

Artist Brief – Expression of Interest

Provision of Public Art at AMC Park, Spalding Design Only for Sandblast Artwork

We would like to respectfully acknowledge the Yamatji Peoples who are the Traditional Owners and First People of Nhanhagardi, Wilunyu, Naaguja (the lands on which the City of Greater Geraldton stands). We would like to pay respects to the Elders past and present for they hold the memories, the traditions, the culture and hopes of the Yamatji Peoples.

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 in AMC Park upgrades in Spalding. The following concept and design considerations are important in developing the EOI. No more than two EOI submissions per artist will be accepted.

1. PROJECT BACKGROUND

Spalding Revitalisation Project - Stage One

In late 2021, a concept design for the Spalding Revitalisation Project was developed. The revitalisation includes new roads, footpaths and a redesign of AMC park. The project has been designed via an inclusive process with Community Reference Group Meetings, workshops with Year 6 students from Bluff Point Primary, conversations with members of the community and meetings with the City to develop a concept masterplan to ensure it is fit for purpose and beneficial for the community.

The resulting AMC Park design includes upgraded play facilities, culturally-inclusive spaces and improved amenities in the heart of Spalding. The design also includes opportunities for the inclusion of public artworks and stories into the park. Discussions with community members have identified a clear desire for the artworks and stories to respectfully convey local stories, with a focus on Yamatji Cultural Knowledge.

The public artworks will create opportunities to:

- reflect and celebrate the diverse community who already use AMC Park, and will greatly benefit from the revitalised facilities;
- support the local creative economy;
- engage the wider community with public art; and

- reflect the cultural character of the City of Greater Geraldton.

Refer to the Stage One Masterplan below for the overall concept.



KEY

- ① COMMUNITY CENTRE WITH MINOR RENOVATIONS
- ② ADVENTURE PLAYGROUND
- ③ BASKETBALL COURT
- ④ YARNING/EDUCATION CIRCLE
- ⑤ GRASSY PLAY AREA
- ⑥ PICNIC NODES
- ⑦ CLEAR TRUNK TREE GROVES
- ⑧ DDA COMPLIANT PATHWAY

- ⑨ GRAVEL PATHWAY
- ⑩ PLANTING/EDUCATION/ RESTING NODES
- ⑪ BUSH TUCKER REVEGETATION
- ⑫ COMMUNITY CENTRE PLAY AREA
- ⑬ COMMUNITY GARDEN
- ⑭ FORMAL PARKING WITH ACROD BAYS
- ⑮ CASUAL PARKING
- EXTENT OF WORKS
- EXTENT OF AMC PARK

2. ART BACKGROUND AND CONTEXT

Artists are invited to submit an EOI for a **design only** artwork commission for AMC Park. The artwork design will respectfully engage with the Cultural Knowledge of the story of ‘Why the Emu Can’t Fly’. The story of ‘Why the Emu can’t Fly’ has been identified in meetings and conversations with members of the community, including Yamatji representatives.

Responses are sought from:

- Yamatji Artists who know the ‘Why the Emu Can’t Fly’ story and who have the Cultural Authority to share it through art; or
- Teams of people who, together, have artistic skills and experience and the knowledge of and Cultural Authority for sharing the ‘Why the Emu Can’t Fly’ story.
- In the event of the Yamatji artist or their representative not knowing this story, or wanting more information about it please contact Hamish Firth, UDLA on hamish@udla.com.au or 0404 664 668.

CULTURAL KNOWLEDGE / STORY:

‘Why the Emu Can’t Fly’

ARTWORK TYPE:

The commissioned artwork will be a ‘design only’ graphic representation of the story of ‘Why the Emu Can’t Fly’. Once complete (in a media of the artist’s choice), the artwork will then be digitised and interpreted by the Landscape Architect in collaboration with the artist into a sandblasting template that will be integrated into the new concrete pathways that weave through AMC Park.

REFERENCE IMAGES:



Some examples of ‘design only’ artworks that have been interpreted and turned into a sandblasting template that has then been integrated into pathways are shown above.

Credits: *Left image* – Sand goanna totem along the Mangrove Walk in Brisbane, which included eight totems selected via engagement with Turrbal and Jagera representatives.

Middle image - Paul Herzich from Mantirri Design at Riverbanks College.

Right image - Granite Island Causeway project with integrated artworks by Ngarrindjeri-Ramindjeri artists including Cedric Varcoe, Amanda Westley, Kyla McHughes, Kevin Kropinyeri, and Jamaya Branson.



The plan above indicates the extent of the path that will have elements of the artwork integrated along its length. The path connects to sheltered picnic nodes at strategic points along the journey. A more detailed plan will be issued to the shortlisted artists.

3. CREATIVE CONSIDERATIONS

Proposed artworks must be original creative works that may be a drawing, painting, or created using digital media or printmaking techniques. Works of art that are photographs are not eligible.

- Given its final location will be within a public open space, the artwork should be appropriate for audiences of all ages.
- The artwork should be developed to consider the spatial journey of the pathway through the park in relation to the story. 'Episodes' or 'moments' that lead people from one point to the next around the pathway might be a good way to approach the artwork.
- Consideration of local context and locations involved in the story is encouraged.
- The final artwork will need to be graphically interpreted and transposed into a sandblasting template. Degree of detail, scale of linework etc. are important considerations.

Successful artists are requested to develop their work in line with the appropriate curatorial themes described 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.

4. SELECTION PROCESS

Stage 1 – EOI Open Call

- Artist submissions of EOI.
- Submissions are invited from artists 16 years and above and residents of the City of Greater Geraldton.
- No fee is associated with EOI submissions.

Stage 2 – Shortlisted Artists to submit concept design

- A maximum of 3 (three) responses will be shortlisted by The City using the EOI Selection Criteria listed in Section 6.0.
- 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 6.0.
- A fee will be paid to shortlisted artists who submit a concept design – see Section 5.0.

Stage 3 – Selection and commission

- The Artwork Concept Designs from Stage 2 will be presented to 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. The Artist Agreement will contain requirements for ensuring the artwork is fit for purpose in a public open space and shall not expose the public to undue risk.
- A fee will be paid to the successful artist – see Section 5.0.

5. FEES

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 \$2,000 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 a payment of \$10,000 to the successful artist.
- 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.
- 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.

6. 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	Provide a summary of your understanding of the project and how it relates to your artistic practice (max 2x A4)	20%
Artistic excellence	Demonstrate your ability to execute artworks that exhibit artistic quality, exploration and rigour by providing: <ul style="list-style-type: none"> • A curriculum vitae (max 1x A4) • 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. 	30%
Cultural Understanding and Authority	Provide a statement of your Cultural Authority to share the 'Why the Emu Can't Fly' story. This may include a brief description of your cultural understanding of the story and its themes.	50%

Stage 2 – Shortlisted Artists to submit concept design

Selection Criteria	Submission Requirement	Evaluation Weighting
Artistic quality and originality	<ul style="list-style-type: none"> • Art that is original, high quality and presented to a professional standard • Art that can be interpreted into a graphic Sandblasting template 	40%
Appropriateness and Connection to site and Cultural Themes	<ul style="list-style-type: none"> • Art that demonstrates appropriateness to the site • Art that demonstrates appropriateness to and respect for the cultural themes • Art that depicts the story in a sensitive and engaging way • Art that demonstrates connection to Geraldton and the region 	50%



Engagement with CGG Public Art Strategy 2020-2025	<ul style="list-style-type: none"> • Art that demonstrates engagement with themes which reference the CGG Public Art Strategy 2020-2025 	10%
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7. DUE DATES

Stage 1 – EOI Open Call

- The Expression of Interest (EOI) should be submitted by Close of Business (COB), 7 April 2023.
- EOI's should be sent electronically to 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 28 April 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 19 May 2023.
- The finalist will be announced by 12 June 2023. All shortlisted artists will be notified.

8. COPYRIGHT AND INDIGENOUS CULTURAL AND INTELLECTUAL PROPERTY

The City of Greater Geraldton (CoGG) 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 during Stage 3, the graphic representation and physical manifestation of the Final Artwork 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 PROMOTION

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.

10. FURTHER INFORMATION

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

Ph: (08) 9956 6659