Guyra Main Street Redevelopment
EOI Public Art Project

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GUYRA MAIN STREET UPGRADE: EOI PUBLIC ART PROJECT

Scope of works
Armidale Regional Council is seeking registrations of interest from an artist/community artworker to design and implement public art works in the Guyra Main Street based on images provided by students of Guyra Central School. This Request for EOI provides the project context and the objectives and performance requirements of the proposed artwork.

Expressions of Interest for the above must be submitted to Armidale Regional Council by Wednesday 5pm 15 April 2020 via email: council@armidale.nsw.gov.au.

It is anticipated a decision will be made on the appointment by Friday 24 April 2020.

Enquiries
All enquiries should be directed in writing via email to Hayley Ward: hward@armidale.nsw.gov.au.

GUYRA MAIN STREET PUBLIC ART PROJECT PROFILE AND CONTEXT

Armidale Regional Council is commissioning the installation of public art works for the Guyra main street redevelopment.

The main street is currently under construction. In September 2019 Council began redeveloping the Guyra main street including redesigning available car park spaces, resealing the road and footpaths, installing new garden beds and outdoor furniture and improving electrical infrastructure. The construction is expected to be completed at the end of 2020.

Armidale Regional Council is looking for a suitable and experienced artist/s to create a number of public art works in the Guyra main street redevelopment. The art works will enhance the ambience of the main street, create local identity and encourage cultural tourism.

The proposed public art work project is to engage an artist to develop images from artworks completed by school students from Guyra Central School and install them on one or more of the following in the Guyra main street upgrade:

- Art on waste bins
- Pedestrian crossings/main street entrances
- Bus shelters
- Street stall
- Mosaics or pavers
- Street murals

The project also provides selected school students with an opportunity to develop and participate in a public art project.

Art work themes
The project concept will represent a colourful, graphic interpretation of artworks created by Guyra Central School Students.

In addition, the design concept needs to consider and reflect the below points:

- Create an expression of local culture, identity and history through public artwork
- Must enhance the visual appearance of the space
- To have a visual impact from a distance
- To be attractive and enjoyable at close proximity
- Ensure public safety, access and use of the public space is considered in design of the work.

**Project site**

The successful artist will work closely with the Guyra main street redevelopment Project Leader to identify suitable sites and amenities to install the artworks on. They may include bus stop shelter, street stall, toilet block, footpaths and wrap arounds on rubbish bins.

Mural art on bus shelter and street stall

Stencils on footpaths
Creative designs for pedestrian crossing/street entrance
Artwork objectives
Artwork objectives are to:

- To produce artwork treatment that is reflective of the themes provided by the Guyra Central School students
- To produce contemporary public art that is innovative and unique
- To increase community ownership of public space
- To reduce tagging and bill posting
- To provide opportunity for school students to contribute to creating lasting artworks that resonates with the community.

Project considerations
The public nature of this project requires the conceptual approach of the works to be carefully considered. The artwork should seek to engage, intrigue, amuse or challenge but not intentionally outrage members of the public by breaching accepted standards of public decency, or by making racist or sexist statements.

The artist/s will be responsible for managing the project from concept to delivery, including managing the project budget, schedule and timelines and community workshops with school students.

COMMISSIONING PROCESS

Phase 1: Expression of interest
This brief calls for Expressions of Interest from artist/s. Applicants must provide the following:

- Curriculum Vitae, including 2 relevant referees
- Up to 3 digital images (jpeg format) showing examples of previous public art works
- A statement indicating your interest in the project and/or proposed approach
- Evidence of experience running student workshops
- The fee for completion of this commission (with detailed breakdown of fee components).

Please note:

- No fee is offered for the Expressions of Interest phase
- All Expressions of Interest will remain confidential
- Late Expressions of Interest will not be accepted.

Phase 2: Concept development
The preferred artist/s will be engaged to develop final images based on a selected body of school students’ artworks. These designs will then be installed on a number of different sites such as murals, pavers, wraparound bin covers and outdoor furniture.

Phase 3: Implementation
The artist/s will then work with selected Guyra Central School students to install the approved designs onto suitable sites identified with the Guyra Main Street Redevelopment Project Leader. The artist/s will manage the implementation of the designs on time and within budget.
SCOPE OF WORK

Implementation
The preferred artist/s will be engaged to manage an agreed scope of the implementation process including:

- Preparing to scale drawings of the final images
- Preparing timelines for the implementation of the artworks
- Present explanation text on the concepts
- Meet and present designs to Council.

The selected artist is required to have the experience in delivering similar projects of this nature within tight timelines.

The artist will also be responsible to meet the following tasks:

Students’ involvement:
- Meet with local art teacher and nominated students to participate in the production of the artwork
- Work with Council Staff to organize students to be on site to work on the artist final concept
- Facilitate approximately 3 – 4 workshops for approximately 2 hours at a time with students in the implementation of the artwork to reach desired outcomes
- Ensure workshops are conducted in a safe environment, providing a meaningful and positive overall experience for participants.

Design and implementation:
- Design, develop, execute/oversee creation and construction of the artworks
- Organise and purchase all materials for the project
- Oversee installation of the artworks
- Attend at least three meetings with the Council Officer through the project
- Consult with Council Officers to ensure design and artwork development are consistent with Council’s guidelines and regulations - please see the following online information at: https://www.armidaleregional.nsw.gov.au/community/arts-and-culture/public-art
- Undertake a risk assessment of the project prior to commencement of construction.

SELECTION CRITERIA

EOI short-listing process: selection criteria
1. Demonstrated experience; working with public organisations, community stakeholders and within public spaces
2. Ability to meet the time frame and to develop final designs and artwork implementation
3. Artistic merit
4. Capacity to respond to brief and context.

Artworks concept: selection criteria
The artist will be selected on the basis of the expertise in similar projects including public art work design and construction and proven artistic value of previous work. The artist will be assessed according to the following selection criteria:
1. Demonstrated record and commitment to creative excellence in public art
2. Ability to creatively interpret
3. Evidence of innovative conception and presentation of public art projects
4. Demonstrated ability to carry out public artworks of a similar focus and scale
5. Ability to present designs and concepts in keeping with the brief and subject matter
6. Ability to present a design and concept that is respectful of the location
7. Ability to work collaboratively with students and Council Staff
8. A sound track record of project management
9. Ability to project and deliver realistic and detailed budget breakdown reflecting the proposed stages of the project
10. Ability to propose and achieve a realistic time frame for the required project outcomes
11. A successful track record of reliability in the delivery and completion of projects within budget and time frame
12. Experience running workshops with young people/students on similar projects is preferred
13. Satisfactory and appropriate client and professional references
14. Current relevant insurance and licences including public liability and working with children check.

Program
The successful artist/s will be required to work closely with the Guyra Main Street Redevelopment Project Leader to develop a suitable timeframe.

<table>
<thead>
<tr>
<th>Item</th>
<th>Target</th>
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<tbody>
<tr>
<td>EOI open</td>
<td>16 March 2020</td>
</tr>
<tr>
<td>EOI submitted</td>
<td>15 April 2020</td>
</tr>
<tr>
<td>Evaluation of submissions</td>
<td>22 April 2020</td>
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<tr>
<td>Successful artist/s appointed</td>
<td>24 April 2020</td>
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<tr>
<td>Project completed</td>
<td>End of November</td>
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Fee & Budget
The budget is $20,000 ex GST to deliver the project in entirety (to be paid in three instalments).

The fee quoted is inclusive of, but not limited to:

- All materials required to complete the project including paint, bin wraparounds, etched pavers, transportation, communication.
- Facilitating and overseeing the assistance of up to 6 students from Guyra Central School including delivering workshops.
- Project management
- Delivery of artworks.

Ownership and copyright
The artworks created for this project will remain the property of Armidale Regional Council. All rights, title and interest in the artworks will be assigned by the artist/s to Armidale Regional Council. Original artworks are required, not to be reproduced elsewhere.

Armidale Regional Council will consistently acknowledge the artist/s in reference to the artworks by the following:

- Displaying the artist’s name near the artworks on installation.
•Acknowledging the artist/s in any printed reference by Council including images of the artworks.

**Duty of care**
When the artworks are in an unsupervised public place the artist/s must exercise a Duty of Care in the design and implementation methodology of the artwork.

The artist/s must address Public Risk considerations, including but not limited to:
  • Compliance with Australian Standards as appropriate.

**Mural Maintenance**
Following project completion, Council will seek advice from the artist on repairs to the artwork when required. The artist will be engaged to undertake repairs where possible, or a suitable qualified artist or technician will be engaged. If the work is beyond repair, Council will be responsible for determining restoration, relocation or removal of the work as appropriate.

**Contracts**
Once approval has been given to proceed with the project there will be an exchange of contracts. The contract will cover the final agreed budget, timelines, copyright, ownership and long term management arrangements.

**Risk assessment and insurance**
With the support of Council’s Principal Advisor Governance, Risk and Safety, the artist will be required to undertake a risk management assessment of the project prior to commencement of construction.

A certificate of currency and evidence of insurance of not less than $20,000,000 arising out of a single claim is to be provided to Council as part of the successful applicant’s project terms and conditions.
EOI RESPONSE FORM

Armidale Regional Council invites suitably qualified artists/community art workers to provide an Expression of Interest for the attached Scope of Works.

<table>
<thead>
<tr>
<th>EOI TITLE:</th>
<th>Guyra Main Street Public Art Project</th>
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<tr>
<td>SUBMISSION DATE:</td>
<td>Wednesday 15 April 2020</td>
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**RESPONDENT DETAILS**

Contractors proposing to supply the above works are to complete the following details:

<table>
<thead>
<tr>
<th>Name of person submitting EOI</th>
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<tbody>
<tr>
<td>Registered Business Name</td>
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</tr>
<tr>
<td>Australian Business Number (ABN)</td>
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<tr>
<td>Business Address</td>
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<tr>
<td>Postal Address</td>
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</tr>
<tr>
<td>Contact Person</td>
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<tr>
<td>Email</td>
<td></td>
</tr>
<tr>
<td>Telephone/mobile</td>
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<tr>
<td>Business website</td>
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Council reserves the right to terminate this agreement at any time. If terminated the contractor is entitled to claim on completed works to date.

I acknowledge I have read and understood this Expression of Interest document by signing the below:

**SIGNED** for and on behalf of the CONTRACTOR or by the duly authorized:

<table>
<thead>
<tr>
<th>Signature:</th>
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<tbody>
<tr>
<td>Name:</td>
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<td>Title/Position:</td>
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