

Public Art Opportunity Artist Brief

Seaford Library Mural Project

October 2022



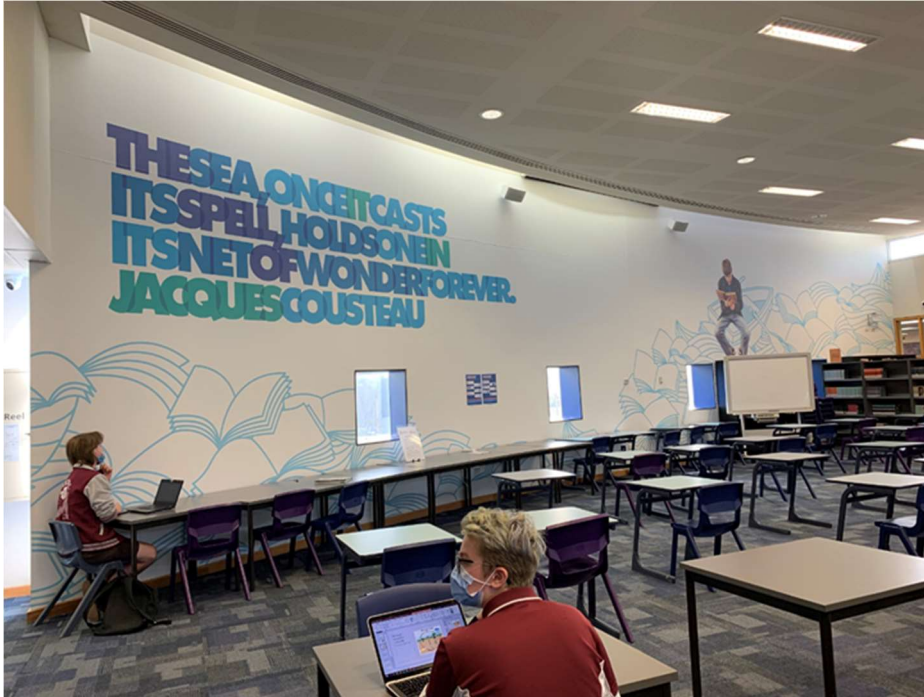
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1 Site for Commissioning

1.1 Location

The site for the project inside the Seaford Library. The wall is a large, curved space approximately 16 metres long x 6 metres high, with four square inset windows (approx. 900 x 900mm) spaced along the lower part of the wall. It has a fixed data projector in the ceiling of the area, that projects onto the wall.



Current Wall at Seaford Library

1.2 Background of the project

The project was initiated by the Seaford Library to update and enhance the experience of the current open area within the library. This area is used extensively by Seaford Secondary College (SSC) for quiet study during the school day.

The current wall of the library was installed 2012 (image above) and the library would like to upgrade the space and create an environment that engages the student cohort who use it as a study area.

The space is highly flexible with movable furniture and shelving and is also used for events and functions by the Library.

1.3 About the project

The vision for this project is to procure an artist to develop a dynamic and flexible design for the large curved wall in the Seaford Library which could incorporate digital animations and Augmented Reality (AR) created by students at the College in the future.

There are potentially four stages to this project. Stages One and Two are covered in this Brief.

Stage 1:

To achieve the final design the successful artist/artist team will lead four double lessons workshops at SSC with Years 9 and 10 art students. The outcome of these workshops will inform the artist's final design.

The work needs to be a background design whilst also engaging. There is a data projector mounted on the ceiling with the capacity for projection, but this is not part of the brief for this stage of the project. The background design needs to be flexible enough to incorporate future student iterations of digital animation and/or Augmented Reality.

There is a significant number of Aboriginal students attending SSC and it is probable that there will be design elements informed by this cohort. The successful artist/artist team will need to develop their design in consultation with the council's Traditional Owner Cultural Consultant to ensure that any part of the design generated from the engagement process which includes Aboriginal iconography, reflects and respects protocols and image making.

Stage 2:

The final work will be presented as a digital file to City of Onkaparinga (CoO) who will print the design onto adhesive wallpaper and install the work.

STAGES 3 and 4:

The stage three and four of this project will see SSC apply for an Artist in Schools residency with Carclew. Should they be successful they would procure an artist (possibly the same artist who created the background design) to work with Years 10–11 students over a whole term. They would develop and create work which can be projected onto the wall or implemented via mobile phones with AR technology.

1.4 Commissioning organisation

The CoO is renowned for its unique scenery, nature experiences, gastronomic delights, award winning wines and a wide range of community and cultural events and festivals which council both delivers or supports.

The city is home to over 168,000 people from a range of social and cultural backgrounds across an area of 518 square kilometres. Most of the population live in established suburbs and residential estates, while others inhabit small coastal communities, farms and country towns. Many of our rural townships have important historical significance for the region and feature heritage listed buildings.

We are committed to building strong vibrant communities through the provision of high-quality arts and cultural opportunities and projects.

The project requires the artists to work in conjunction with the City of Onkaparinga, the Seaford Secondary College and the designated project team.

The CoO will care for and maintain the completed work.

2 The work of art

2.1 Broad concepts

We seek to commission artwork that will:

- be work of high artistic quality
- reference/respond to the context of the library and the students who use this area
- consider the outcome from the engagement with students via workshops to inform the content/themes included in the final design
- encompass the breadth of the wall, recognising the flexible nature of the space
- consider the future exhibiting potential of the wall when developing the design for digital interventions.

2.2 Essential component of the artwork

- A flexible and appealing design which will engage as a standalone work
- A dynamic background image which can be a platform for students' digital media work
- The content needs to reflect the engagement with students as well as appealing to the broader library users.

2.3 Ambience of the work

Artworks are to:

- reflect the themes and concepts identified (section 2.1,2.2)
- engage a broad and highly diverse audience
- possess the capacity to attract varied attention through reflection, evocation and/or wonder and be visually appropriate and relevant for the site and its users.

2.4 Materials

The work(s) should:

- be presented to the CoO for printing in a suitable high-resolution format as a digital file (to be discussed once final commission is awarded)
- match the dimensions of the wall.

2.5 Limitations and restrictions

The work will be in a public space and therefore the artist/artist team need to ensure that the content is in no way offensive to any person or persons who use the Library.

There may be a need for negotiation of the content should there be any concerns from the project team or key stakeholders.

The final design will be approved by the project team and any other stakeholders deemed relevant before the work is accepted as the final design ready for printing.

2.6 Practical considerations

The work will:

- Be a lasting addition to the public art assets of the city, with a 10-year lifespan.

3 Budget

The total commission budget is \$6000 (ex GST) and must include the delivery of four workshops at Seaford Secondary college and the final design in a digital format ready for printing. (File size and format to be negotiated once the commission has been awarded).

This budget will be overseen by the Project Leader. Payment method will be negotiated with the selected artist to ensure progress payments are made to cover start-up and development costs. An agreed balance will be paid on completion and installation of the final artwork.

The time for payment is 30 days from end of month in which the invoice is received. Payments will not be made on delivery. Invoices must be addressed in accordance with the details provided on the purchase order

4 Acknowledgement by the City of Onkaparinga

The CoO will acknowledge the artist(s), project, commissioner and any project partners in a manner fitting to site. The artist(s) of the work will be acknowledged in any publicity or promotional materials regarding the project.

5 Timeframe

Action	Description	Due date
PHASE 1		
Expression of interest	Artist/artist teams invited to submit Expression of Interest	10 Oct – 1 Nov 2022
EOI assessment by Reference Panel	Reference Panel chooses successful artist/artist team	10 Nov 2022
PHASE 2		
Site briefing and concept development	Selected artist will be briefed by the Art teaching staff at Seaford Secondary College to develop workshops to held at the end of Term 4.	11 Nov 2022
Commission agreement	The successful artist/artist team will be contracted through a commissioning agreement to produce the artwork.	17 Nov 2022
School Workshop program	Artist/artist team to deliver four (double lesson) workshops at SSC to inform the final design.	Non negotiable dates for 4 workshops: 28 November – 1 December 2022
PHASE 3		
Design development	The selected artist/artist team develop the final design and present to the Reference Panel & Public Art Project Advisory Panel (PAPAP)	Late January – early February 2023 (date to be confirmed)
Final Design assessment	PAPAP made up of key internal and external stakeholders to assess and sign off on the final design.	Mid - February 2023
PHASE 4		
Manufacturing of work	Work printed and installed in library by CoO. Artist to work with CoO to achieve the final work	March 2023
Installation	Installation in library by CoO.	Mar - April 2023

6 Expression of interest

Expression of interest (EOI) must be forwarded to the attention of Albert Bergoc, Team Leader Seaford Library, City of Onkaparinga by **12pm 1 November 2022** via mail@onkaparinga.sa.gov.au

Expressions of interest are to be formatted into one PDF file and must include:

- a statement in response to the artist brief, the site and the EOI selection criteria (no more than one page)
- a current curriculum vitae (no more than two pages)
- image examples of previous work (no more than five) as jpeg files (300 dpi) labelled to include the year the work was produced and other relevant information
- names and contact details of two referees.

Artists are not required to provide concept drawings but can give indications as to the style of work they propose for the EOI submission and are specifically requested not to send original support material.

6.1 Expression of interest – assessment criteria

The Onkaparinga Public Art Reference Team will be assessing submissions on the following:

- examples of artwork of high artistic merit
- an understanding of the brief
- an ability to develop concepts and communicate ideas
- a proven ability to work with students and stakeholders to generate ideas and concepts
- an ability to work on projects within timelines and budgets.

The assessment criteria are outlined in Attachment 1

All parties need to be satisfied that the proposal is achievable within the budget available

- Artist(s) agreeing to work in conjunction with CoO staff and the SSC staff on the project alongside designated design and project teams.

7 Warranty

The final work will remain the property of the artist be able to be reprinted (should it be necessary) for the same site with the artist's consent.

Any further development of the design or use of the imagery for marketing purposes within CoO or SSC will be in agreement with the artist.

8 De-accessioning or relocating works

If the CoO decides to de-accession the artwork(s) in total or in part the following steps are to be undertaken:

The artist is to be contacted:

- in the case of vandalism or damage to artworks, CoO will undertake a public art condition assessment and will endeavour to contact the artist to offer the opportunity for them to quote to be involved in potential repair work. Repair or restoration work will be at the discretion of CoO

9 Contacts

For further information and queries please contact: Albert Bergoc, Team Leader, Seaford Library, mail@onkaparinga.sa.gov.au

10 Reference material

Proposed Lesson times for artist workshops with Seaford Secondary College students

Please note these times and dates are provisional and will be finalised once the successful artist/artist team is awarded the commission. However, the successful artist/artist team need to be available during Week 7, Term 4 - Monday 28 – Friday 2 November to run the workshops.

Year 10 – Monday 28 November 3&4 (10:50am–12:40pm) double lesson

Year 9 – Tuesday 29 November lessons 1&2 (8:50–10:35am) double lesson

Year 7 – Wednesday 30 November lessons 3&4 (10:50am–12:40pm) double lesson

Year 10 – Thursday 1 November lessons 1&2 (8:50–10:35am) double lesson

Appendix 1 – Assessment Criteria - Expression of Interest

Artistic Merit, Innovation, Concept Development 50%

- Written conceptual appreciation and reference to concepts for artwork
- Artistic merit and innovation as evidenced in the visual material provided
- Demonstrated ability to develop concepts and communicate ideas
- Proven experience of realising concepts through to fruition

Experience & Capability 40%

- Previous relevant experience in the public realm AND demonstrated ability to work with Secondary students to develop ideas
- Demonstrated ability to create work that engages with a broad public

- Demonstrated ability to work collaboratively

Schedule & Financial Viability 10%

- Demonstrated ability to work on a project of this nature within timelines and budget (examples of similar completed projects strongly recommended)
- Current certificate of public liability insurance (\$20 million) or statement of willingness to comply.