



ARTWORK BRIEF FOR Vasse Village Centre Call for Expressions of Interest (EOI)

Prepared by Artsource for Vasse Development Partners

October 2017

- Project Title:** Vasse Township Artwork 2
- Location:** East Wall of Lot 102 (Wall section facing Vasse entrance roundabout)
- Budget:** Up To \$20,000
- Closing Date:** **3.00pm Tuesday 14 November 2017**
- Send EOIs to:** consulting@artsource.net.au

BACKGROUND

Overview

Expressions of Interest are sought from artists who are interested in delivering a public artwork for a small (200x200cm) square section of wall on the side facade of the eastern side of Lot 102 facing the main Vasse entrance roundabout..

The artwork needs to be suitably welcoming to the local community, shoppers and visitors to the Vasse township and the broader idea is to incorporate some community themes, interactions or involvement in the artwork itself.

Positioned at the intersection of Bussell Highway, Napoleon Promenade and the new Vasse Bypass, the new Village Centre at Vasse incorporates the surrounding country charm.

A variety of specialty stores and dining options will join the existing medical hub in late 2017, creating a vibrant hub that connects the Vasse Newtown estate of Birchfields with the new Dawson and Armstrong communities.

Commissioner

This project is commissioned by Vasse Development Partners.

Artsource's Role

Artsource has been engaged as art consultants to project manage the public art component of this project. Artsource will promote the artist and the project on its website and in other ways.

The artist will refer to Paul Parin, Art Consultant appointed by Artsource, with all queries about this project.

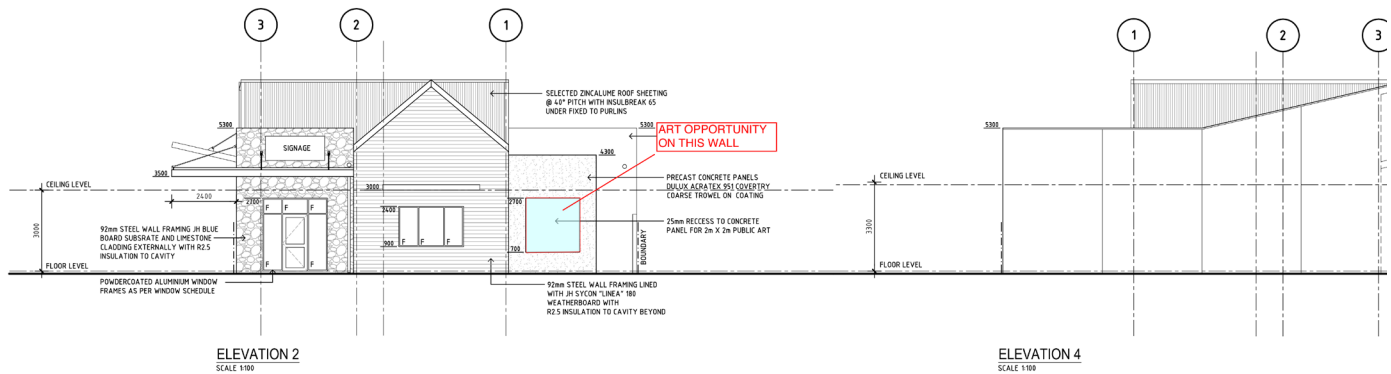
Other Key People

Alex Meares, Director, On-Q Projects,

Jacque Happ, Cultural Development Officer, City of Busselton,

THE SITE

Site or Building Considerations



The proposed artwork wall section (shaded in blue) is approximately 2000 mm (H) x 2000 mm (W) x 100 mm (D) in size.

The wall section is the side, east facing wall of a proposed fast food/ cafe tenancy and faces onto the main Vasse town centre entrance roundabout.

There is provision for a power feed to be brought into the rear of the wall section recess. This may allow the recess space to incorporate a built in lightbox which would allow a back lit artwork or series of artworks.

Audience

Local community, visitors and shoppers to the Vasse Township.

This will be a high exposure location with significant traffic passing by and also extensive foot traffic with people accessing the adjoining tenancy and the shopping precinct.

THE PROJECT

Curatorial Response

The artwork should be broadly welcoming to visitors and locals alike when visiting the Vasse town centre.

The artwork needs to be representational of the wider Vasse community and preferably involve and encourage the local community to be involved either as participants, as representations or in having a say in the final artwork selection or production process.

It may be that the successful artist will propose, facilitate and administer a consultative, representational or inclusive community art program.

It may be possible to produce a series of back lit (lightbox style) artworks featuring local residents and shopkeepers, community groups, schools, business owners, etc., that are produced and changed over a scheduled period of time as a way of involving and also introducing members and/or local themes representing the community.

Alternatively it may be a fixed artwork piece that provides a broader community involvement or representation that may include community input, consultation and participation in the final artwork.

Visual Considerations

An applied or integrated artwork that is vibrant, welcoming and engaging for the local community and visitors alike.

If artwork is mural based, three dimensional, textural or tactile elements are likewise encouraged.

There may be the opportunity to light the artwork from above or provide a power feed for integrated lighting, lightbox style.

Materials

Materials will need to be well considered and suitable for this public art project. Being durable, suitable for the climate, low maintenance and vandal resistant with a high consideration for public safety.

The artwork/s may require a custom made lightbox to be fabricated and installed out of appropriate long lasting materials.

ROLE OF THE ARTIST

The role of the artist is to design, coordinate, fabricate and/or produce and install a public artwork in line with the specifications in this brief and subsequent contract. The artist is expected to work in collaboration with Artsource, Vasse Development Partners, the relevant architects and the responsible Local Government Authority during design development and installation.

SELECTION CRITERIA

Criteria	Key Questions	Artists are required to submit	Weight
1. Previous experience in similar scaled public art or other art projects	<p>a) What experience have you had managing similar scaled public art projects – if none, state how you would acquire these skills?</p> <p>b) How do you plan to manage this project?</p>	<p>Current CV (2 page maximum) and including current contact details</p> <p>Answers to key questions (max. 200 words)</p>	30%
2. Artistic and conceptual suitability of practice for this project	<p>a) How would you describe your art practice and its relevance to this project?</p>	<p>5 to 10 support images with image attributions on the same page as the image</p> <p>Answers to key questions (max. 200 words)</p>	30%
3. Initial Response to brief	<p>a) What is your broad vision for the site and how will this vision complement the site?</p>	<p>Answers to key questions (max. 300 words)</p>	40%

Please note that you must be resident in Western Australia to be considered for selection. The successful artist will need to be insured, at a minimum for public liability to \$20 million, product liability to \$20 million, professional indemnity to \$5 million and may be required to insure the artwork itself during fabrication.

DEFINITIONS

Professional artists can be defined as a person who fits into at least two of the following categories:

- A person who has a university degree or a minimum 3 year full time TAFE diploma in visual arts or, if the brief calls for it, other art forms such as multimedia.
- A person who has experience or a history of exhibiting their artwork at reputable art galleries that sell the work of professional artists.
- A person who has sold work to major public collections including but not limited to the Art Gallery of WA, any university collection or Artbank.
- A person who earns more than 50% of their income from arts related activities such as teaching, selling artwork or undertaking public art commissions.

THE PROCESS

Commissioning Process

This project is an open call for Expressions of Interest from artists based in Western Australia.

Local artists from the South West region are encouraged to apply.

Selection Process

- The selection panel will consist of representatives from the Vasse Development Partners, and City of Busselton and will include an experienced arts industry specialist. All panel members understand they need to be aware of potential conflicts of interest and confidentiality issues that may arise from being part of the panel. Artsource will be part of the panel and advise, but not vote on the outcome.
- The panel will assess and shortlist 3 artists from the Expressions of Interest received.
- Successful shortlisted artists will be required to talk to a panel and present a concept that meets the requirements of the brief. The concept should be supported with maquettes, diagrams or digital images; samples of potential finishes and materials.
- Depending on the Community Involvement proposed in the artist submissions, the Vasse Development Partners may look to implement a community feedback approach to assist in the final artist/artwork selection.

Proposed Schedule

EOI Submission Deadline:	Tuesday 14 November 2017
Shortlisting meeting:	Friday 16 November 2017 (TBC)
Site meeting:	(TBC)
Concept Presentations:	Thursday 14 December 2017
Design Documentation Due:	February 2018
Fabrication, production, install	March/April 2018

Project Management

Artsource's Art Consultant Paul Parin is the Project Manager and is to be the first point of contact for this project.

The artist(s) will be contracted to JV of Perron Developments P/L & Stawell P/L.

Budget

The total artwork budget up to \$20,000 (excl. GST) The budget includes, but is not limited to: community consultation, materials, building licenses and approvals, site preparation, installation, attribution plaque, transportation, lighting and any other factors that may be detailed in the contract. Shortlisted artists will be paid \$350 (excl. GST) for their concept presentation.

HOW TO APPLY

The artist will need to provide their EOI submission including their response to the selection criteria by:

3:00pm Tuesday 14 November 2017

Please don't include internet links in documents, or other information not specified in the selection criteria as it won't be considered by the panel.

Please put images and text into ONE document under 5 MB in size and email to consulting@artsource.net.au

If you are having problems with doing this, or would like to clarify an aspect of what to submit, please contact Paul Parin on **08 9335 8366** or **consulting@artsource.net.au**.

ATTACHMENTS AND REFERENCE MATERIAL

APPENDIX A

City of Busselton Public Art Strategy