



Artist Brief: Community Mural

Project Overview

Paralowie Village Shopping Centre (PVSC) is seeking an artist to design and paint a mural on two panels of the Northern façade of their shopping centre, facing Ronaldo Way and Settler's Farm Primary School in Paralowie.

It is hoped that this project will activate this public space, generate positive interest for the City of Salisbury and Paralowie Village, inspire community involvement and celebrate not only the history, but also the progressive, multicultural, and diverse community of today in Paralowie and surrounds.

Project Brief

The artist's EOI will be required to respond to a theme aimed at embracing/highlighting multiculturalism, diversity and celebrating the culture and identity of the community of Paralowie & City of Salisbury.

We envisage an energetic, colourful and bright mural that tells a story and evokes a sense of belonging and inclusivity.

Paralowie has an already strong community spirit, energy and enthusiasm and is reflective of being a vibrant place to live, work and play in an interconnected and intercultural community. We wish for this artwork to highlight this.

Artwork Objectives

The key aims of the project is to create a high quality contemporary public artwork that:

- Fosters a feeling of inclusivity and belonging and embraces/highlights multiculturalism in the Paralowie & City of Salisbury surrounds area;
- Is energetic, bright and colourful;
- Celebrates the culture and identity of Paralowie, City of Salisbury and its many inhabitants;
- Encourages visitors to stop, enjoy, interact and promotes discussion;
- Engages the community in street art and culture;
- Reflects a sense of welcoming and belonging, inclusivity and community gathering.

Selection Process

One artist/artist team will then be awarded the commission based on the following criteria:

- Artistic vision, quality and ability to meet artwork objectives as above.
- Impact of the concept and its ability to capture the audience.
- Suitability to context and response to site.

Timeline

The following indicative timeline is proposed.

<i>July</i>	Calls for expressions of interest.
<i>August</i>	Expressions of interest close.
<i>Mid August</i>	Expressions of interested presented to key stakeholders and final artist chosen.
<i>End August</i>	Applicants notified of outcome.
<i>September</i>	Artist commences work on mural.
<i>End of September</i>	Mural completed.
<i>Early October</i>	Mural unveiling

Expression of Interest Requirements

EOI submissions must be submitted as one PDF document and include the following:

1. Completion of the Expression of Interest form (refer annexure I).
2. A CV no longer than two A4 pages.
3. Evidence of previous work including images of previous works completed or links to work that can be viewed online (minimum 8 examples).
4. An artist statement of 300 - 500 words explaining how the artist will approach the project brief and theme.
5. A quick draft concept(s) of the artwork / themes / ideas for the project.
6. Evidence of 'working from heights' qualifications.
7. Proposed indicative budget breakdown outlining how the fee will be used to create the artwork. (This should include things such as labour, a design fee, materials and equipment and any other relevant costs.)

The EOI must be received by email no later than: TBC

Send EOI materials in PDF format to: info@paralowievillage.com.au

Artist Requirements

The artist will have a strong track record of mural development at the scale indicated in this project and be able to provide examples of previous work.

The artist will produce artwork that:

- is of high quality, innovative, original work with high artistic merit;
- enhances the public experience of contemporary public art;
- is reflective and responsive to the location;

- creates a strong sense of place;
- celebrates the culture and identity of Paralowie, PSVC and City of Salisbury Council.

Key requirements of artist(s):

- Be willing to adapt the design, if necessary, to fit with the parameters of the project.
- Be able to collaborate effectively and communicate with project stakeholders and the general public when working on site.
- Source, supply and implement all materials and equipment required to prepare the site and complete the artwork.
- Have the appropriate 'working at heights' qualifications and operate according to Workplace Health and Safety Procedures.
- Undertake the work within the parameters of the project budget of \$15,000 (refer project budget below).
- Hold Public Liability Insurance to the value of \$20 million and provide evidence of this to accompany the project agreement.

Budget

The total fee awarded for this commission is \$15,000 (GST exclusive) to cover all costs associated with the artist designing, producing, and executing the finished artwork.

The fee will cover the following:

- Research and community consultation as required
- Creative development of **three design options** presented to Council and other project stakeholders
- Preparation of the mural site including cleaning if required
- Creation of the final artwork
- All materials
- All labour and installation costs
- The development of a risk assessment plan and other documentation
- Attendance at nominated meetings, site visits, presentations if/when required
- **All safety equipment including working at heights scaffolding, scissor lift or cherry picker.**
- Personal protective equipment required by the artist
- Public Liability insurance (\$20 million)
- Any subcontracting required, such as collaborating artist(s).
- Site clean-up after installation.

Materials

The artwork(s) will need to comply with public safety and have minimal to no negative environmental and biodiversity impact. Safe Work Procedures and use of PPE for the installation/delivery of proposed artwork must be adhered to.

PVSC has a commitment to environmental sustainability and corporate responsibility. The use of materials and fabrication that minimise use of resources, improve energy efficiency, minimise waste and support circular economy outcomes are an important aspect of this project.

Project Site

Address

The site is located on the Northern side wall of PVSC facing Ronaldo Way and Settler's Farm Primary School. This location lends itself to becoming a community precinct through activating a 'sense of place' by fostering an opportunity for community involvement in the project by local Council, schools, families, and individuals.

The opportunity consists of two panels of the wall, Panel 6 & 7.

Total wall measurements: 7.6m height x 15.25m width

Dimensions Panel 6: 7600mm height x 7740mm width

Dimensions Panel 7: 7600mm height x 7509mm width

Special note: to mitigate against damage to the artwork by graffiti, the artwork must begin 2 meters high from the ground (exclusion zone).

Surface material: Painted precast concrete.



Future Considerations

It is envisaged that this mural will be the beginning of a series of artwork along the wall. The future murals would be broken into panels and split into stages, as depicted in the below image. For this project, the initial focus is on panels 6 & 7 aforementioned.



Works & Artists of Inspiration



Artwork lifespan

It is expected that the artwork will have a semi-permanent lifespan in the order of three to 10 years. All reasonable steps will be taken by PVSC to maintain the artwork for a minimum period of three years, after which time the artwork can be reinstated or removed at PVSC's discretion.

Consideration should be given to minimising maintenance work. The artist should ensure that the artwork is of a quality and finish that can endure all weather conditions for an exhibition period of at least three years.

PVSC Responsibilities

PVSC will:

- Manage any necessary road closures as required during the artwork development. However due to the nature and location of the site, it is not envisaged that a traffic management plan will be required for the safe installation of the mural.
- Provide support and advice for the project as required.
- PVSC reserves the right to amend, vary, supplement, postpone or not proceed with this project.

Copyright

Copyright and intellectual rights remain with the artist. Paralowie Village Shopping Centre reserves the right to photograph the artwork and document the project for unlimited use within publications promoting PVSC.

PVSC Management will require an agreement by the artist to be entered into accordingly.

Project Contact

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0422 500 282

stephanie@koogroup.com.au

Expression of Interest

Artist(s) to complete:

Name/s:	
Email address:	
Phone number:	
Address:	
ABN:	
Are you registered for GST?	Y/N
Do you have the capacity to work to the proposed budget & requirements?	Y/N
Please explain how your artwork will reflect the theme: <i>(embracing/highlighting multiculturalism, diversity and celebrating the culture and identity of the community of Paralowie & City of Salisbury).</i>	

Responses to the Request for Expressions of Interest (EOI) must include:

EOI Form: Completion of this EOI Form
Artist/s CV: A curriculum vitae (CV) of the artist, no longer than two A4 pages.
Support Images: Evidence of previous work including images of previous works completed or links to work that can be viewed online (minimum 8 examples).
Artist Statement: 500 words explaining how you/the artist will approach the project brief & theme.
Draft Concept: An indicative quick draft concept(s) of the artwork / themes / ideas for the project.
Qualification: Evidence of 'working from heights' qualifications.
Proposed Budget: A proposed indicative budget breakdown outlining how the fee will be used to create the artwork. (This should include things such as labour, a design fee, materials and equipment and any other relevant costs.)
The selection panel's decision is final and no communication will be entered into regarding an unsuccessful EOI submission. Unsuccessful artists will be notified via email.