



Artist Brief: Community Mural 2024

Project Overview

Following the success of our first mural painted by Mike Makatron in 2022 (Artwork #1), we are excited to be continuing our vision to create an art piece of scale for our local community.

Paralowie Village Shopping Centre (PVSC) is seeking an artist to design and paint a mural “Artwork #2” 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 and celebrate 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 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:

- Embraces and highlights multiculturalism in the Paralowie & City of Salisbury surrounds
- Celebrates the culture and identity of Paralowie, City of Salisbury and its many inhabitants
- Includes a reference to our native flora and fauna
- Is energetic, bright and colourful;
- Encourages visitors to stop, enjoy, interact and promotes discussion
- Engages the community in street art and culture;

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>September</i>	Calls for expressions of interest from 6 th Sept 2024
<i>October</i>	Expressions of interest close on 7 th October 2024
<i>Early October</i>	Expressions of interested presented to key stakeholders and final artist chosen.
<i>Mid October</i>	Applicants notified of outcome.
<i>November</i>	Artist commences work on mural.
<i>Early to mid November</i>	Mural completed.
<i>Mid November</i>	Mural unveiling.

Project Site

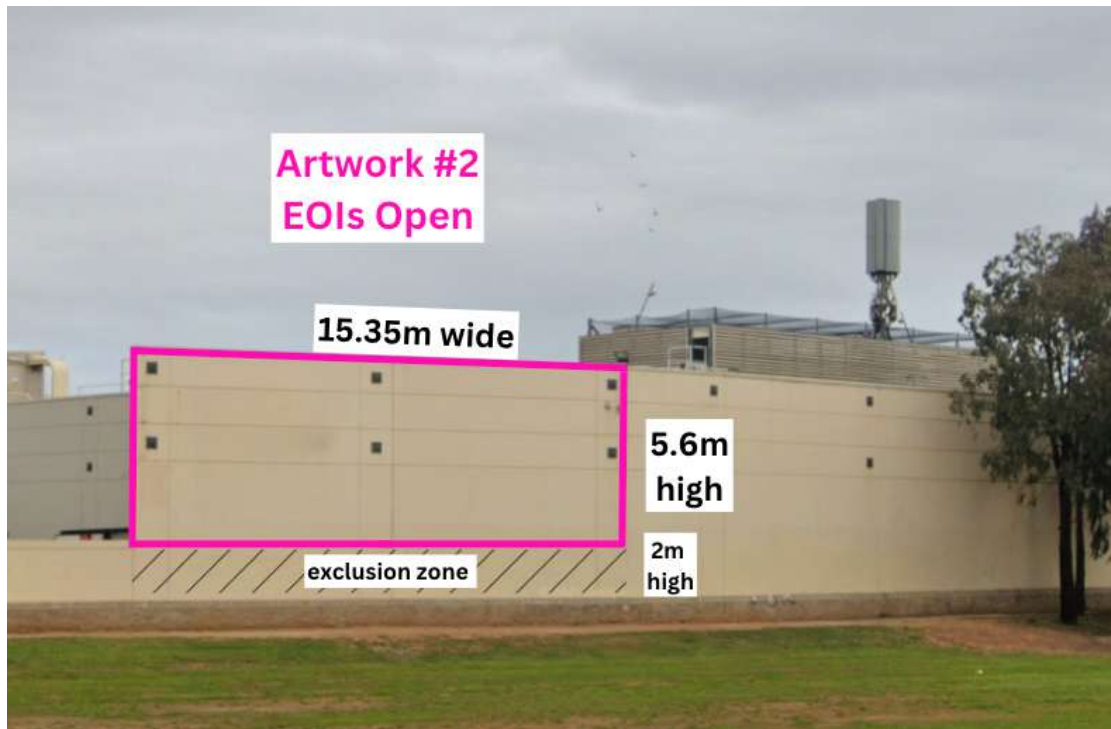
Address

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.

Opportunity

Artwork #2 consists of two panels of the wall measuring 7.6m height and 15.35m in width. There will be a 2m high exclusion zone which will be painted black (to mitigate against damage to the artwork by graffiti).

The surface material is painted precast concrete.



Future Considerations

This mural will be the second in a series of artwork along the wall. The first mural was commissioned in 2022 and was completed by Mike Makatron. The future murals will be broken into two more, split across 2025 and 2026 as depicted in the below image.



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. An artist CV
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 200 words on how the artist will approach the project brief theme.
5. A quick draft concept(s) of the artwork/themes/ideas for the project with enough detail for Paralowie Village and the City of Salisbury art panel to clearly understand what is proposed and colours to be used.
6. Evidence of 'working from heights' qualifications.
7. Proposed indicative budget breakdown outlining how the fee will be used to create the artwork.

The EOI must be received by email no later than: Monday 7th October 2024

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 willing to run a couple of school/community sessions during the rollout of the mural.
- 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 \$10,000 (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 \$10,000 (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
- Allowance for community engagement session/Q&A
- Creative development of **2-3 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.

Artwork lifespan

It is expected that the artwork will have a semi-permanent lifespan in the order of 3 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.

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

Stephanie Egidio

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
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: 200 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 with enough detail for Paralowie Village and the City of Salisbury art panel to clearly understand what is proposed and colours to be used.
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. Thank you!