

# Reignite Public Art – Wall Mural Opportunity 44 Jeffcott St, North Adelaide (Aquinas College)

## Artist Brief

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### 1. Introduction

The City of Adelaide is commissioning new public artworks by local artists to add vibrancy to main streets and laneways in hospitality, retail and community hubs across the City and North Adelaide.

Part of the City of Adelaide's \$20m+ Reignite Adelaide program, the initiative is designed to give back to our community, celebrate and support local traders and businesses and provide employment opportunities for creatives.

Delivered in partnership with Guildhouse, the \$300,000 initiative will see up to 7 new public artworks brighten and activate key precincts.

Artist Jack Fran launched the initiative in September 2022 on Hutt Street with two murals, at the Hutt Street Cellars and at the Arab Steed Hotel, one of Adelaide's most historic hotels.

All works will be completed by June 2023.

Guildhouse has engaged independent curator Julianne Pierce in the role as Public Art Reignite Lead Curator. Julianne will work closely with Guildhouse, City of Adelaide, site owners and/or tenants and the artists on the delivery of the commissioned artworks.

Guildhouse has also engaged independent artist Christine Cholewa as Public Art Reignite Project Manager. Christine will be responsible for liaison on logistical and production elements.

### 2. Project Aims

City of Adelaide and Guildhouse are partnering with Aquinas College North Adelaide to support a new wall-based artwork. Aquinas College is a residential college for university students which provides an opportunity for young women and men to develop their talents to their full capacity, to form critical minds and compassionate hearts, and to become effective leaders mature in faith and committed to justice in this world.

The college has identified a landmark wall at 44 Jeffcott Street for the artwork.

The aim of the artwork is to:

- Create a contemporary and visible mural artwork at 44 Jeffcott Street (North Adelaide) western facing wall, Aquinas College;
- Align with Aquinas College values including community, family spirit, young people;
- Create a welcoming and inclusive environment;
- Contribute to the rejuvenation of North Adelaide as a destination;
- Align to identified City of Adelaide artistic and cultural priorities.

It is envisaged that the artwork will be semi-permanent with a lifespan of 3-5 years.

### 3. Process

The artist or artist group will be selected via an Expression of Interest (EOI) call out through Guildhouse's networks distributed in early October 2022. EOI submissions will be longlisted and then presented to Aquinas College for shortlisting in collaboration with Guildhouse.

Three artists/artist groups will then be invited and paid for Concept Development. The artists/groups will be asked to present their concepts and one successful artist/group will be commissioned for the artwork.

Following selection, the artist will liaise closely with Julianne Pierce, Lead Curator Public Art Reignite. Project Manager Christine Cholewa will liaise with the artist/s on production and logistical elements of the commission.

### 4. The Works of Art and Locations

#### 4.1 Themes and considerations

The artist should consider how the artwork will align and represent Aquinas College values of community, family spirit and young people. 44 Jeffcott Street is the gym and sports centre for the student residents, aged 18-24.

Aquinas College have asked that the commissioned artist engage with the residents of Aquinas College during the artwork creation/installation phase. This could be in the form of an artist talk, students invited to view the work in progress, informal meetings with students in the lunch hall. Applicants are invited to suggest ideas for engagement during the EOI process.

Additional considerations are the residential neighbourhood of Jeffcott Street, North Adelaide and the visibility along a prominent roadway from north-western suburbs to the city.

#### 4.2 Locations and Specifications

Location: 44 Jeffcott St, North Adelaide (western facing wall), rear of gymnasium

- Recently painted white, brick wall, good surface
- Approx 12.5m long x 5m high to windows (most likely the mural would cover the whole wall above the window line)

- Access is good, would require closing part of footpath, and permits in place to do so
- The site is outdoors and will require a ladder and mobile scaffold or scissor lift/boom to reach to the top of the wall
- If using a boom lift/scissor lift artist required to hold relevant license for this
- May require mobile shade, depending on time of year, as there is tree coverage
- May require part closure of footpath



#### 4.3 Target Audience

The artworks should be engaging for all age groups, cultures and abilities and reflect inclusivity and diversity.

### 5. Budget, Materials and Practical Considerations

#### 5.1 Budget

Each of the three shortlisted artists/groups will be paid \$1,500 for their Concept Design.

The artwork commissioning budget is \$19,200 and is inclusive of:

- All materials required for installation and fabrication
- Labour
- Permits
- Paint/brushes/trays/spray equipment/drop sheets

- Plant and equipment hire including ladders, scaffold, scissor lifts, fuel
- Exclusion zone set up
- Any other associated costs with the creation of the artwork

City of Adelaide and Guildhouse will advise on the requirement of any associated Council work permits. In the event that a permit is required, the artist/s shall apply for the permit with the cost covered by the project budget.

Where applicable the artist/s must hold appropriate licenses, tickets and insurances.

The commissioned works 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;
- Meet all relevant safety standards.

The material selection is important from a longevity and maintenance perspective.

The commissioned work will:

- Comply with all relevant Australian Standards and building codes;
- Comply with South Australian Work Health and Safety Act;
- Comply with Aquinas College and commissioning partners relevant risk management policies, procedures and contract requirements (available on request).

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

## 5.2 Ongoing maintenance

The maintenance of the artwork will be the responsibility of Aquinas College. Guildhouse is recommending that Anti-Graffiti coating is *not* applied.

The artist can provide an hourly rate for any remedial work that might be required in future.

## 6. Commissioning Timeline and Overview

Guildhouse will contract the commissioned artist to deliver the artworks and will develop a delivery timeline in conjunction with the artist.

### 6.1 Commissioning Timeline

Call distributed for Expressions of Interest (EOI)	early October 2022
Deadline for EOI	31 October 2022, 9am ACDT
Selection process and shortlisting of three artists	1-4 November 2022
Site visit, artists briefed and contracted for Concept Design	7 -9 November 2022
Concept Development period	8 November - 11 December 2022
Concept Submission (see 6.2 below)	11 December, 10pm
Concept Design presentations to Guildhouse and Aquinas (opportunity for feedback from the selection committee to give feedback to the artist) - one artist is selected.	13-14 December 2022 - tbc
Artist contracted for commission	15 December 2022
Any further concept development submitted	16 January 2023
Artwork creation/installation phase – practical completion	February 2023 to align with students return to Aquinas Feb/March 2023

### 6.2 Concept Design Proposal Requirements

Following the selection process, three artists will be invited to submit Concept Designs. The Concept Design proposal presentation and support material should comprise of:

- A short, written response to the brief or concept design proposal paper
- Concept drawings, paintings or renders of the mural design
- A proposed indicative project implementation budget including contingencies, artists' fees, materials fees, equipment, travel and associated expenditure
- An indication of any issues associated with the project, for example: progress payments, sub-contracting, maintenance requirements, safety issues
- Proposed timeline for project completion
- 20 minute professional presentation of the concept design to the selection committee

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

It is at the discretion of Aquinas College to not select any of the proposed concept designs to proceed to the design development or fabrication and installation stage.

### 6.3 Concept Proposal Assessment Criteria

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

Consideration will be given to:

- The artistic merit of the proposed concept and its aesthetic response to the site and the brief;
- The way in which the project meets the various requirements of the briefing paper, including its appropriateness for the site;
- Conceptual response to the site and the brief and the ability of the artwork(s) to communicate its conceptual basis;
- The proposed budget and timeline

Artists must be available to commit to the project completion within the specified project timeline.

### 6.4 Concept Design Selection Panel

The Concept Design will be presented to a Selection Panel with representatives from Guildhouse and Aquinas. A City of Adelaide representative may also be present during the selection process.

## 7. Contact

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