

Port Adelaide Enfield
Prospect Road Public Art Project Brief

1. Introduction

Port Adelaide Enfield, with the support of Guildhouse, is inviting South Australian visual artists to develop and propose a concept design(s) for new public artwork opportunities along Prospect Road, Blair Athol/Kilburn.

The commissioned work(s) will be unique, high quality and site specific, located along the upgraded Prospect Road.

The total available artistic project budget is \$190,000 + GST (if applicable). Short-listed artists or artist teams will each receive a set fee for concept design and concept presentation, the amount of which will be provided to those short-listed artists or artist teams at the time the artists are notified of their success to the concept phase.

2. Background

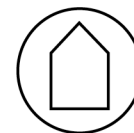
The City of Port Adelaide Enfield is located in the north-western suburbs of Adelaide, about eight kilometres from the CBD. It is bounded by the Cities of Salisbury in the north, Tea Tree Gully and Campbelltown in the east, Walkerville, Prospect and Charles Sturt in the South and the Gulf of St Vincent in the west.

The Council is one of the largest Councils in metropolitan Adelaide with its boundary extending from the River Torrens to Outer Harbor covering an area of about 97 square kilometres. The City offers some of the State's finest historical buildings and landmarks, together with a wealth of parks, cultural facilities beaches and recreational areas. The Council is divided into seven wards that span across 51 suburbs.

The City of Port Adelaide Enfield has committed to a significant street development along Prospect Road, Blair Athol/Kilburn to provide the community with spaces and environments that foster people coming together around food, family, culture and celebrations. The area is renowned for its food culture, and has a strong migrant history including diverse cultures and

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people. The area is continuing to develop and Council is expecting the population of these suburbs will soon grow considerably.

This is an exciting opportunity for an artist or team of artists to contribute to a prominent streetscape project on Prospect Road, Blair Athol/Kilburn. The artwork(s) will reflect the areas rich cultural diversity of the area be integrated with the landscape designers (WAX Design) design for the street redevelopment.

3. Project Aims

City of Port Adelaide Enfield aims to create a vibrant, integrated community that brings together residential, social, commercial and community to establish an inclusive and thriving community along Prospect Road.

The aims of the artwork(s) are to:

- Create welcoming public spaces along the street at key side street intersections for people to gather and use the space for special community events and daily rituals
- Create a strong sense of place
- Create a welcoming and inclusive environment
- Celebrate the diversity of local residents, cultural groups
- Focus on the ways we are connected
- Activate areas for community to gather
- Reflect the existing and changing cultural communities of the area
- Be of a scale relevant to the site
- Be visually appropriate
- Provide an opportunity for artists to express themselves in the public realm
- Add colour, texture and warmth to existing infrastructure elements
- Be integrated into the landscape architect design

4. The Work of Art

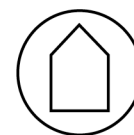
4.1. Concept

The artwork(s) must be unique and site specific relating to the site, and side streets intersections along Prospect Road for residents and visitors.

The artwork(s) should create a focal point along Prospect Road and at side street intersections by being visually distinctive, and create a sense of discovery and excitement.

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Artists should consider, but not be limited to, the following themes:

- Social history and heritage of the area
- Nature
- Community
- Social and cultural diversity

The outcome will be integrated into the new streetscape design, by landscape designers WAX Design, and may be a design solution/element that can be implemented across the sites or two-three smaller elements along Prospect Road. There is the possibility of more than one artist being selected to create artwork(s) for this project.

This project is envisaged as an opportunity to integrate art within the new streetscape design, by opening up opportunities for artists to express interest and develop concepts for numerous 'planes' or spaces – such as the ground plane, human –interactive elements such as furniture, wall surfaces and canopy spaces above. Potential opportunities include but are not limited to, paving, seating, surface treatment for concrete, lighting, upright/poles, projection, poetry.

4.2. Target audience

The artwork(s) should be engaging for all age groups, cultures and abilities and reflect inclusivity and diversity.

4.3. Ambience of the Work

The commissioned work will:

- Consider the aims, objectives and themes noted above
- Be viewed as evocative and visually appropriate
- Be relevant to the site
- Be of a scale relevant to the site and in keeping with other project requirements
- Appeal to diverse audiences and allows a level of engagement with the public.

4.4. Materials

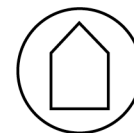
The commissioned work will use equipment and materials which:

- Are made of the most durable, robust, high-quality, low-maintenance available
- Consider the environmental impact of the work over its lifetime
- Require minimal cleaning and maintenance and meet all relevant safety standards

It is anticipated that the work will remain in situ for at least 10 years. However, it may be removed at any time at the discretion of the City of Port Adelaide Enfield, respectful of the artist's moral rights.

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Long term cleaning and maintenance must be considered in the development of Concept Designs and details of cleaning and maintenance procedures will need to be provided by the commissioned Artist.

Consideration should be given to minimising cleaning and maintenance of the work and, as far as possible, discouraging graffiti or damage through the selection of appropriate materials and surface work.

4.5. Practical considerations

The commissioned work will:

- Comply with all relevant Australian Standards and building codes
- Comply with South Australian Work Health and Safety Act
- Work within the timeframe and work schedule of the Prospect Road upgrade

5. Stakeholder Engagement

It is anticipated that the commissioned artist will be available to facilitate studio visits by council staff during fabrication and installation phases if appropriate. City of Port Adelaide Enfield may liaise with the artist to negotiate additional presentations as required.

6. Process Overview

Invited artists will be expected to attend a formal site visit arranged by City of Port Adelaide Enfield and Guildhouse. Each artist will be provided a concept design fee to support the development and presentation of a concept design.

There is the possibility of more than one artist being selected to create artwork(s) for this project. Successful artist will be engaged to provide detailed design development and then to fabricate and install the work.

Please see section 9.1 for a detailed timeline.

7. Site Information

7.1. Site Characteristics

Please see site map with location and street upgrade designs.

7.2. Limitations and Restrictions

The proposed art works will need to respond to the physical and social environment as well as the streetscape redevelopment design. The artworks should be integrated into the designs.

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8. Budget

The total artistic commissioning project budget of \$190,000 is available to cover costs of all art opportunities along Prospect Road streetscape upgrade. There is the possibility of more than one artist being selected to create artwork(s) for this project, and this overall budget will be shared across all opportunities. An indication of each artist or artist teams available budget will be provided to the short listed artists successful to the concept phase. The budget will need to cover:

- All costs associated with the design development, fabrication and installation of the work
- Costs, which may include materials, engineering, personal safety equipment, site preparation and restoration, access to utilities, equipment hire, transportation, artwork attribution, risk management and mitigation and artist fees.

Guildhouse will liaise with the artist and City of Port Adelaide Enfield to install appropriate attribution of the artist and the work.

An agreed staged payment schedule will be developed with the successful applicant(s) to contribute to some of the upfront costs of materials and artist's time.

Ongoing cleaning and maintenance of the artwork will be provided by City of Port Adelaide Enfield to ensure the artistic integrity of the work is maintained.

9. Commissioning Process and Timeline

9.1. Commissioning Process Overview

Phase 1 – EOI Call Out: June 2021	
EOI call out open to all artists	7 June 2021
EOI submission close	5pm, 24 June 2021
EOI submission reviewed and shortlist created	30 June – 2 July 2021
Phase 2 – Concept: 7 July – 28 July 2021	
Artists contracted	7 July 2021
Site Visit	9 July 2021, exact time TBC
Concept proposal presentation	28 July 2021
Artists notified of selected concept design	4 August 2021
Phase 3 - Design development: August 2021	
Design development scoping, liaison and contract	6 August 2021
Detailed design development	6 August – 27 August 2021
Design development complete	27 August 2021

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Phase 4 - Commissioning: September – December 2021	
Commissioning scoping, liaison and contract	2 September 2021
Fabrication	3 September - November 2021
Installation	3 September – December 2021 – noting site construction works happening during this time, and will align install to fit in with works schedule, exact dates TBC
Project Completion	December 2021, exact date TBC

9.2. Concept Design Proposal Preparation

Short-listed artists or artist teams will each receive a further set amount for site visit, concept design and concept presentation, the amount of which will be provided to those short-listed artists or artist teams at the time the artists are notified of their success to the concept phase.

The concept design proposal presentation and support material should comprise of:

- 20 minute professional presentation of the concept design
- A brief written response to the brief or concept design proposal paper
- Basic concept drawings
- A site plan showing the proposed location of the artworks
- A maquette and/or other practical/digital representation of the artworks
- A proposed indicative budget including the costs of design development, project implementation budget including contingencies, artists' fees, agent's fees, travel and associated expenditure, delivery and installation expenditure
- An indication of any issues associated with the project, for example: progress payments, sub-contracting, maintenance requirements, safety issues
- Proposed timeline showing key milestones with reference to existing timeline detailed in 9.1.

All work presented is to be of a high professional and artistic quality that clearly conveys the design.

It is at the discretion of City of Port Adelaide Enfield to not select any of the proposed concept designs to proceed to the design development or fabrication and installation stage.

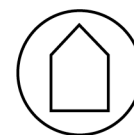
9.3. Concept Proposal Assessment Criteria

Assessment of the design proposals will consider the aesthetic, conceptual and technical expertise demonstrated in the proposed work.

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Consideration will be given to:

- The artistic merit of the proposed concept;
- The way in which the project meets the various requirements of the briefing paper, including its appropriateness in terms of scale and material;
- The ability of the artwork(s) to communicate its conceptual basis;
- The proposed budget and timeline;
- Feasibility of concept being able to address practical concerns in fabrication
- Aesthetic response to the site and the brief;
- Conceptual response to the site and the brief;
- Public safety and risk management issues;
- Maintenance issues; and
- Robustness and durability.

Artists must be able to undertake the concept design proposal stage of the project within the timeframe specified, and be available to undertake the design development and fabrication of the work once the relevant approvals are secured. It is at the discretion of City of Port Adelaide Enfield to not select any of the proposed concept designs to proceed to the design development or fabrication and installation stage.

10. Concept Selection Panel

The group reviewing the concept presentations will be made up of local elected members, City of Port Adelaide Enfield staff, Guildhouse staff and local community representative.

Project Selection Panel

- Cat Conidi, Acting Placemaking and Activation Leader, CPAE
- Jayne Holland, Arts and Culture Coordinator, CPAE
- Rupinder Singh, Project Leader, CPAE
- Emma Fey, Chief Executive Officer, Guildhouse
- Cr Carol Martin, Ward Counselor
- Representative from the community TBC

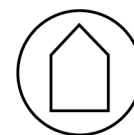
11. Project Reference Group

The Project Reference Group is responsible for the development of the Project. Members will be available to provide advice regarding specific concept design development issues relevant to their expertise. These include:

- The Panel will assess the concepts and make recommendations on which artist(s) will undertake the commission.
- The Project Reference Group will also assess the recommended design proposal in relation to practical issues, such as risk management and public safety.
- Guildhouse will contract the artist(s) to develop Concept Design proposals

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- City of Port Adelaide Enfield will contract the selected artist to undertake detailed Design development and then to fabricate and install the work

Project Reference Group

- Cat Conidi, Acting Placemaking and Activation Leader, CPAE
- Jayne Holland, Arts and Culture Coordinator, CPAE
- Rupinder Singh, Project Leader, Civil, City Assets CPAE
- Emma Fey, Chief Executive Officer, Guildhouse
- Christine Cholewa, Project Manager, Guildhouse

12. Project Contact

For any further information or queries contact Christine Cholewa:

Tel: 08 8410 1822

Email: guildhouse@guildhouse.org.au

13. Attachments

1. Street Upgrade designs

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