

# Howick Street Public Art Project

## Artist Brief

### Introduction

The City of Launceston is seeking Expressions of Interest (EOI) from Tasmanian-based artist(s) to design and implement a mural at the intersection of Howick and High Street.

### Project Overview

Guided by the City's [Public Art Strategy 2023 - 2031](#) and [Cultural Strategy 2020 - 2030](#) this project is a continuation of the recent City of Launceston led mural projects. Council aims to create a sense of place within the community and share our unique stories, while also promoting innovative methods to prevent graffiti vandalism.

Expressions of Interest (EOI) for this project closes at 5.00pm on Sunday, 20 April 2025. The project is expected to be delivered by Friday, 23 May 2025.

### Commission Scope

The mural location sits atop Howick Street, a busy intersection connecting the traffic of South Launceston with High Street. The road is used regularly by commuters as they traverse towards the city centre. The work should enhance the travellers experience and must consider design features that minimise distraction to drivers.

As the road is heavily utilised during peak hours, the work will have to be planned and executed in partnership with City of Launceston staff and external traffic controllers with considerations to speed of application and minimal road downtime. Heavy consideration will be given to artists whose body of work best indicates a capacity to deliver the project within set timeframes while delivering artwork that is accessible to the broad community and its location adjacent to traffic.

The mural will be installed on the red highlighted section (shown below) with a greater emphasis placed on the tallest section of wall. Due to the uncommon nature of the location, a site visit is recommended with City of Launceston staff available to provide any additional information needed to support applications.

The dimensions of the main section of wall are approximately: 300cm tall x 6000cm wide, bookended by cambered walls approximately 6000cm wide each.

The preferred artist(s) will develop a concept design proposal and present it to the City of Launceston for feedback and comments. The design of the artwork must implement measures to prevent potential graffiti and vandalism. The artists must adequately prepare the site and use high-quality materials to ensure that the artwork requires minimal ongoing maintenance. The artwork must have a minimum intended life span of at least 5 years. The City of Launceston reserves the right to re-paint over the artwork in the future.

The preferred artist(s) will be required to dispose of waste materials such as empty aerosol/paint cans and clean any paint spatters in a sustainable and responsible manner, and use drop sheets where necessary. The City of Launceston will take responsibility for cleaning the work area prior to artwork installation and applying anti-graffiti coating to the installed mural.

The preferred artist(s) will retain copyright of the artwork and of any designs created. The artist(s) agrees to permit the City of Launceston to publish reproductions of the artwork for any non-commercial purpose, including the City of Launceston brochures and promotional materials. The City of Launceston will acknowledge the artist(s) as the creator of the artwork in all the City of Launceston publications in which the artwork is included.



Figure 1 - Howick Street (as seen from the road)

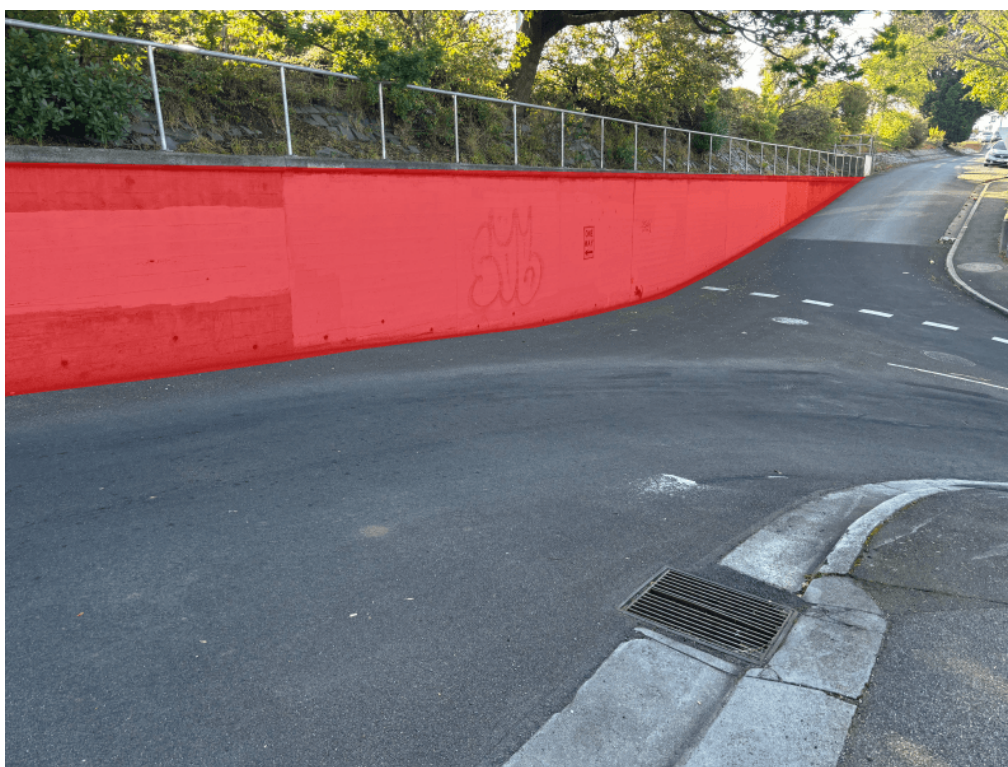


Figure 2 - Howick Street (as seen from the footpath)



Figure 3 - Howick Street and High Street



Figure 4 - Howick Street (as seen on ascent)

## Timeline

Key dates include:

Activity	End Date
Expressions of Interest open	Friday 4 April 2025
Expressions of Interest close	5.00pm Sunday 20 April 2025
Successful artist(s) notified	Monday 21 April 2025
Final design approval	Friday 2 May 2025
Installation deadline	Friday 23 May 2025

## Project Budget

A fixed budget of \$17,500.00 (excluding GST) will be available for the artist(s) selected to deliver this project. The budget is to be inclusive of all costs associated with the commission, including artist fees, design development, travel, equipment, materials, labour, equipment and other associated costs for the delivery of the work (excluding traffic management).

Staged payments will be made to the artist(s) in accordance with the following project milestones as specified:

Milestones	Payment
Final design approval	\$3,500.00 (excluding GST)
Installation	\$14,000.00 (excluding GST)

## Evaluation Criteria

A selection panel comprising of Council Officers and member(s) on the City of Launceston's Cultural Advisory Committee will review the Expressions of Interest to award the commission to an artist(s) based on evaluation criteria:

Criteria	Weight
<b>a. Artist statement</b> <ul style="list-style-type: none"> <li>Provide up to 300 words addressing the brief and/or indicating your interest in the project</li> </ul>	20%
<b>b. Demonstrated experience</b> <ul style="list-style-type: none"> <li>Provide a current Curriculum Vitae including two relevant referees</li> <li>Provide up to 5 images of previous relevant artworks that demonstrate your experience and style of work</li> </ul>	40%
<b>c. Understanding of the requirements and proposed methodology</b> <ul style="list-style-type: none"> <li>Provide a methodology/work plan, e.g., indication of materials, fabrication, equipment to be utilised, installation methods and maintenance, durability, stakeholder consultation</li> <li>Provide an Occupational Health and Safety (OHS) and/or risk management/assessment plan, e.g., identified risks that may impact schedule and details of responsible parties for the installation of the work and describe any potential risks associated with the installation of the work and how those risks will be mitigated</li> </ul>	40%

## Expression of Interest (EOI)

To be considered for this project, artists are requested to provide following information and supply their responses addressing the Evaluation Criteria:

Contact details					
Title		Given Name/s			
Surname					
Unit/Street No		Street			
Suburb		State		Postcode	
Contact phone number					
Contact email address					
ABN					

a. Artist statement
b. Demonstrated experience
c. Understanding of the requirements and proposed methodology

## Submission Checklist

### I have included:

- |   |
|---|
| <input type="checkbox"/> completed Expression of Interest (EOI) along with any relevant attachments             |
| <input type="checkbox"/> copy of current Public Liability Insurance (or statement of intention to obtain)       |
| <input type="checkbox"/> supporting documents (optional), e.g., portfolio, social media, website, weblink, etc. |

Signed by the artist:

Signature: \_\_\_\_\_

Date:     /     /

Expression of Interest (EOI) must be supplied by 5:00pm, Sunday 20 April 2025 to [contactus@launceston.tas.gov.au](mailto:contactus@launceston.tas.gov.au)

Any questions or clarifications can be directed to:

Henry Watson  
Arts and Culture Officer  
City of Launceston  
[Henry.watson@launceston.tas.gov.au](mailto:Henry.watson@launceston.tas.gov.au) or 03 6323 3525

For more information go to: [launceston.tas.gov.au/Arts-and-Culture/Public-Art](https://launceston.tas.gov.au/Arts-and-Culture/Public-Art)