

## ARTIST BRIEF

# Drayton Street Pocket Park, Bowden EOI: Sculpture / Installation Opportunity

August 2025

Artist *are not* required to be Guildhouse Members to apply.



Site location for the new Drayton Street pocket park

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## Introduction

Guildhouse has been engaged by City of Charles Sturt to deliver a significant sculpture or installation artwork for the new pocket park on Drayton Street, Bowden. This opportunity is for a high quality visual marker or entrance statement for the park that shares a narrative of the community's history.

The opportunity is for a South Australian artist or artist team to create an artwork that is tailored to the site, drawing on the layered history of the Bowden community and its evolving urban neighbourhood in this new green space.

## The Site

The Department of Infrastructure and Transport have handed over two small plots of land to the City of Charles Sturt. As an effort in urban greening and developing engaging community green spaces, the Council has allocated the vacant land on Drayton Street, Bowden and Chief Street, Brompton as development for pocket parks.

Designed as a "sit and stay" park, Drayton Street pocket park invites community members to relax and connect within a welcoming and reflective landscape. Bordered by residential homes and a nearby trainline, the park is a place to retreat and serves as a potential venue for small community events (e.g. 19 on Green community jam sale).

Drayton Street Pocket Park (yet to be formally named) is currently under construction and due to be completed in Dec 2025.



fig. 1 - Drayton Street, Bowden, final Concept Plan. Area for the new sculptural work outlined in red



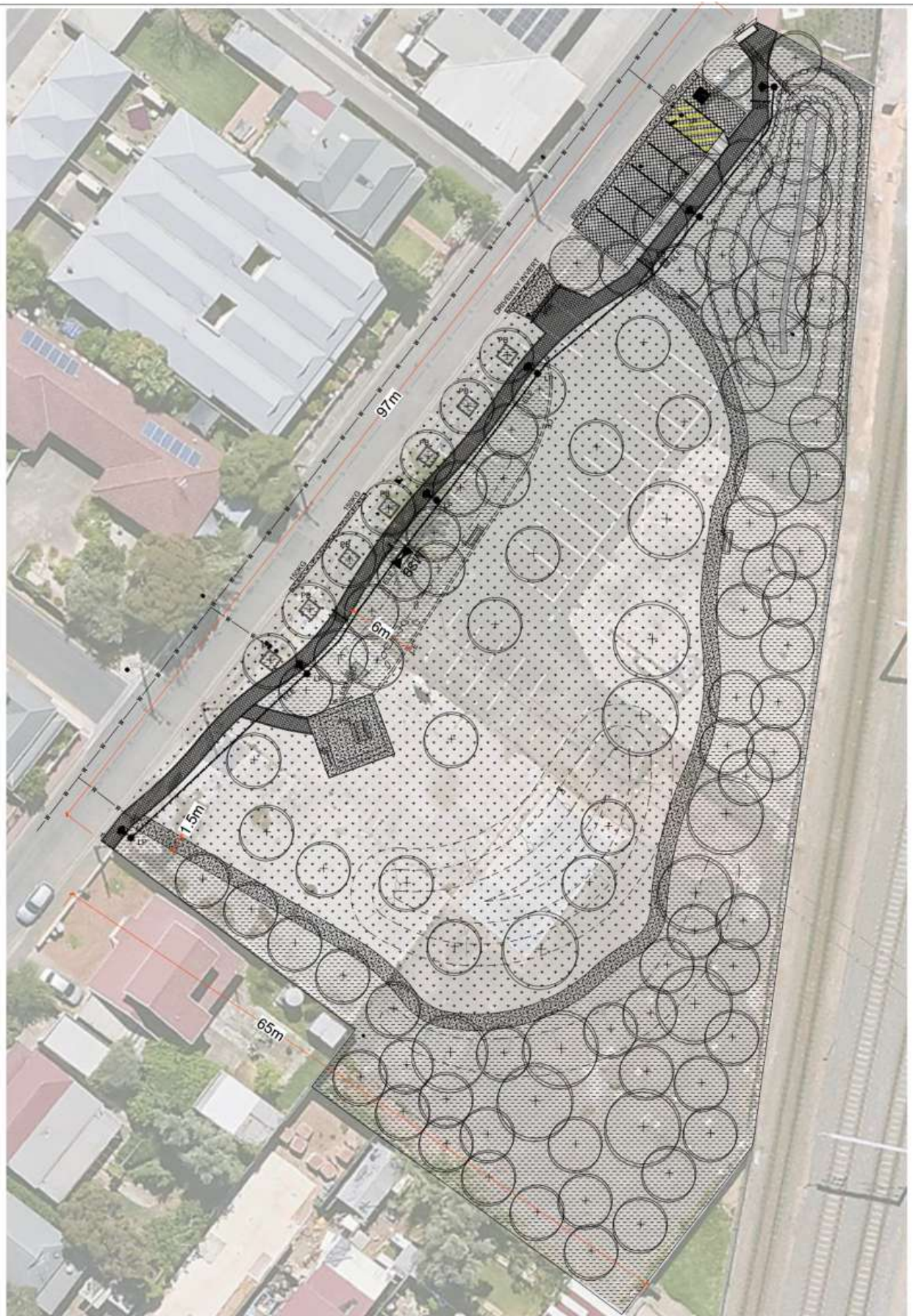


fig. 2 - Drayton Street, Bowden, final Concept Plan.

## The Artwork Themes and Technical Requirements

The proposed artwork will act as a sculptural statement or interactive focal point to the parkland. Thoughtfully designed, it will encourage inclusive use, social interaction and a sense of belonging. Lighting and/or kinetic elements are encouraged as the artwork will sit closer to the street within the park. The artwork location can be nominated by the artist within the area in red outlined in fig 1, pending approval from Council.

Artists/artist teams will be required to research the area's history. The artwork should tell meaningful local stories and foster a strong connection to place. Community feedback provided by the City of Charles Sturt should be considered in the design process, ensuring the finished piece responds to local identity and encourages public engagement. Artists may also take into account the broader heritage of market gardens within the local government area, which will be referenced in the landscape design through citrus plantings in the street facing planter boxes.

Artists are encouraged to undertake approaches that reflect, respond to, or reimagine aspects of the area's past and present in a meaningful and contemporary way.

The site-specific work might reflect:

- **Aboriginal Identity:** Aboriginal and Torres Strait Islander artists are invited to create artworks in response to the site or wider area.
- **Local Identity:** Honour the stories of those who have lived, worked, and played on this land. Bowden became a hub for manufacturing, including the Clipsal factory, gasworks, brickworks and glassworks. These industries shaped the urban character and community life, and their legacy is still visible in buildings, infrastructure, and memory.
- **Everyday Beauty:** Celebrate domestic, working-class life, industrial aesthetics, or playful urban textures.
- **Community Life:** Inspire connection and interaction among users of the parks. Tight-knit and multicultural, Bowden has long been a home for migrant families, skilled workers, and artists. Locals speak fondly of corner stores, laneways, communal backyard life, market gardens, and pride in their resilience.

The artwork must be made from durable, weather-resistant materials suitable for long-term, permanent public installation.

## Research Material

"People of the Pugholes in the Town of Hindmarsh 1836-1986" by Ann Riddle (book can be loaned from the City of Charles Sturt Council - contact Guildhouse to request)

"Hindmarsh Town" A History of the Village, District Council and Corporate Town of Hindmarsh SA by Ronald Parsons (book can be loaned from the City of Charles Sturt Council - contact Guildhouse to request)

[Community Engagement Summary Report](#), City of Charles Sturt

## Budget

Concept Design Fees (per artist/artist team): \$3,000

Detailed Design Fee: \$6,000

Commission Fee (inc of all delivery costs): \$108,000

## Project Timeline

Deliverable	Date/Period	Notes
Expression of Interest phase		
Expression of Interest published	w/b 18 Aug	
Expression of Interest submissions due	6 Oct 25	
Concept Design phase		
Shortlisting completed and three artists notified and contracted for Concept Design	23 Oct 25	
Artist briefing and site visit	w/b 27 Oct	
Concept Design submission due	1 Dec 25	To be received by 11am
In person Concept Design presentation by artists (three), artist selected.	3 Dec 25 9:15am start	TBC
Design Development phase		
Detail Design	8 Dec 25 – 26 Jan 26	
Detail Design approval	2 Feb 26	
Artwork Commissioning phase		
Fabrication	2 Feb – 31 May 26	4 months
Installation	From 1 June 26	4 weeks
Commission completion	End June 26	



## Payment Timeline

	Milestone	Amount	Milestone Reporting Requirement
Dec 2025	Artist Milestone Payment 1 – Concept Design Fees per artist/artist team	\$3,000	Completion of Concept Design presentation to Stakeholders
Feb 2026	Artist Milestone Payment 2 - Detail Design completion	\$6,000	Detail Design package submitted
	Artist Milestone Payment 3 – Upfront materials instalment and part commission payment	\$65,000	Signed Commissioning Agreement between Guildhouse and Artist
June 2026	Artist Milestone Payment 4 – Artwork completion	\$43,000	Artwork sign-off

## Concept Design Requirements

Upon selection, three artists will be invited to submit and present Concept Designs. The Concept Design submission should be sent by 1 Dec 25 to [sian.watson@guildhouse.org.au](mailto:sian.watson@guildhouse.org.au)

The Concept Design document/presentation will require:

- Concept drawings, renders or a maquette of the design
- A short, written response to the Artist Brief and details around artwork concept
- A proposed project budget
- Proposed timeline for project completion (use Guildhouse's timeline as a template)
- All work presented is to be of a high professional and artistic quality that clearly conveys the design.
- 20 minute professional presentation of the concept design to the selection committee with 10 minutes Q&A.

The presentations will be conducted in a room that has a large screen and computer (ability to share a PowerPoint etc). The Concept Design will take place in person on 3 Dec 2025 (TBC).

The panel will consist of three to four representatives of the City of Charles Sturt Public Art Selection Group and Guildhouse.

## Concept Design Selection Criteria

- Artistic quality and originality
- Connection to local history and identity
- Suitability for outdoor public space
- Feasibility within budget and timeline
- Artist(s) capacity

## Contact

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## Guildhouse: who we are

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-nine 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 South Australian artists, designers and craftspeople with private, public, and commercial opportunities.

In addition to working with established artists, Guildhouse provides skills development and hands on experience for emerging creative practitioners with little or no experience in public art, enabling artists to navigate the often-complex public art journey in a supported, informed and safe way. In turn, our partners play a pivotal part in a broad creative ecosystem that supports skills development and the growth of a diverse and experienced pool of artists, leading to the enrichment of public art across South Australia.