

# George Street parklet mural Public Art Project Artist Brief

14/10/2024

## **Commission:**

Mural series on concrete Jersey barriers.

## **Selection Process:**

The panel will consider eligible applicants against the evaluation criteria. The panel will shortlist three applicants to further develop their concept over one week (each artist will receive a fee of \$1,000). The panel will reconvene to progress one applicant to deliver an approved detailed design on the barriers, on Council premises. The barriers will then be installed along George Street by the City of Launceston.

## **Fee:**

The selected artist will be paid \$22,000 (excluding GST) for the artwork concept, detailed design, artwork delivery and installation documentation (if applicable).

## **Key dates:**

Applications close: Monday, 28 October 2024 5:00PM

Artists shortlisted: Thursday, 31 October 2024

Final artwork selected: Tuesday, 12 November 2024

Artwork completed: Sunday, 1 December 2024

## **Project Overview:**

This project is a trial of amenity improvements within the City of Launceston central business district area. The addition of public art, guided by the City's *Public Art Strategy 2023 - 2031* aims to create a sense of place within the community and share our unique stories.

The selected artist will provide a vibrant and visually cohesive artwork utilising the themes, colour palette, and styles of the [City of Launceston Place Brand](#) as shown below (see supporting documentation). The artist is encouraged to consider patterns within the work that will be both visually appealing and provide effective graffiti management

Expressions of Interest (EOI) for this project close Monday, 28 October 2024 at 5:00PM. The project is expected to be completed by Sunday, 1 December 2024. Be advised that the City of Launceston reserves the right to extend the closing date.

## Commission Scope

The commissioned artwork will be placed along George Street from the length of Cameron Street to Brisbane Street. George Street is notable for its cluster of cafes and eateries complimented by boutique stores, contemporary art and standout heritage. The commissioned work will be installed on 16 three-metre-long concrete Jersey barriers to be installed along George Street. The Jersey barriers will be placed on the road between new parklets and the road to protect users from traffic. Each Jersey barrier will have its entire surface area of 6.8 Sqm painted excluding its underside.

The barriers will be placed in clusters along the street, consideration should be made during design that barriers may not be placed adjacent to one other. The shortlisted artists will be provided a map of preliminary placements of parklets and barriers for consideration in artwork development.

Shortlisted artists can request the Jersey barriers to be primed in a colour of the artists choosing. The City of Launceston will supply both the priming and clear coating of the barriers in addition to the fixed budget.

## Background:

Launceston is the regional hub of Northern Tasmania and enjoys a rich natural and social history. Located at the head of the picturesque Tamar Valley, the Launceston region is renowned for its award-winning wines, gourmet dining experiences, magnificent natural features and friendly residents.

The City of Launceston municipal area covers an area of 1,405 square kilometres with a population of around 70,000 residents. Many of the buildings in the City's central business district (CBD) were constructed in the nineteenth and early twentieth centuries.

On 9<sup>th</sup> March 2023, City of Launceston Council unanimously endorsed the adoption of the City of Launceston's Public Art Strategy 2023 - 2031 (the Strategy). Recognising that public art can make a significant contribution to create a sense of place within the community and share our unique stories,

The artwork will be encompassed by the Curatorial Framework of *Confluence* stemmed from the Strategy:

### *Confluence of meaning*

Public artworks that respond to place, referencing past, present and future, and diverse cultural and social perspectives, in contemporary expression.

### *Confluence of form*

Public artworks incorporating a diverse range of media through innovative design, thoughtfully integrated within the urban environment.

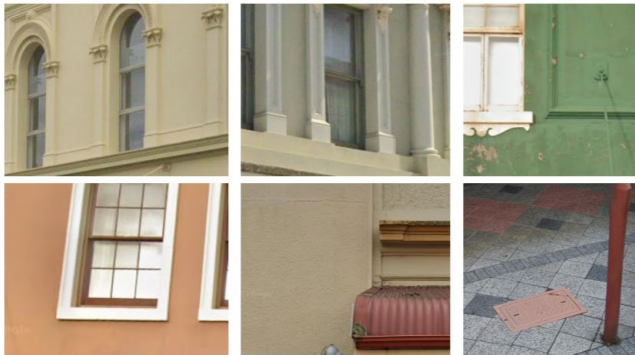
### *Confluence of method*

Exploratory artwork commission processes that support research, collaboration, community engagement, and cross-artform practices.

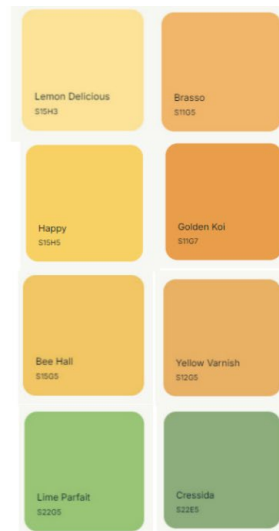
### **Relevant City of Launceston documents:**

- [Greater Launceston Plan](#)
- [City of Launceston Corporate Strategic Plan 2014 - 2024: 2019 Review](#)
- [City of Launceston Cultural Strategy 2020 - 2030](#)
- [City of Launceston Interim Art in Public Space Policy](#)
- [City of Launceston Public Art Strategy 2023 - 2031](#)
- [Access Framework for Action 2020 - 2024](#)
- [City of Launceston Place Brand](#)

### **Supporting Documentation:**



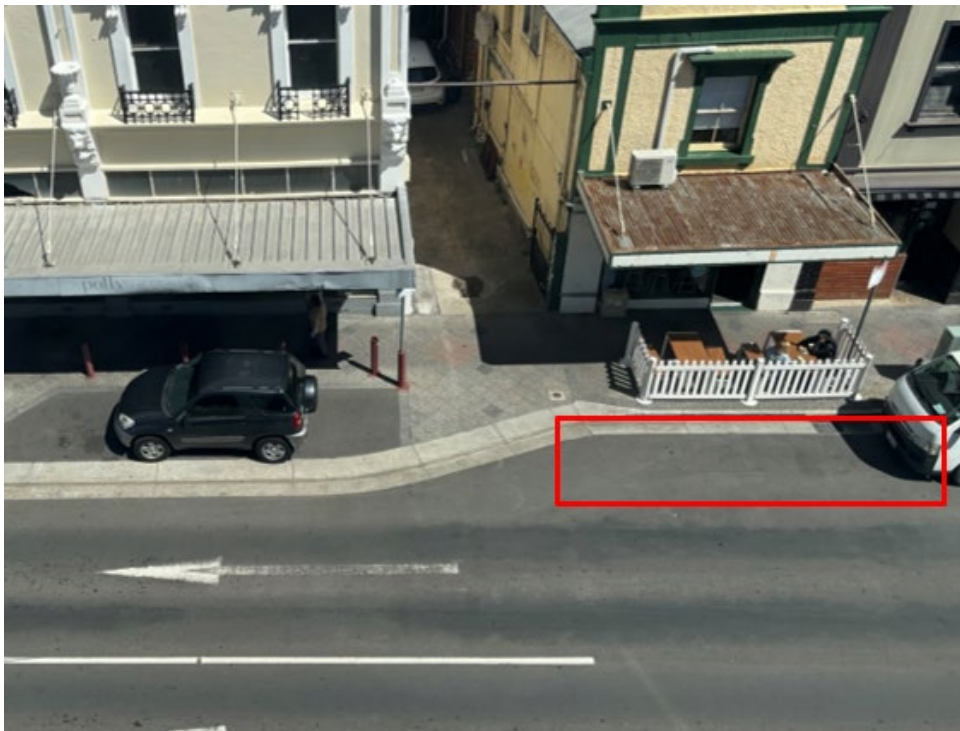
GEORGE STREET PARKLET PLANTER  
COLOUR OPTIONS



a. George Street parklet planter preliminary colour options



b. Proposed George Street parklet with Jersey Barrier



c. Example location for parklet on George Street.

The selected 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 selected artist(s) 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 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 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.

## Comprehensive timeline

Key dates include:

Activity	End Date
Expressions of Interest open	Monday, 14 October 2024
Expressions of Interest close	Monday, 5:00pm, 28 October 2024
Artists shortlisted	Thursday, 31 October 2024
Successful artist notified	Tuesday, 12 November 2024
Artwork approved	Friday, 15 November 2024
Artwork completed	Sunday, 1 December 2024

## Project Budget

A fixed budget of \$22,000 (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.

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

Milestones	Payment
Artist shortlisted x3	\$1,000 (excluding GST)
Final design approval	\$10,000 (excluding GST)
Installation	\$12,000 (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 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>• Demonstrate an awareness for the condensed timeline of the project and provide a detailed timeline for completion of the project</li><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

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### b. Demonstrated experience

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### c. Understanding of the requirements and proposed methodology

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## Submission Checklist

### I have included:

- completed Expression of Interest (EOI) along with any relevant attachments
- copy of current Public Liability Insurance (or statement of intention to obtain)
- 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 Monday 28<sup>th</sup> of October 2024 to [contactus@launceston.tas.gov.au](mailto:contactus@launceston.tas.gov.au)

Any questions or clarifications can be directed to:

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