

North Adelaide Village - Commissioned Mural | Commissioned by City of Adelaide | Delivered by Guildhouse Artist Brief, November 24

1. Introduction

The City of Adelaide (the Commissioner) has engaged Guildhouse (the Delivery Partner) in the delivery of a public artwork in the form of a mural on the exterior north wall of North Adelaide Village. The wall is situated at the corner of O'Connell Street and Chapel Streets in North Adelaide.

The purpose of the mural (the Commission) is to activate the area with a vibrant and exciting creative visual marker and a point of discovery for locals and visitors alike. It is envisaged that the mural will be complete in time for the 2025 Gather Round, which returns to Adelaide 10-13 April 2025.

With the support and guidance of Guildhouse, this wonderful opportunity is for a South Australian artist/team to paint a highly visible mural (viewable to south moving traffic, those navigating through Chapel Street and pedestrians) on a rendered wall measuring approximately 6m high x 5m wide. The artist/team will be selected via a best practice Expression of Interest commissioning process.

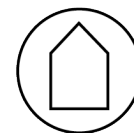
2. About Guildhouse

Guildhouse is a not-for-profit peak industry body for the visual arts sector in South Australia that has contributed to a vibrant artistic community for over fifty-eight years. Trusted for its in-depth understanding of visual arts practice, sector knowledge, professional networks and its experienced team, and with a directory of 1,200+ members from diverse artistic practices, Guildhouse is uniquely qualified to connect artists, designers and craftspeople with private, public, and commercial opportunities. This might include major public art installations, private commissions, exhibitions and artist-in-residence programs, for First Nations and non-First Nations practitioners.

Guildhouse is regularly engaged in curatorial and best practice commissioning services for public art projects across State departments, local government and private enterprise. Maintaining a collaborative approach to working alongside creative thinkers and leaders of all kinds, Guildhouse taps into its extensive community throughout the life of a project.

guildhouse

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3. Project Aims and Thematic Requirements

Public art offers an opportunity to create intrigue, excitement and attract people to places. It is envisioned that the Artwork in this opportunity will bring a dynamic new visual experience which is designed to engage and reward the community during their time in North Adelaide. The mural should offer a point/s of discovery or reveal, an experience visitors are encouraged to return to.

The Artwork should be:

- Of high quality and strong artistic integrity;
- Inspiring, interesting and engaging to Adelaide's diverse population;
- Hold botanical themes or elements that highlight North Adelaide;
- Thought provoking or hold point/s of discovery or contemplation;
- Visually appropriate and of a scale relevant to the site;
- Sensitive to the cultural significance of the area;
- Appeal to first time and repeat audiences;
- Not be a portrait.

It is envisaged that the artwork will have a lifespan of 5 years

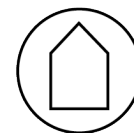
4. Process

Each step of the commission aligns with best-practice process for commissioning public art as outlined in the City of Adelaide Public Art Operating Guidelines, in conjunction with Art's SA Public Art Commissioning Guidelines. Artists who are engaged will be paid at each stage of the commissioning process.

- This Artist Brief has been created for an Expression of Interest process. A selection of three Artists will be chosen from the Expression of Interest pool of Artists by a Guildhouse representative and the City of Adelaide.
- The three Artists will be invited, contracted and paid (\$1,500 each) to go on to Concept Design stage.
- Selected Artists will have a project briefing, site visit and Q&A.
- The Artists will then be invited to present their Concept Designs to a Selection Panel consisting of project Stakeholders (City of Adelaide, North Adelaide Precinct Association, Stadium Real Estate and Guildhouse).
- Following the Concept Design selection process, one Artist will be selected and the design submitted for approval by the North Adelaide Village Property Owner.
- Upon design approval, the selected Artist will be contracted to go on to the Detail Design stage (Chapel Street is a one-way road and will require Artist to research traffic management requirements).
- Once the Detail Design package has been approved by the City of Adelaide, the Artist will be contracted to move into the Commissioning stage.

5. Commission Terms and Conditions

- Candidates must reside in South Australia and have working rights
- The artwork must be newly created for the Commission
- The decision of the North Adelaide Village Property Owner is final and binding
- The Artist must be available to commit to the project completion within the specified project timeline
- The Artist must hold appropriate licenses, lift tickets and insurances
- To meet safety and compliance requirements of the project, the chosen Artist will be required to submit proof of Public Liability \$20,000,000 and Products Liability \$20,000,000 insurance
- Must comply with South Australian Work Health and Safety Act



5. Locations and Specifications

- Mural is to be located on the rendered wall of North Adelaide Village, corner of O'Connell Street and Chapel Street (north facing wall). View on Google maps [HERE](#).
- Proposed mural site is approximately 6m high x 5m wide.
- Mural design will not extend above the first architrave (space given to Romeo's Foodland branding).
- Artwork design can have small components spill out onto the pillars if desired.
- Mural is viewable for south moving traffic, those navigating through Chapel Street and pedestrians.
- Chapel Street is a one-way road heading east onto O'Connell Street.
- Coordination of required traffic management and permits will be the responsibility of the Artist, with support from Guildhouse (City Works Permit, road closures/ traffic management).
- Mural wall is partially illuminated with neighbouring streetlight.
- Lower portion of mural may be covered in a sacrificial anti-graffiti coating by City of Adelaide (up to 2.5 metres from ground).

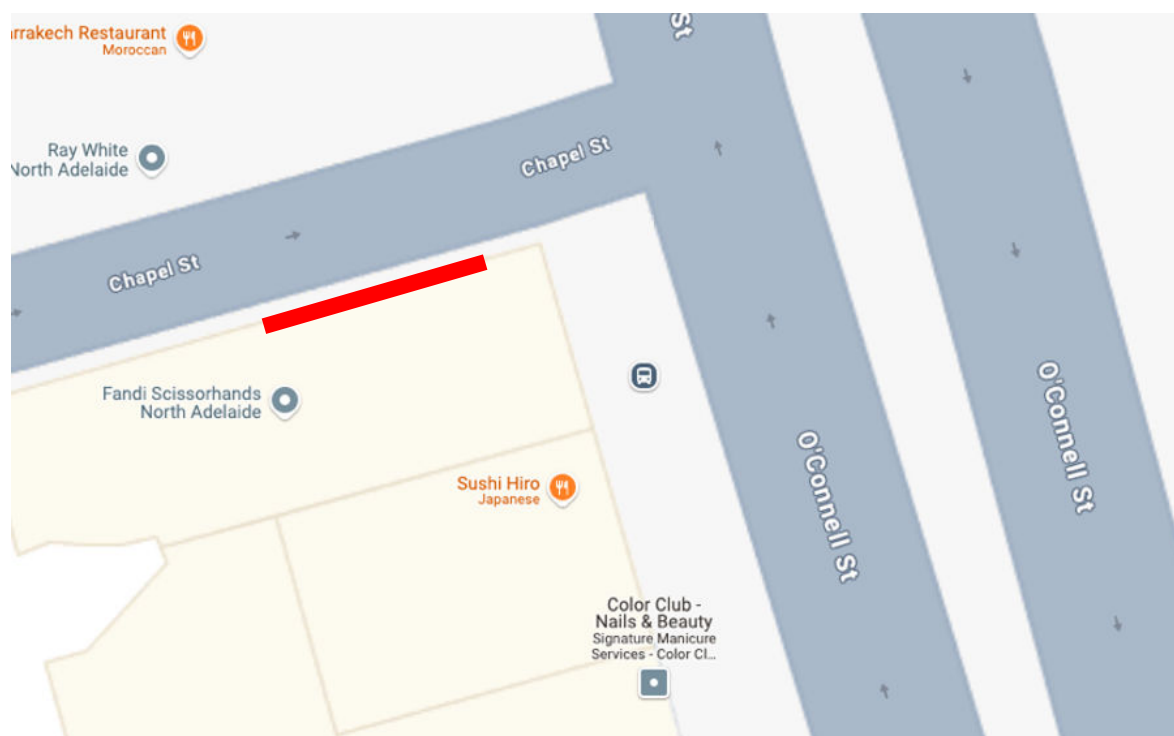


Figure 1. Mural location in red, on the corner of O'Connell Street and Chapel Street, North Adelaide Village (north facing rendered wall, below Romeo's Foodland sign)

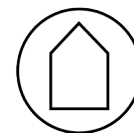


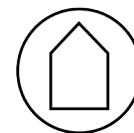
Figure 2. Proposed exterior wall outlined in red.

6. Budget and Requirements

Three Artists will be paid \$1,500 each for their Concept Design.

The total artwork commissioning budget is \$15,500 + GST (if applicable), and is inclusive of:

- Design development
- Artist fees
- Labour
- City of Adelaide Work Permit (required)
- Materials required for artwork creation including paint, brushes, trays, spray equipment, drop sheets
- Plant and equipment hire including ladders, boom lift (required)
- Exclusion zone set up (required)
- Traffic management (required)
- Any other associated costs with the creation of the artwork
- No mural undercoat or graffiti coating required.



Guildhouse will advise on the requirement of any associated Council work permits and traffic management. The Artist shall apply for the permit and organise traffic management. The costs will be covered by the artwork commissioning budget specified above. All logistics are to be organised by the artist. Artists must hold appropriate licenses, tickets and insurances.

The commissioned work will:

- Comply with all relevant Australian Standards and building codes;
- Comply with South Australian Work Health and Safety Act; and

Please contact Sian Watson for further information regarding the above if required: sian.watson@guildhouse.org.au

7. 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;
- Meet all relevant safety standards.

The ongoing maintenance of the Mural at the Site and any individual elements will be a key consideration in the design and materiality of the Mural. Consideration of the design should minimize potential vandalism.

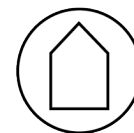
8. Ongoing Maintenance

The maintenance of the artwork will be the responsibility of City of Adelaide for five years. The artist may be invited to provide touch-ups to the murals at an hourly rate.

9. Commissioning Timeline

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

Deliverable	Date/Period	Notes
Concept Design phase		
Guildhouse contract three artists for Concept Design	20-27 Jan 25	
Artist briefing, site visit and Q&A for the selected artists	28 Jan 25	
Concept Design submitted to Guildhouse	24 Feb 25	
In person Concept Design Presentations	25 Feb 25 9:30am	20 min presentation with 10min Q&A Design sign off by Building Owner
Design Development phase		
Detail Design: Artist to assess their road closure requirements and apply for City Works permit	5 Mar – 10 Mar 25	City of Adelaide sign off required
Artwork Commissioning phase		
Contract signing with Artist + material prep	12-17 Mar 25	Lift hire, paints, insurances etc
Painting	17-30 Mar 25	Assuming City Works permit approved



Painting contingency	31 Mar – 5 Apr 25	For extreme heat/rain etc
Practical commission completion	5 April 2025	In time for Gather Round Festival (10 - 13 April)

10. Milestone Payment Schedule

Date	Milestone	Amount	Milestone Evidence / Reporting Requirement
25 Feb 25	Milestone Payment 1 - Artist Concept Design Fees (three artists engaged)	\$1,500 per artist	Completion of Concept Design presentation to Stakeholders
10 Mar 25	Milestone Payment 2 - Detail Design completion	\$1,500	Detail Design package submitted
12 Mar 25	Milestone Payment 3 – Upfront materials instalment	\$7,000	Signed Commissioning Agreement between Guildhouse and Artist
5 Apr 25	Milestone Payment 4 – Artwork completion	\$7,000	Upon completion

11. Concept Design Proposal Requirements

Three artists will be invited to submit and present Concept Designs. The Concept Design submission should be sent by **24 February 2025** to sian.watson@guildhouse.org.au

The Concept Design proposal presentation should comprise of:

- Concept drawings, paintings or renders of the mural design
- A short, written response to the brief and Artist's concept
- A proposed project implementation budget including traffic management, lifts and permits, artists' fees, materials fees, equipment and associated expenditure including contingencies.
- An indication of any issues associated with the project, for example: progress payments, sub-contracting, maintenance requirements, safety issues
- Proposed timeline for project completion (use Guildhouse's proposed timeline)
- 20 minute professional presentation of the concept design to the selection committee with 10 minutes Q&A
- Concept Design submissions that do not include all of the above requirements will not be accepted by the Selection Panel.

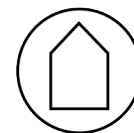
All work presented is to be of a high professional and artistic quality that clearly conveys the design. The presentations will be conducted in a room that has a large screen and computer (ability to share a Powerpoint etc).

11.1 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 brief;
- The way in which the project meets the aims and thematic requirements of the brief, including its appropriateness to the site;
- The proposed budget and required timeline



11.2 Concept Design Selection Panel

The Concept Designs will be presented to a Selection Panel with representatives from the City of Adelaide, North Adelaide Precinct Association, Stadium Real Estate and Guildhouse. Presentations will be held on 25 February 2025, with Sian Watson from Guildhouse facilitating the presentation.

The North Adelaide Village Property Owner reserves the right to reject the selected Concept Design. The Artists will be paid in full for their Concept Designs should this be the outcome.

12. Contacts

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