



# Artist Brief – Expression of Interest


## Large-Scale Mural and Community Art Initiative Geraldton Regional Art Gallery

With this Artist Brief, the City of Greater Geraldton ('The City') is seeking Expressions of Interest to commission an artist or artist(s) to create a public artwork on the rear external wall of the Geraldton Regional Art Gallery. The artwork will form a prominent and highly visible feature on this site. The aim of the commission is to integrate art into public space within the City's Central Business District, enhance the visitor experience, beautify the streetscape, and provide opportunities for creative practitioners in the City of Greater Geraldton.

The successful artist/s will also deliver an upskilling opportunity for locals, resulting in the delivery of a second, small scale community mural within the City, at a different site to be determined.

The City's Public Art Collection is a valuable community asset which contributes immeasurably to community wellbeing, sense of place and civic identity. The City's Public Art Strategy 2020-2025 supports the commissioning of innovative public artworks which enhance and grow this Collection. Artists are requested to theme their narrative based on the Curatorial Themes listed in the Public Art Strategy which relate to Stories of the City. (see <https://artgallery.cgg.wa.gov.au/public-art/city-of-greater-geraldton-public-art-strategy-2020-2025.aspx>), page 12. Curatorial Themes are to provide overarching direction. Artists are encouraged to use these themes for inspiration and to instigate further research into the stories of the region.

### CURATORIAL THEMES

Theme		Key narratives and concepts to explore
<b>Stories of the City</b> Family lines, traditions, customs, tales (Geraldton City centre) 	<i>Geraldton is a place of ever-changing perceptions, contrasting against enduring memories and age-old tales.</i> <i>Welcoming to all cultures, the central city region is distinctive for its diversity. An enduring relationship with the Yamatji people connects Geraldton with customs that reach back thousands of years.</i> <i>The City is for coming together, sharing stories, discovering traditions, and making new memories, all set against the backdrop of port and maritime operations.</i>	<ul style="list-style-type: none"> <li>• Indigenous significance</li> <li>• Early settlement</li> <li>• Minerals and mining</li> <li>• Port operations - exporting and connecting to the world</li> <li>• Isolation</li> <li>• Shipwrecks</li> </ul>

The following Site Context and Design/Other considerations are important in developing the Expression of Interest (EOI).

No more than two EOI submissions per artist/artist(s) will be accepted.



## 1. SITE CONTEXT

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Housed in the State Heritage listed, turn of the century former Town Hall building, the Geraldton Regional Art Gallery opened in 1984 as Western Australia's first regional A-Class venue. The Gallery is the City's principal arts institution, serving arts and culture to the Midwest region's residents and tourists. Co-located within the Gallery is the Geraldton Visitor Centre.

The Gallery's iconic building served as the Town Hall from 1907 until the early 1980's when its use and condition declined. Demands for inner city parking led to the threat of demolition. However, a public campaign called FROTH (Friends of the Town Hall) fought to save the building, leading to the renovation and conservation of the old Town Hall, which became home to the Geraldton Regional Art Gallery, which opened in August 1984. The Gallery has undergone significant upgrades and refurbishments over the years. The Gallery is located at 24 Chapman Road, Geraldton, Western Australia.

The artwork is planned to be located on the rear wall and wrap around the side wall (along Durlacher Street) of the Geraldton Regional Art Gallery. The site is highly visible and can be easily viewed when parking in the Post Office Carpark and/or walking/driving along Durlacher Street.

## 2. DESIGN AND OTHER CONSIDERATIONS

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- Proposed artworks must be original creative works.
- Given the artwork's location within a public open space, the artwork should be appropriate for audiences of all ages.
- As the building is State Heritage listed, the City will liaise closely with the artist/s on any special considerations that need to be employed at the site. The City will act as the referral source to the appropriate Authority if required.
- The selected artist(s) will have the opportunity to work with Council staff to assist with logistics regarding the work production, installation, and liaison with nearby businesses if necessary. Council staff will also assist with any promotion required and documentation of the project. The City will assist with providing a venue for the upskilling workshop and for organising the location for the smaller community mural.
- Artists should strongly consider how public interaction may affect their work and include in their proposal how their design addresses risks of graffiti vandalism, incidental and wilful damage and any ongoing maintenance requirements.
- The City reserves the right to not proceed to commission a work from this expression of interest.
- The selected artist/s will be expected to adhere to the City's Procurement and Safety framework, which includes legislative and compliance processes. More information is available on the City website - <https://www.cgg.wa.gov.au/business/work-with-us/supplier-information.aspx> No works can commence without WHS documentation being submitted to the City and confirmed for the works. Closure of the pedestrian walkway and adjacent car park bays will be the responsibility of the City.



### Technical Specifications:

- Expected total identified area for location of the artwork is approximately 103 m<sup>2</sup>. The community mural is anticipated to be approx. 30-40 m<sup>2</sup>.
- Mural application must be delivered with high-quality long-lasting exterior paint.
- The artwork is expected to have a lifespan of at least 12 months without material degradation and a durability of reasonable quality for a period of 5 years. Evidence of this should be provided with the EOI proposal, such as manufacturer's specifications or evidence of other works created with this lifespan.
- 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.
- Ideally, the Art Galley mural should be fully installed by December 2023. The upskilling opportunity and second community mural is to be completed by March 2024.



Rear View of Gallery (off Post Office carpark). Old signage will be removed previously. Mural area is approximately 13 metres wide x 6 metres high.



Side view of Gallery (Durlacher St). Mural area is approximately 5 metres wide x 5 metres high.

### 3. SELECTION PROCESS

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#### Stage 1 – EOI Open Call

- Artist submissions of EOI.
- Submissions are invited from artists 18 years and above who are residents of Australia.
- No fee is associated with EOI submissions.

#### Stage 2 – Shortlisted Artists to submit Concept Design

- A maximum of 5 responses will be shortlisted by The City using the EOI Selection Criteria listed in Section 5.
- Shortlisted artists will be invited to submit an Artwork Concept Design of the proposed artworks to address the brief and Concept Design Selection listed in Section 5.
- The Concept Design is to be accompanied by a detailed technical material outline, methodology and budget breakdown.
- A fee will be paid to shortlisted artists who submit a concept design – see Section 4.



### Stage 3 – Selection and commission

- The Artwork Concept Designs from Stage 2 will be presented to 3 representatives from the Geraldton Regional Art Advisory Committee (GRAAC) for review and selection.
- The selection will be subject to final approval by the CGG Executive Management Team.
- An Artist’s Agreement will be issued to the successful artist.
- A fee will be paid to the successful artist – see Section 4.

## 4. FEES

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### Stage 1 – EOI Open Call

- No fee is associated with EOI submissions.

### Stage 2 – Shortlisted Artists to submit Concept Design

- **There will be a payment of \$1,000 for each Artwork Concept Design.**
- Only Shortlisted Artists will be invited to submit an Artwork Concept Design.
- Only one Artwork Concept Design per Artist/Artist Team will be accepted.

### Stage 3 – Selection and commission

- **There will be an available budget up to a maximum of \$40,000 for delivery of the project. The successful artist is expected to cover -**

#### **Any accommodation and travel costs**

**All material costs for both the large-scale, community workshop and small community mural**

**All costs associated with installation, including hire of equipment** (aside from erection of temporary fencing to close pedestrian access and adjacent car park bays, which will be covered by the City)

#### **Any licencing or other fees**

- The payment terms will be confirmed during the commission process, which will include an Artist Agreement, which will need to be signed and returned to the City. Payment will occur in 3 phases –
  - 25% on signing of Artist Agreement
  - 50% on competition of large-scale mural
  - 25% on completion of community workshop and second smaller mural
- The Artist Agreement shall contain requirements for ensuring the artwork is fit for purpose in a public open space and shall not expose the public to undue risk.
- Prior to payment, the selected artist will also be required to provide a tax invoice to the City of Greater Geraldton stating the artist’s ABN or providing a signed Australian Tax Office Statement by Supplier form, no later than 14 days after receipt of the signed Artist Agreement.

## 5. SELECTION CRITERIA

### Stage 1 – EOI Open Call

Selection Criteria	Submission Requirement	Evaluation Weighting
Respondent Details	Artist/s name, contact details	N/A
Response to the brief in relation to your artistic practice & capacity to complete the works	<p>Provide a brief summary of your understanding of the project and how it relates to your artistic practice as well as proof of capacity to develop the artwork and lead community workshops, including-</p> <ul style="list-style-type: none"> <li>*Experience working with various stakeholders</li> <li>*Relevant licences eg Working at Height ticket / Elevated Work Platform ticket (or willingness to obtain these in the event of being shortlisted)</li> <li>* Your capacity to provide a Safe Work Method Statement (SWMS) for the work (examples available on Safe Work Australia website)</li> <li>* Public Liability Insurance and Professional Indemnity (up to \$5,000,000), and a White Card (or willingness to obtain this in the event of being shortlisted).</li> </ul>	40%
Artistic excellence	<p>Demonstrate your ability to execute artworks that exhibit artistic quality, exploration and rigour by providing:</p> <ul style="list-style-type: none"> <li>• A curriculum vitae (max 1 x A4)</li> <li>• 5 images of 3-5 artworks you've previously completed including images details such as artwork title, medium/materials, size, construction value (if applicable), client or commissioning organisation (if applicable), year completed and any subconsultants or collaborators involved.</li> </ul>	60%

### Stage 2 – Shortlisted Artists to submit Concept Design

Selection Criteria	Submission Requirement	Evaluation Weighting
Artistic quality and originality	<ul style="list-style-type: none"> <li>• Art that is original, high quality and presented to a professional standard; and</li> <li>• Art that has visual impact.</li> </ul>	40%
Engagement with CGG Public Art Strategy 2020-2025	<ul style="list-style-type: none"> <li>• Art that strongly demonstrates engagement with relevant themes which reference the CGG Public Art Strategy 2020-2025</li> </ul>	40%
Durability and risk	<ul style="list-style-type: none"> <li>• Art that satisfactorily addresses the need for durability and manages risk</li> </ul>	10%





Community upskilling opportunity	<ul style="list-style-type: none"> <li>A programming plan for an upskilling workshop which results in a small-scale community mural.</li> </ul>	10%
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## 6. DUE DATES

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### Stage 1 – EOI Open Call

- The Expression of Interest (EOI) should be submitted by Close of Business (COB), 25 August 2023.
- EOI's should be sent electronically to [council@cgg.wa.gov.au](mailto:council@cgg.wa.gov.au) or by USB Post (Attention: Manager Libraries, Heritage and Gallery, City of Greater Geraldton, PO Box 101 Geraldton 6531).
- Artists will be notified by 1 September 2023 if they have been shortlisted for the second stage.

### Stage 2 – Shortlisted Artists to submit Concept Design

- Shortlisted artists will be asked to send their submissions by 15 September 2023.
- The finalist will be announced by 27 September 2023. All shortlisted artists will be notified.

## 7. COPYRIGHT AND INDIGENOUS CULTURAL AND INTELLECTUAL PROPERTY

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The City of Greater Geraldton recognises that any shared cultural knowledge, material, and input that may be recorded and captured during the stages of this art project may be the Indigenous Cultural and Intellectual Property (ICIP) of Yamatji Peoples who are the Traditional Owners and First People of Nhanhagardi, Wilunyu, Naaguja (the lands on which the City of Greater Geraldton stands). It is recommended that prior to the reuse of any culturally related information, permission will be acquired from the appropriate people. Following the finalisation of the formal Artist Agreement the graphic representation and physical manifestation of the Final Artwork will remain the property of The City.

## 8. DOCUMENTATION AND PROMOTION

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

## 9. FURTHER INFORMATION

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Questions about this brief can be directed to: Trudi Cornish, Manager Libraries, Heritage and Gallery City of Greater Geraldton. Email: [trudic@cgg.wa.gov.au](mailto:trudic@cgg.wa.gov.au) Ph: (08) 9956 6659