adults aged 25 – 34 years are the biggest age category in this area. The three largest ancestries in North Strathfield in 2021 were Chinese, Australian and English.

From previous surveys residents are loyal to businesses in the area and usually walk to the shops. Local hospitality usually attracts up to approximately 70% of their trade from the local area.

The Brief: Site and Opportunities



This site has recently undergone a fitout by the new business The Savoury Dining who are housed at the base of the building. They are Australia’s first ever bottomless Vietnamese tapas dining experience. At the top of the property is the Rise Personal Fitness gym.

As this has been a very recent refurbishment the artwork will therefore need to be affixed to the clad wall with a minimum of fixings and can extend over the top of the space. You may wish to look at an alu-bond type artwork.

The artwork will be facing Clermont Avenue.

It is expected that artwork will cover approximately 5metres width by between 1.5 to 2 metres height taking into account the staggered walling. However the artwork can be smaller or consistent of various pieces. The vent shown in the image can be covered.

There is the potential for this area to house a small square in the future and this artwork will then have a greater exposure to visitors to the area. Many visitors park in the nearby laneway parking and pass through this area to reach Concord Road.

Potential themes

This artwork could capture some of the friendly, neighbourhood atmosphere of the urban “village” and/or speak to the cultural heritage of The Savoury Dining cuisine. Other artwork in the area have used art deco styling as can also be seen in the style of the logo for this area. Images of the other artwork in this area are shown below.

Aside from these themes the City of Canada Bay Public Art Plan 2015-2021 for this area mentions some other possibilities:

Environment

The artwork will be facing treelined Clermont Street and nature could be used as a theme. Nearby is an early learning centre so flora and fauna may also be an option to feature as items much loved by young children.

Heritage of working life

In a time of rapid urban growth the heritage of the City of Canada Bay is more important than ever. Cultural projects have the capacity to celebrate, interpret and add meaning to local heritage in a way that engages residents and visitors.

First industries in the area were rural: wheat and fruit growing and sheep, cattle and pig raising. By the mid-nineteenth century shopkeepers, bakers, blacksmiths and others also lived in North Strathfield. Nearby Ardill House has also been classified by the National Trust of Australia – more information can be found [here](#).



Aboriginal Heritage

A Place of Significance for Aboriginal Communities Aboriginal artists have played a defining role in developing art and design in Australian public environments. The opportunity to interpret and celebrate local Aboriginal heritage is a strong focus however the diversity of work has meant many areas have developed work that explores contemporary themes and contexts. The indigenous inhabitants of the area were the Wangal clan – more detail can be found [here](#).

Energy of Young People

Given the nearby location of an early learning centre, Integricare, the artwork could capture the energy and fun of young people or look to older children as an inspiration with the Strathfield North Public School nearby for primary aged children.

Examples of current artwork nearby

Samples of near by artwork:



Neighbourhood Voices Mural at North Strathfield by Olev Muska
November 2022

Artwork specifications

- The artwork should have a longevity of at least 5 years.
- It should cover the surface of the site as agreed with Council and the property owner
- Chosen materials should allow for graffiti removal should this occur.
- The artwork will need to be affixed to the clad wall with a minimum of fixings and can extend over the top of the space.

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.

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)
- Project budget breakdown
- Copy of current public liability and professional indemnity insurances (must have a \$20 million coverage)

Project Budget

The budget for this artwork is between \$3 - \$5K.

The Project budget should include:

- a) artist fee
- b) design submission with provision of PDF for Council records
- c) site visits as needed
- d) installation on site
- e) any subcontracted works must also be detailed and costed.
- 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 artwork
- c) details on decommissioning process
- d) 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](#); [Our Future 2036](#).
- 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

Expressions of interest submitted		Sunday 27 November 2022 midnight
Artist engaged		Week of 28 November 2022
Potential site meeting		Early December 2022
Project commencement meeting, initial concepts and design	Payment 1 - 30%	Early December 2022
Review and changes recommended by Council & Property Owner		December 2022/January 2023
Final sign off	Payment 2 – 30%	January/February 2023
Installation	Payment 4 – 40%	Early February 2023
Media release		As required.

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 Place Management Co-ordinator for this area.

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 Sunday 27 November 2022 midnight.

Contact Details

All submissions and enquiries should be directed to:

Tara Wilkinson

Place Management Coordinator

P 9911 6524

E tara.wilkinson@canadabay.nsw.gov.au

If you are unable to reach Tara Wilkinson you can contact
Stephanie Kelly, Manager Place Management 9911 6521