
ARTIST BRIEF

Expressions of Interest

Provision of Public Art on Bus Shelters

The City's Public Art Collection is a valuable community asset which contributes immeasurably to community wellbeing, sense of place and civic identity. The CGG Public Art Strategy 2020-2025 supports the commissioning of innovative public artworks which enhance and grow this Collection.

With this Artists Brief, the City of Greater Geraldton ('The City') is seeking Expressions of Interest (EOI's) to develop creative visual artworks specifically intended to be included on 8 new bus shelters, to be located at various sites across Geraldton. The following concept and design considerations are important in developing the EOI. No more than two EOI submissions per artist will be accepted.

1. DESIGN CONSIDERATIONS

Proposed artworks must be original creative works, have visual appeal and have the ability to engage a broad audience. The original work may be a drawing, painting, or created using digital media or printmaking techniques. Works of art that are photographs are not eligible.

Artists are requested to develop their work based on the curatorial themes "Stories of the City" and/or "The threshold" found on page 12 of the CGG Public Art Strategy 2020-2025. (see <https://www.cgg.wa.gov.au/live/my-community/arts-and-culture/public-art.aspx>)

All costs of printing and installation of the commissioned artworks will be covered by The City.

2. SITE LOCATIONS

SITE LOCATION AND SHELTER SPECIFICATION						
Bus stop ID	Location	Type of shelter	Total shelter width (m)	No. of back panels	Size of each panel (mm)	Visual area of each panel (mm)
70053	86 Shenton St - Geraldton Senior High School (Geraldton Regional Trade Training Centre), North Path	JSM - Urban single sided	3.6m	3	1090mm X 1990mm	1034mm X 1934mm
70066	Shenton St - Geraldton Regional Hospital (Geraldton & Regional Community Health Centre), South Path	JSM - Urban single sided	3.6m	3	1090mm X 1990mm	1034mm X 1934mm
70274	Harrison St - Bluff point (Bluff Point Primary School), West path	JSM - Urban single sided, custom made size	5.5m	5	1090mm X 1990mm	1034mm X 1934mm
70158	60 Central Rd - Wonthella (Place Rd to First St section), East path	JSM - Urban single sided	3.6m	3	1090mm X 1990mm	1034mm X 1934mm
70041	430 Chapman Rd - Bluff Point, across from TerryWhite Chemmart	JSM - Urban single sided	3.6m	3	1090mm X 1990mm	1034mm X 1934mm
70086	Fitzgerald St - Across from TAFE Geraldton Campus	JSM - Urban single sided	3.6m	3	1090mm X 1990mm	1034mm X 1934mm
72586	Chapman Rd after Bayly St, heading North, across from Hungry Jack's	JSM - Urban single sided	3.6m	3	1090mm X 1990mm	1034mm X 1934mm
72587	Chapman Rd before Bayly St, heading South, North Gate Shopping Centre	JSM - Urban single sided	3.6m	3	1090mm X 1990mm	1034mm X 1934mm

The panels are made of aluminium composite, therefore they have a solid light colour. The artwork will be printed on both sides of the rear panels and an anti-graffiti film will be applied to protect the print. The side panels on the bus shelter will be made of a see-through material.

3. EXAMPLES

Follow below examples of “JSM - Urban single-sided 3.6m wide” shelters installed at another locations in WA.

Front

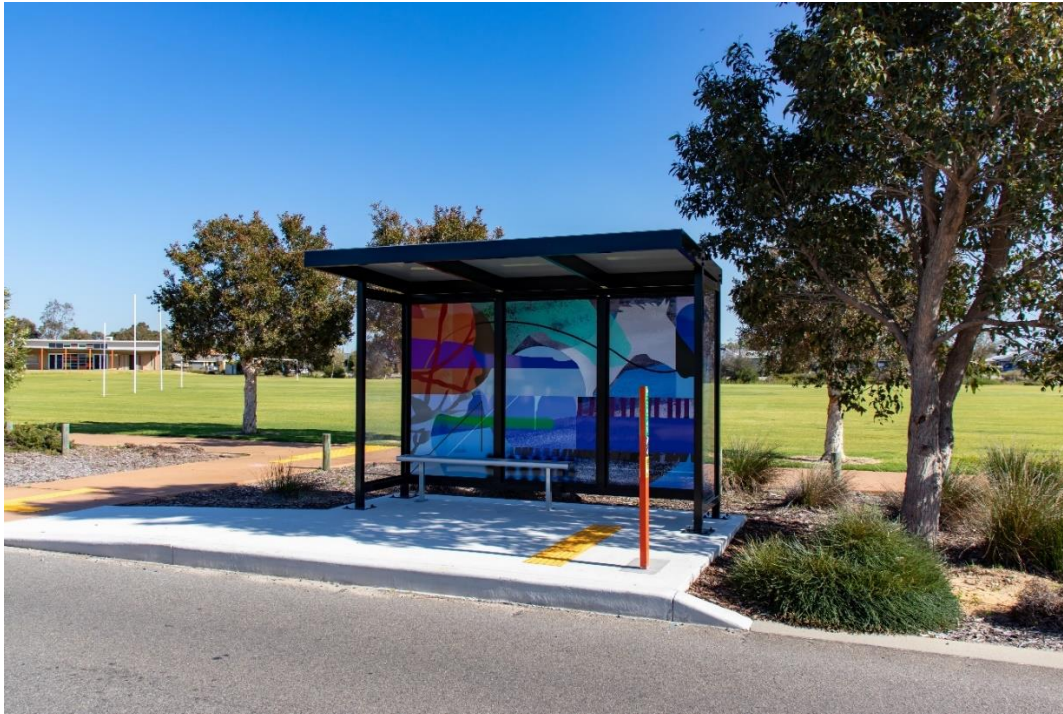


Figure 1: This photograph has been reproduced with authorization from JSM Jason Signmakers.

Back



Figure 2: This photograph has been reproduced with authorization from JSM Jason Signmakers.



Figure 3: This photograph has been reproduced with authorization from JSM Jason Signmakers.

Disclaimer: The artwork displayed above is protected by copyrights and cannot be reproduced without the consent of the artists.

4. SELECTION PROCESS

Selection of the final artwork will take place in a two-stage process, using the Selection Criteria listed in section 6.

First stage:

- Artists' responses to the Expression of Interest, including a sketch or a concept design of the artwork will be reviewed by The City.
- A maximum of 2 (two) EOI submissions per artist will be accepted.
- A maximum of 16 (sixteen) responses will be shortlisted by The City using the first stage Selection Criteria listed in section 6.
- Shortlisted artists will be invited to submit a print-ready artwork proposal for the second stage of the selection process.

Second stage:

- The shortlisted artists' final artwork proposals which have been received by The City will be presented to the Geraldton Regional Art Advisory Committee (GRAAC) for review.

- GRAAC members will make the final decision of 8 (eight) artworks based on the second stage Selection Criteria listed in section 6. This selection will be subject to final approval by the CGG Executive Management Team.
- An Artist's Agreement will be issued to the successful artists.

5. FEES

There will be a payment of \$500 per artwork, for the 8 (eight) final selected artworks, upon its commissioning via an Artist Agreement. Payment will take place following receipt of signed Artist Agreement and provision of tax invoice to the City of Greater Geraldton stating ABN or providing a signed Australian Tax Office Statement by Supplier form, no later than 14 days after receipt of the signed Artist Agreement.

6. SELECTION CRITERIA

The selection of a proposal to be commissioned will be based on the following criteria and weight system.

First Stage (Expression of Interest including sketch of the proposed artwork):

- Appropriateness to each bus shelter site location, impact and suitability – 55%
- Engagement of themes which reference the CGG Public Art Strategy 2020-2025 – 45%

Second Stage (Shortlisted Artist Proposals):

- Artistic quality and originality – 55%
- Ability to engage the audience – 45%

7. DUE DATES

First Stage (Expression of Interest):

- The Expression of Interest (EOI) including sketch of the proposed artwork should be submitted by Close of Business (COB), **14 April 2022**.
- Artists will be notified by **22 April 2022** if they have been shortlisted for the second stage.

Second stage (Shortlisted Artist Proposals):

- Shortlisted artists will be asked to send their submissions by **13 May 2022**.
- The finalist will be announced by **27 May 2022**. All shortlisted artists will be notified.

8. COPYRIGHT AND OWNERSHIP OF MATERIALS

Following the execution of a formal Artist Agreement, materials relating to the proposal will remain the property of The City. The Artist will be acknowledged in any public display of this

material. It is anticipated that the works will be on display for up to 5 years and the City reserves the right to de-install the artwork at any time during this time period. In the event of the work being de-installed, the City will endeavour through all means practical, to contact the artist and advise of the intended de-installation.

9. DOCUMENTATION AND PROMOTIONS

The artwork will be documented and promoted through a number of mediums, including but not limited to, photographs and written reports, social and traditional media, with appropriate acknowledgement of the artist included.

10. FURTHER INFORMATION

Submissions are invited from artists 16 years and above, and who are residents in the City of Greater Geraldton.

The Artist may direct any questions with respect to this brief to:

Rachael Vieraitis
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