

# Public Art Design Brief

# Mural Commission



Joyce Wheatley Community Centre (rear wall).

Access via Collins Lane, Kiama, NSW 2533

## SUMMARY 11 SEP

<b>Commission</b>	<b>Mural</b>
<b>Location</b>	Joyce Wheatley Community Centre, access via Collins Lane, Kiama, NSW 2533
<b>Artist fee</b>	\$14,700 (excluding gst)
<b>Applications close</b>	20 May 2024, midnight.
<b>Timeframe</b>	The artist <i>must</i> be available from 8 July to commence the mural.

**Kiama Municipal Council recognises that public art is integral to the expression of local cultural identity and the qualities that make our communities distinctive. We are committed to implementing initiatives aimed at cultivating a dynamic and vibrant atmosphere where creativity flourishes. Council is seeking to commission a new artwork to enhance the Joyce Wheatley Community Centre in Kiama.**

## INTRODUCTION

This design brief seeks the artist to complete a mural to coincide with the micro-festivals and street activation during a major Council event, scheduled for 13 & 14 July 2024. Weather permitting the artist will be available to commence painting from July 8 and conclude July 15. The public art commission will contribute to the vibrancy of the area and expose the community to contemporary urban art forms.

The commission is funded as part of the Open Streets Program, Transport for NSW.

## BACKGROUND

The Municipality of Kiama is located on the south coast of New South Wales between Shellharbour, Shoalhaven and Wingecarribee Local Government Areas. The Kiama region is home to an abundance of beaches, rainforests, mountains, escarpment, and rural landscapes that attract a large tourist base each year. Major towns and villages include Minnamurra, Kiama Downs, Kiama, Jamberoo, Gerringong and Gerroa.

The population of Kiama is approximately 23,000.

The Joyce Wheatley Community Centre itself contains a large auditorium area and smaller office spaces. The centre is typically used for community use such as workshops, classes, performances and meeting spaces.

## **ABORIGINAL HERITAGE**

Kiama Municipal Council acknowledges the Traditional Owners of these lands, the Dharawal People, and recognises their continuing connection to the land and waterways. We pay our respect to their Elders past, present and emerging and extend this to all Aboriginal and Torres Straight Islander People.

## **ARTIST BRIEF**

The artwork should respond to the below aims:

- Create a distinctive, contemporary public artwork
- Reflect locality, space and place
- Create opportunity for discovery and interpretation
- Demonstrate excellence in concept design and execution

The artwork must:

- Consist of a high level of detail and variety of colours (no large areas of blank space or light colours);
- Be visually appropriate, relevant of the selected site and suitable for people of all ages;
- Be durable in materials and appropriate for extended outdoor display (5+ years) in all weather conditions;
- Not contain business logos, advertising material, or imagery that is offensive or obscene; nor can it be seen to promote anti-social behaviour or political bias

The ongoing maintenance of the artwork should also be considered and should:

- Be easily cleaned
- Minimise potential vandalism, including graffiti
- Include a protective graffiti management coating

The artist/designer may like to respond to the following themes:

*Land's Edge*

Beaches, seaside, ocean, headlands, river mouth, harbours, Werri Beach, lighthouse, Black Beach, rock pools, rock platforms, coastal walk, blowholes

*Heritage of Industries*

Cedar-getting, quarrying, farming, shipping, Jamberoo Butter Factory, fishing history

*Aboriginal Significance*

Meeting places, harvest sites, cultural places

*Heritage of settlement:*

Iconic buildings, churches, cemeteries, post office, Saddleback Mountain, Hoddles Track

*Unspoilt nature*

Mangroves, waterbirds, casuarina trees, black cockatoos, basalt cliffs, fish, rainforest, Bonaira Reserve, Minnamurra Swamp, escarpment.

## **MATERIALS AND MAINTAINANCE**

Materials used in the artwork are to be of Australian Standards, be high quality, durable and require little to no maintenance. The artwork should be easily cleaned and able to withstand a variety of weather and pollutant conditions with minimal damage.

We hope that the mural will remain on display for many years to come. However, Council reserve the right to re-paint over the work in the future, at their discretion. Council will consult the artist where possible.

Artists' usage of materials must follow recommended WHS processes and procedures. Relevant certification must be held by artists using high level equipment (e.g. scissor/boom lifts, ladders over 2.4 metres in height).

## **SITE**

The wall specified for this commission is located on the on the exterior wall of the Joyce Wheatley Community. Vehicle access is via Collins Lane, Kiama. The wall is already rendered with no overhead powerlines. The wall is approximately 18m long, with a maximum height of 7.1 metres. The mural should utilise the entire portion of this space.







## BUDGET

The total budget for this project is \$16,170 (including gst) and includes:

Artist fee
Research and development of <b>2</b> design concepts
All costs associated with the design and implementation including: <ul style="list-style-type: none"><li>• Materials</li><li>• Equipment hire (i.e. scaffold, lifter costs)</li><li>• Equipment assemblage (i.e. commissioning and decommissioning of scaffold)</li><li>• Wall preparation (i.e. priming/surface preparation)</li><li>• Insurances</li><li>• Risk assessment</li><li>• Traffic and pedestrian management (if required)</li></ul>
Artist statement
Protective anti-graffiti management coating
Accommodation (if applicable)

Travel
Site clean-up

There is no contingency within this project, and it is therefore the artist's responsibility to stringently conduct works within the allocated budget.

### EXPRESSION OF INTEREST PROCESS

Interested artists are invited to complete an Expression of Interest (EOI) via our website <https://bit.ly/44c6TUQ>

The EOI will involve the artist to submit:

- a Curriculum Vitae
- Up to (5) digital images of previous mural work, or equivalent
- A written statement outlining artistic approach, theme/subject matter

No visual concepts or designs are required at this initial stage of application. Submissions are to be received by midnight Monday 20 May 2024. The successful applicant will be contracted under a Memorandum of Understanding.

The selection criteria for the Expression of Interest process will include:

- Demonstrated experience and quality of previous projects (40%)
- Artistic merit and conceptual integrity (30%)
- Capacity to respond, and interpret the brief and context (30%)

### PROJECT SCHEDULE

<b>EOI's close</b>	20 May 2024
<b>Artist engaged</b>	27 May 2024 and site visit
<b>Concepts due (3 weeks)</b>	17 June
<b>Feedback provided (1 week)</b>	24 June

<b>Final artwork due (1 week)</b>	1 July
<b>Commence project</b>	8 July
<b>Council “Major Event”</b>	13 and 14 July <i>(the artist to be painting over the weekend as part of the festivities and events).</i>
<b>Completion and sign-off of artwork</b>	15 July (weather permitting)

## **INTELLECTUAL PROPERTY RIGHTS**

Kiama Municipal Council reserves the right to document, reproduce or otherwise use any commissioned artwork, without charge. Copyright in all artworks created in the course of the contract will remain the property of the Artist. The Artist shall give Council a non-exclusive licence to reproduce the images for related non-commercial purposes including publicity and promotion of the project, education and record keeping. Wherever Council reproduces images of the artwork or its design Council will acknowledge the Artist as the author of the Artwork and recognise the Moral Rights of the Artist in accordance with the Copyright Act 1968. Council will acknowledge the artist by displaying the artist statement near the artwork. The artist must not reproduce the same artwork for any other commissioner or organisation.

## **PRIVACY**

Kiama Municipal Council respects your privacy at all times. The information collected for this application will be used for the purpose of assessing your submission, subject always to the *Government Information (Public Access) Act 2009 (NSW)*. For more information please see our Privacy Management Plan on our website [www.kiama.nsw.gov.au](http://www.kiama.nsw.gov.au)

## **QUESTIONS?**

All enquires can be directed to:

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