public art brief

ERRICHETTI PLACE MURAL
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Call for Proposals

ERRICHETTI PLACE MURAL PROJECT

The City of Perth is seeking proposals from artists and/or creative teams interested in creating a mural on a large wall facing onto Errichetti Place in Northbridge.

This is a unique opportunity for an artist or group of artists to develop and extend their current practice by creating a new, site specific work to engage the hundreds of people who pass this site on a daily basis.

Commissioner: City of Perth
Budget: $20,000
Completion Date: 1 March 2017
Public Program: Launch event including workshop and/or artist talk on 4 March 2017
Background

City of Perth
The City of Perth recognises that public art has a key role to play in supporting a healthy and active community. Public art in our capital city is a powerful vehicle for making communities and their stories visible, and reflects and communicates our unique identity.

Guided by the City’s Public Art Strategy, projects such as this aim to showcase the best of contemporary Western Australian art, foster creative practice, encourage new ideas, the application of new technologies and artistic approaches.

Errichetti Place
Errichetti Place is located off Newcastle Street in Northbridge, it is a narrow lane which runs between Perth’s largest sports bar, The Game, and a multi level car park. Running off Errichetti Place is Lion Walk, a pedestrian thoroughfare and alfresco dining area for popular café Flora and Fauna and restaurant Varsity Burger. A number of residential dwellings also face onto Errichetti Place.

This Narrow road in the heart of Northbridge is bounded by buildings with a variety of uses and accessed by hundreds of people visiting and residing in Northbridge each day. It also acts as a service lane for waste management, with the bins from surrounding businesses often lining the street, awaiting collection.

Despite high visitation, the discrete location of Errichetti Lane makes it a prime target for graffiti. The largest wall, at the rear of The Game Sports Bar, has been heavily hit by graffiti vandalism, as have the bins which line the wall. The result is unsightly and detrimental to visitors’ sense of safety and wellbeing.
THE ARTWORK

Mural
The Errichetti Place Mural Project is an opportunity for artists to create a new and engaging, site specific work which will enliven and enhance public space. The site for the mural is a large wall in a high traffic area, viewed by a broad demographic of residents and visitors to Northbridge.

It is intended that the commissioned artwork will revitalise the site and act as a deterrent to graffiti vandalism.

Vinyl Wrap Bins
The section of Errichetti Place in which the artwork will be located is often lined with bins awaiting collection. The bins have also proven to be an easy target for graffiti vandalism.

It is intended that elements or sections of the commissioned work will be photographed and printed onto vinyl wrap which will cover the bins, protecting them from vandalism and connecting them to the mural. All costs associated with the vinyl wrap, including printing and installation, will be borne by the City of Perth.

Concept
This project has been initiated by the City of Perth’s Waste and Cleansing unit and as such, applicants are encouraged to consider the following as starting points when developing their concept:

- Waste Minimisation
- Environment
- Atmosphere
- Conservation
- Ecology
- Energy
- Sustainability

It is envisaged that the artwork commissioned will:

- Have a playful quality that engages the public at a human scale;
- Embrace the existing features of the wall such as uneven surfaces, doorways and pipes.

In order to discourage graffiti, artwork concepts should not include large areas of block colour, many light colours or overly delicate designs. The artwork should be robust and detailed in concept and execution.

The content/context of artwork must be appropriate for a public location and suitable for people of all ages (G-rated).

Dimensions
The total surface area of the wall is approximately 45 metres long by 3.5 metres high. Please see Appendix A for images and dimensions. It is intended that the commissioned artwork cover the entire length of the wall, to a minimum height of 3 metres.
Materials
Paints or other materials used must be suitable for external use in all weather conditions for a minimum of five (5) years. The City of Perth will apply an anti-graffiti coating to the mural once completed. Applying the anti-graffiti coating is not part of the artist’s budget, these costs will be borne by the City of Perth.

Public Program
The City of Perth will hold a launch event to celebrate the creation of this new work of art and rejuvenation of the site. It is intended that the commissioned artist will participate in an artist talk and/or facilitate a workshop or other community engagement activity at this event.

The City of Perth will facilitate public programming and assist the artist wherever possible. The cost of materials for workshops/activities will be borne by the City of Perth.

Life Expectancy
It is important to note that the City of Perth considers mural works temporary in nature. The expectation is that the work may have a lifespan of 5 years and the materials chosen by the artist should be of a suitable quality to withstand external weather conditions for that period of time.

In the event that the work is damaged maliciously or accidentally but in a serious manner, the City will contact the artist to discuss the possibility of repair to the work at the expense of the City, or the removal of the work if it is beyond repair.
The City of Perth will assess applications in the week following the submission deadline. Once an artist has been selected they will be required to sign an agreement and develop design documentation for approval by the City of Perth.

Design documentation will be due for presentation to the City on Monday 09 January 2017.

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<tr>
<th>Key Milestone</th>
<th>Deadline</th>
<th>Payment (Negotiable)</th>
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<tbody>
<tr>
<td>Proposals Deadline</td>
<td>4:00pm 5 December 2016</td>
<td></td>
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<tr>
<td>Artist(s) Contracted</td>
<td>19 December 2016</td>
<td>10% of Commission Fee</td>
</tr>
<tr>
<td>Design development/ final concept submitted for approval</td>
<td>9 January 2017</td>
<td></td>
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<tr>
<td>Design development/ final concept approved</td>
<td>16 January 2017</td>
<td>40% of Commission Fee</td>
</tr>
<tr>
<td>Permit applications submitted</td>
<td>23 January 2017</td>
<td></td>
</tr>
<tr>
<td>Commence execution of mural</td>
<td>February 2017</td>
<td>30% of Commission Fee</td>
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<tr>
<td>Completion of mural</td>
<td>By 1 March 2017</td>
<td></td>
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<tr>
<td>Public program (workshops/artist talks)</td>
<td>4 March 2017</td>
<td></td>
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<tr>
<td>Submission of evaluation material</td>
<td>13 March 2017</td>
<td>20% of Commission Fee</td>
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The City of Perth is seeking to award one commission to a maximum value of $20,000 +GST.

This figure is based on an overall area of approximately 157.5 square metres at a rate of $80 per square metre.

The detailed project budget should cover all costs related to the execution of the artwork, including, but not limited to:

- research and design development
- artist fees
- materials
- hire of equipment
- installation
- written material (artwork concept, artist biography)
- project evaluation
- artist talk and/or workshop facilitation (excluding materials)

Please contact the Activation Officer – Public Art to discuss your budget inclusions and any support available from the City relevant to your proposal.
Artist Responsibilities

Occupational Health and Safety
The Artist must complete online OSH training prior to commencing work on the mural at an expense of $33 (inc GST) payable online to Aveling by the Artist. This amount may be included in the project budget.

Insurance
Artists will need to supply evidence of a suitable public liability insurance policy if they receive the commission. Artsource ‘Max’, Form ‘Practitioner’ and NAVA ‘Premium Plus’ memberships will provide this cover and may be tax deductible.

Application
The City of Perth will assist the artist(s) by cleaning existing graffiti and painting the wall. However, the City will only do this once and on the date stated within the concept proposal, or as negotiated and agreed.

If the wall is vandalised after the City has prepared the wall and before the Artist begins work, then the Artist is responsible for the removal of the graffiti.

The City will apply an anti-graffiti coating to the mural once completed. It should be noted that this takes seven days to apply and dry properly. To assist the City, this must be noted in the project schedule.

The cost of preparing walls and applying the anti-graffiti coating is not part of the Artist’s budget. These costs will be borne by the City of Perth.

POST-SELECTION
Upon selection, a Design and Commission Agreement between the Artist and the City of Perth will be issued. The Artist is required to sign and return this Agreement in order to accept the offer of commission.

Artists will liaise with the Activation Officer – Public Art to develop a comprehensive schedule, scope of works and risk management plan. If required, signed approvals will need to be collated prior to realising the work.

DOCUMENTATION
The City of Perth will employ a photographer to document the project in situ on a single occasion. Should the artist wish to document the project further, these costs must be met by the artist and included in the project budget.

PROJECT EVALUATION
At the completion of the project, artists are required to complete a project evaluation. A template/survey document will be provided. This must be completed and returned to the Activation Officer – Public Art prior to submission of the final invoice.
# How to Apply

## SUBMISSION REQUIREMENTS AND SELECTION CRITERIA

<table>
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<tr>
<th>Criteria</th>
<th>Key Questions</th>
<th>Submission Requirements</th>
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<tbody>
<tr>
<td>1. Response to Brief</td>
<td>Does the EOI submission:</td>
<td>- Project Description, addressing Key Questions 1 &amp; 2.</td>
</tr>
<tr>
<td></td>
<td>1. Clearly and creatively consider the objectives and intent of the Errichetti Place Mural Brief?</td>
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<td>2. Provide evidence that the greater context of the work has been considered?</td>
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<td>2. Audience Engagement</td>
<td>Does the EOI submission:</td>
<td>- Describe how the proposed artwork will engage multiple audiences</td>
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<tr>
<td></td>
<td>1. Have potential to engage multiple audiences?</td>
<td>- Discuss willingness to engage in an artist talk and/or propose ideas for community engagement activities relating to the artwork which could take place at the launch event.</td>
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<td></td>
<td>2. Consider possibilities for public programming/community engagement activities.</td>
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<td>3. Artistic Excellence</td>
<td>Does the EOI submission:</td>
<td>- Respond to Key Questions 5 &amp; 6.</td>
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<td>1. Propose a unique and innovative work, delivering something new in Perth?</td>
<td>- Provide indicative images/sketches of proposed work.</td>
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<td>2. Demonstrate artistic quality and rigour?</td>
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<td>4. Durability and Safety</td>
<td>Does the EOI submission:</td>
<td>- Response to Key Question 7.</td>
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<td></td>
<td>1. Address site specific conditions through material selection and design to reduce risk of vandalism?</td>
<td>- List of materials and relevant product information.</td>
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<td>5. Demonstration of Capacity</td>
<td>Does the EOI submission:</td>
<td>- Current CV</td>
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<td>1. Show that the artist has produced work/s of a consistently high standard?</td>
<td>- Images/videos &amp; image list</td>
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<td></td>
<td>2. Show that the artist can successfully manage and deliver a public art project of similar nature and scale?</td>
<td>- Response to Key Question 9: Discuss experience you have had delivering projects of a similar scale (if none, discuss how you will acquire these skills)</td>
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<td>- Detailed budget and project schedule.</td>
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If artists wish to work as a team on this project, then images from each member of the team should be submitted. In the Project Description the artists will need to say why they wish to collaborate. One artist should be designated as the team leader and contact person.

Please submit all required submission material in a single document in the order listed above.

Submissions must be received by the City of Perth by 4pm on Monday 5 December 2016. Incomplete or late proposals will not be considered.

Proposals may be submitted either digitally or in hard copy.

Contact
All inquiries should be referred to:

Ashleigh Whyte
Activation Officer – Public Art, City of Perth
Telephone: (08) 9461 3181
Email: ashleigh.whyte@cityofperth.wa.gov.au

Artists are encouraged to discuss their ideas with a member of the City of Perth Arts, Culture & Heritage team prior to submitting their proposal(s).

Hand Delivery
ERRICHETTI PLACE MURAL PROJECT
ARTS, CULTURE AND HERITAGE
CITY OF PERTH
27 ST GEORGES TCE
PERTH WA 6000

Postal Address
ERRICHETTI PLACE MURAL PROJECT
ARTS, CULTURE AND HERITAGE
CITY OF PERTH
GPO BOX C120
PERTH WA 6839

Email Submission
publicart@cityofperth.wa.gov.au
(If images are too large to email, please send via Dropbox or WeTransfer)
DIMENSIONS

Full length of brick wall (including roller door): Approximately 45 metres

Length of roller door: 2 metres

Height: Approximately 3.5 metres at highest point, approximately 2.5 metres at lowest point.

Artists may choose to incorporate the roller door into their design or leave it blank.

It is highly recommended that artists visit the site prior to developing and submitting an application.