



Margaret River HEART Public Art Briefing



Supported by Royalties for Regions



Prepared by the Shire of Augusta Margaret River based on the Artsource Public Art Model

Submissions advertised: 20 July 2018

Closing: 3 August 2018

Natural | Connected | Prosperous

Contents

Part A	1
Background	1
Location	2
Materials.....	2
Safety Standards.....	2
Site works.....	2
Budget.....	2
The Client.....	2
Art Coordinator.....	3
Part B	4
Summary of project schedule	4
Part C	5
Image format	5
Equal opportunity	5
Collaborative work.....	5
S2 – Submission of EOI and Preliminary Concepts	5
S3 Review and Selection procedure.....	6
S4 - Submission requirements.....	6
S5 - Selection Criteria.....	7
Part D	8
Completed Artwork.....	8
Launch of Artwork	8
Part E	9
Attachment 1 – Project specification.....	9

Margaret River HEART Public Artwork Brief

Part A

Background

The Hub for Entertainment, Arts and Regional Tourism (**HEART**) project is a high priority transformational project developed initially under the SuperTown Program. It involves a major redevelopment of the 34-year-old Margaret River Cultural Centre and the adjoining 38-year-old squash court and basketball facilities.

The HEART project will expand and refurbish these ageing facilities into a transformed multipurpose events venue to simultaneously host a range of:

- Cultural events, performing arts and festivals
- Visual arts displays and exhibitions
- Cinema screenings and premieres
- Business meetings, expos and conventions
- Satellite events in conjunction with major Iconic Events such as the Drug Aware Surf Pro, Gourmet Escape and Cinéfest Oz Festivals, and other major regional tourism events
- Indigenous, multicultural and historical events and exhibitions
- Community gatherings, events, celebrations and meetings
- The facilities will act as an essential emergency evacuation centre for the Margaret River town site catchment.

Project Brief

The Shire is seeking a quality original public artwork to be commissioned for this project which will complement the natural and built environment of the Margaret River HEART and/or the wider Margaret River region.

Artwork designs are to be transparent digital works that will become ceramic etchings within the glazing of the new Margaret River HEART main entrance. The work may be singular or multiple designs to fit within the panel arrangement.

Art work themes:

- Celebrate the art and cultural history and features of Margaret River
- Reflect on and celebrate the natural environment
- Recognise the importance of interaction and connection within the community
- Compliment the architectural features of the Margaret River HEART
- Consider the artwork will be transparent to emit light.

Location

Margaret River HEART, Wallcliffe Road, Margaret River.



Above and cover: Artist impression by Bollig Design Group Pty Ltd

Materials

1. Imagink Ceramic Printing

It is expected that the Imagink panels will have a life of 25 years.

- A cleaning/maintenance plan and schedule must accompany the commissioned piece/s once completed
- A replacement schedule must be included.

Safety Standards

The artwork is to be designed with consideration of public liability implications.

Site works

- Power will be available at the site
- Installation to occur in collaboration with the Art Coordinator, project architect, other contractors and Margaret River HEART Project Manager.

Budget

This budget for this project will cover the artist's fees, research, the cost of all the materials and expenses (including travel and cartage) associated with the development, design and consultation with fabricators on installation.

All other costs will be included in the construction contract for the HEART Project.

The Client

The client for the project is the Shire of Augusta Margaret River, with support provided by the Art and Culture Advisory Committee.

Art Coordinator

The project will be coordinated by Coordinator Community Planning and Development, Jason Cleary, in collaboration with the Art and Culture Advisory Committee.

All issues relating to the artwork and the artists are to be directed Jason Cleary who will also facilitate negotiations with the artist and other stakeholders, and ensure that the artist/s is supported to the completion of the project.

Jason can be contacted by email jcleary@amrshire.wa.gov.au or by telephone 08 9780 5260.

Part B

Summary of project schedule

Item	Date
S1 - Call for EOI (local advertisement)	20 July 2018
S2 - Submit EOI and preliminary concept	3 August 2018
S3 - EOI's reviewed and all applicants advised of outcome	17 August 2018
S4 - Detailed submissions produced and submitted to Shire by shortlisted artists	31 August 2018
S5 - Final applicant/s selected and works commissioned	14 September 2018
S6 - Public Artwork Final design and installation	12 October 2018

Part C

S1 - Requirements for Expression of Interest

EOI to comprise:

1. A letter (no more than two A4 pages) expressing interest in the project, confirming artist availability for the project and collaboration process (if required).
2. Applicant business contact details (including ABN).
3. Resume/Curriculum Vitae (CV) including up to 10 digital or printed images of previous relevant public art commissions or projects, including written information on the project.
4. Concept sketches and written response for the artwork proposed.
5. Artworks must be able to comply with the dimensions specified in Attachment 1.

Image format

Images are to be supplied as digital images saved in JPEG or TIFF format. Minimal digital image size is 1280 x 1024 dpi screen resolution and 72dpi image resolution. The digital images must be provided on a CD Rom, thumb drive or emailed with submissions.

The Art Coordinator will retain all written material and digital images.

Equal opportunity

Artists wishing to work in a team including emerging artists or new arrival artists, Indigenous artists and artists from non-English speak backgrounds are encouraged to apply.

Collaborative work

If artists wish to work as a team on this project, individual CV's and slides need to be submitted. In the letter, the artists will need to say why they wish to collaborate on this project. One artist will need to be designated as the team leader and contact person.

S2 – Submission of EOI and Preliminary Concepts

EOI and preliminary concepts will be received until 4pm Friday, 3 August 2018.

EOI and preliminary concepts are to be submitted in a sealed envelope, addressed as follows:

Art Submission – Margaret River HEART
Chief Executive Officer
Shire of Augusta Margaret River
PO Box 61
Margaret River WA 6285

Email submissions are acceptable and are to be received by the Shire of Augusta Margaret River before the closing deadline of 4pm Friday, 3 August 2018.

The email subject must include the following reference: Art Submission – Margaret River HEART and emailed to amrshire@amrshire.wa.gov.au.

Facsimile or late deliveries will not be considered.

No fees will be paid to artists for submissions.

S3 Review and Selection procedure

EOI and preliminary concepts received will be examined by the Panel.

Up to five artists as determined by the Panel will be invited to develop designs and provide a quote/budget for the artwork.

A Panel for the EOI will be comprised of the following representatives:

- Coordinator Community Planning and Development
- Director Corporate and Community Services
- Other Shire or community representatives deemed required
- Project architect
- Arts Margaret River representative
- Members of the Art and Culture Advisory Committee

Shortlisted Artists

The Panel will shortlist up to five artists for the artwork.

Shortlisted artists will be informed by Friday, 18 August 2018.

The Panel may then require all shortlisted artists to present their concepts on a specified date for final decision.

A concept proposal honorary of \$500 will be paid to shortlisted artists to assist with the concept development. No additional payments will be made for travel or accommodation expenses.

Artists Commission

Single or multiple works may be considered for the final concept.

The Shire reserves the right to not commission any artworks should the final submissions be deemed inappropriate.

S4 - Submission requirements

Each of the artists will deliver:

1. Approach, theme and concept development of no more than two A4 pages.
2. Working designs/drawings to scale.
3. Up to five concept images.
4. Contact details of two relevant referees.
5. List of previous works - brief description and location.
6. Up to five images demonstrating the quality of your previous artwork. Images are to be numbered and accompanied with an image list detailing: title of artwork, location, size, medium, date completed, name of commissioning body, artwork budget, name of any collaborators who worked with the artist on the project and relevance to this project.
7. Quotation – reliable and workable costing of artwork elements.
8. An indication of the type of maintenance likely to be required and the elements it will cover.
9. Timeframe estimate.

Shortlisted artists will be required to submit artwork concepts electronically to amrshire@amrshire.wa.gov.au by 4pm, Friday, 31 August 2018 and present the concepts to the committee if required following this.

S5 - Selection Criteria

Selection criteria	Weighting
Overall concept, creative approach and understanding of the brief	15
Ability to deliver the project – understanding the budget and staging, materials and process, timelines, compliance, applicable standards and risk management issues for public art	15
Evidence of site research and understanding of the community	10
Evidence of experience or similar experience in producing public art	10
Total	50

The successful artist will be commissioned to begin work by Friday, 14 September 2018.

Artwork commissioning contracts will be entered into with the successful artist/s for the design and installation of each artwork. Artworks will be complete by Friday, 12 October 2018 with final installation to be coordinated shortly after this date.

S6 – Public Artwork Design and Installation

Concept Copyright

The artist/s will retain the intellectual property and copyright of the concepts and any artworks they have proposed.

The final successful artist/s will be contracted to deliver the artworks within the timeframe specified and to the standards set out in the contract between the parties.

Part D

Completed Artwork

Completed public artworks will become the property of the Shire and are to be registered in the Shire Art Collection. The artwork will be appropriately documented, maintained and insured by the Shire.

Launch of Artwork

A launch of the artwork as part of the HEART Project will be arranged by the Shire.

Part E

Attachment 1 – Project specification*

*Plans show the most likely location of the artworks. Subject to change.



> IMAGE

03

> ARTISTS IMPRESSION
> VIEW 03
> REVISED OPTION A & B

PROJECT > MARGARET RIVER CULTURAL CENTRE

JOB NO. > 1659

DATE > 6th JULY 2017



Architecture
Urban Design
Masterplanning
Interior Design

Bollig Design Group • 8 Cook Street, F. bdg@bollig.com.au W bollig.com.au
West Perth WA 6005

ABN 62 968 768 623



amrshire@amrshire.wa.gov.au
www.amrshire.wa.gov.au

Margaret River

41 Wallcliffe Road (PO Box 61)
Margaret River 6285

T (08) 9780 5255 | **F** (08) 9757 2512

Office Hours

Mon to Fri, 9am – 4pm

Phone enquiries

8am – 4.30pm

Augusta

66 Allnutt Terrace
Augusta 6290

T 08 9780 5660 | **F** (08) 9758 0033

Office Hours

Mon to Fri, 9am – 4pm
(closes for lunch 12pm – 1pm)

Phone enquiries

8am – 4.30pm

If you are deaf, or have a hearing impairment or speech impairment, contact us through the National Relay Service:

- TTY users phone 133 677 then ask for 08 9780 5255
- Speak and Listen users phone 1300 555 727 then ask for 08 9780 5255
- Internet relay users connect to the NRS www.relayservice.com.au then ask for 08 9780 5255