

# ARTIST BRIEF



WOLLONGONG CITY COUNCIL



## *Artist Brief*

## *Curio Gallery Exhibition Program 2020 – 2021*

Public Art Program Cultural Services  
Wollongong City Council

# 1. BACKGROUND

## 1.1 Background Information

Wollongong City Council is committed to creating a strong local community identity through the development of public art, place making projects and urban design that reflects the cultural diversity and sensitivities of the Wollongong community. This project is part of Wollongong City Council's Public Art Program

## 1.2 Aims and Objectives

The project will significantly enhance the quality of the public domain and therefore strengthen Wollongong as an innovative and creative regional centre that encourages employment, economic growth and creativity.

The project aims to:

- Create quality public art that is contemporary and innovative
- Foster creative engagement with the city by the use of exciting and evocative art spaces that embrace the energy of urban life
- Provide opportunities for artistic expression for emerging and established artists.
- Provide an opportunity to engage new audiences
- Build confidence in encountering and contemplating contemporary art in all its forms
- Respond to the social and cultural dynamics of Wollongong
- Improve amenity and create a safe, secure spaces
- Enhance the CBD and strengthen Wollongong as an innovative and creative place.

See - 8.3 Attachment 3 - POLICY FRAMEWORK

# 2. THE ARTWORK

## 2.1 Project Description:

Wollongong City Council is seeking artists to submit an Expression of Interest to exhibit artworks in the Curio Gallery space which is **four large display windows** facing out onto Church St near the junction of Crown and Church St in the Wollongong Mall. The Gallery space is an exciting opportunity for local artists to exhibit their work in a high pedestrian area in the Wollongong Mall.

## 2.2 Scope & Parameters:

It is understood that the artwork(s) will be installed and de-installed by the artist. The exhibition of the artwork(s) will be for a six week period. A hanging system is supplied and artists are encouraged to use this system and have artworks prepared with D rings. The space is also suitable for small sculptures, and there are one long plinth and two smaller plinths available for artist to use, alternatively artists can supply their own plinths. Council reserves the right to remove the artworks if required.

### **2.3 Design and Thematic Consideration**

The theme and design for the project is to respond to the following:

- Reflect ideas and images that resonate with the energy and vitality of the Wollongong City Centre
- Reflect ideas and images that resonate with their community
- Create artworks that activate the area visually during the day.
- Compliments the idea of creating an exciting yet safe and secure place.

### **2.5 Materials & Maintenance:**

Artists can use a broad range of materials suitable for the exhibition windows and the artwork(s) need to be able to withstand hot and cold conditions. The window display area specifications are as follows: 330 cm H x 200 W x 30cm D.

**See 8.2 - Attachment 2 – Site Layout & Attachment 4 – Window Dimensions**

### **2.6 Legal Requirements & Restrictions**

The Artist will be required to enter into an Agreement with Council. The artist and artwork must comply with this Brief and Council policies and procedures. Artists are requested to provide their own P/L insurance for an amount of \$10 million. If an artist has not got their own public liability insurance, negotiations can take place with Council. The artist agrees to allow the photographic reproduction of their artworks by Council for non-profit purposes with appropriate permission from the artist and acknowledgement of the artists.

### **2.7 Budget**

The exhibition space is being provided free of charge. There will be no fee paid to the artist by Council for the exhibition of artworks. All costs associated with the creation of the artwork and the installation and de-installation of the artwork(s) will be at the artist's expense.

## **3.0 THE SITE FOR THE ARTWORK**

### **3.1 Location and Site Description**

The Curio Gallery is four large display windows facing Church St in the Central Chambers Building. The area is in the middle of Wollongong Mall and is a major pedestrian access pathway to the Mall and close to busy cafes, department stores and retails areas. The Gallery space is an exciting opportunity for local artists to exhibit their work in a high pedestrian area in the Wollongong Mall.

**See 8.1 - Attachment 1 – SITE MAP**

### **3.2 Access to the Site**

Artist will need to be able to carry their artwork from public parking areas to the site. A trolley can be provided by Cultural Services if required. Parking permits are available for parking for de-installation and installation in globe Lane.

### **3.3 Site Constraints**

The artist(s) when installing the artwork will be required to:

- Work with the existing structures and frameworks
- Not interrupt clear circulation routes – both pedestrian and vehicular.
- Not interfere with surrounding building structures and use

It is important that the selected artist(s) acknowledge and respect adjoining businesses or users of the space and the staff of Wollongong City Council.

## **4.0 COMMISSIONING PROCESS**

### **4.1 Project Management:**

The artist will be directly responsible to the Public Art Officer in Cultural Services. The artist will manage and coordinate the production, delivery, installation and de-installation of their artwork at the agreed dates and times. Any changes to the program agreed to in the official Agreement needs to be negotiated with Council no less than three weeks before installation dates.

### **4.3 Approval**

The artists will present an idea / concept or photographs / digital images of intended artworks or works similar to the Council Project Committee. Any changes to the agreed idea / concept / designs will need to be submitted in writing and negotiated and agreed to by Council.

## **5.0 EXPRESSION OF INTEREST**

**5.1 Public Advertising:** Artists are invited to submit expressions of interest in the project.

**5.2 Engagement by Council** – A panel will assess the submissions and make recommendations to Council to engage the artists.

**5.3 Deadline for Expression of Interest** - Expressions of interest must be received by Council by:

**5pm on Monday 3<sup>rd</sup> August 2020**

**Applicants are required to supply the following:**

- A Cover letter (no more than TWO pages) addressing the criteria
- Artists CV (no more than TWO pages)
- Examples of current or relevant artwork (Maximum 10 PDF images or provide a link to relevant images on your website)
- Concept design / idea for the project
- Three preferred options for exhibition dates

## 5.4 Expression of Interest – Assessment Criteria

The assessment of expressions of interest will be based upon the following criteria and corresponding weightings:

Criteria	Weighting
Demonstrate artistic experience and / or excellence or ability to create contemporary artworks that address the project brief.	25%
Demonstrate ability to transform and activate the site through a strong and innovative concept.	25%
Demonstrate capacity to deliver the artwork within a strict timeframe	25%
Demonstrate ability to work collaboratively in a team environment and have the ability to work with a diverse range of stakeholders including businesses, contractors and Council.	25%

## 6.0 PROJECT TIMELINES

### Key Dates

6 <sup>th</sup> July – 3 <sup>rd</sup> August 2020	EOI advertised 4 weeks
3 <sup>rd</sup> August 2020	Deadline for EOI
Week of 3 <sup>rd</sup> August 2020	Panel meets to identify appropriate artist and allocate sites.
Week of 3 <sup>rd</sup> August 2020	Inform successful and unsuccessful artist by email
Week of 10 <sup>th</sup> August 2020	Confirmation by Artists for exhibition program
31 <sup>st</sup> Aug – 5 <sup>th</sup> Oct	1. UCI Bicycle event exhibition
5 <sup>th</sup> Oct – 23 <sup>rd</sup> Nov	2. YTD
23 <sup>rd</sup> Nov 2020 - 4 <sup>th</sup> January 2021	3.YTD
4 <sup>th</sup> January - 15 <sup>th</sup> Feb 2021	4.YTD
15 <sup>th</sup> February - 29 <sup>th</sup> March 2021	5.YTD
29 <sup>th</sup> March - 10 <sup>th</sup> May 2021	6.YTD
10 <sup>th</sup> May – 21 <sup>st</sup> June 2021	7.YTD
21 <sup>st</sup> June 2021 – August 2021	8. NAIDOC Exhibition

## 7.0 REQUESTS FOR FURTHER INFORMATION

Requests for information, questions or requests for clarification concerning the Expression of Interest documents please contact:

**Contact:** [culturalservices@wollongong.nsw.gov.au](mailto:culturalservices@wollongong.nsw.gov.au)

For further information call customer service 42277111



# 8.0 ATTACHMENTS

## 8.1 Attachment 1 – SITE MAP





## 8.2 Attachment 2 – Site Layout



## 8.3 Attachment 4 – WINDOW DIMENSIONS



## 8.4 Attachment 3 - POLICY FRAMEWORK

This project contributes to the delivery of Wollongong 2022 Goal 3 “Wollongong is a creative vibrant City”. It specifically delivers on the following:

Community Strategic Plan	Delivery Program 2012-2017	Annual Plan 2017-18
Strategy	5 Year Action	Annual Deliverables
3.1.2 Artists and innovators are employed, mentored and supported	3.1.2.1 Provide support to existing and emerging arts workers and their networks	Pursue projects that will advance the delivery of the Cultural Plan
3.2.2 Our cultural diversity and heritage is incorporated within our public spaces through signage and public art	3.2.2.1 Encourage the integration of urban design and public art	Deliver the Public Art Program
3.4.2 Using community cultural development practices, our places and space reflect the creativity and identity of our people	3.4.2.1 Develop a new Cultural Plan	Implement a Community Cultural Development program  Deliver key strategies from the Cultural Plan