



## ARTIST BRIEF

### Tour Down Under 2026 \_Ephemeral Public Art Project

The City of Holdfast Bay invites artists, arts teams, and creative practitioners to submit an Expression of Interest (EOI) for the design, fabrication, and installation of an ephemeral public artwork in Brighton, South Australia. This temporary art installation will be showcased in the lead-up to and during the 2026 Santos Tour Down Under, Australia's premier professional cycling race.

#### Key Details:

- **Location:** Brighton, South Australia
- **Installation Timing:** By Wednesday 21 January 2026
- **Artwork Type:** Ephemeral public artwork
- **Eligibility:** Open to artists, arts teams, and creative practitioners
- **Budget:** \$10,000
- **EOI Applications Close:** 5pm, Monday 20 October 2025

#### 1. Introduction

The City of Holdfast Bay is committed to creating an engaging environment through public art and providing opportunities for artists to create works of art that add pleasure and vibrancy to the public realm.

On Saturday 24 January 2026, the Santos Tour Down Under, THINK! Road Safety Men's Stage 4 race start will take place in Brighton, bringing international attention and thousands of visitors to the area. This is a unique opportunity for an artist to contribute to the vibrancy of the event and the local streetscape through a creative, site-responsive, temporary work of art. The selected artwork will form part of the broader Santos Festival of Cycling, the largest cycling festival in the southern hemisphere, which includes street parties, live music, activations and public celebrations.

This is an exciting opportunity for artists to create a cycling-inspired ephemeral public artwork that will engage audiences, enhance the event experience, and reflect the dynamic energy of the Tour Down Under.

## 2. Background and Information

Jetty Road, Brighton is a vibrant beachside destination, renowned for its mix of restaurants, cafés, boutiques, and specialty stores. Brighton esplanade and the adjoining beach add to the appeal, with its golden sand, calm water, and iconic jetty. The area of Brighton has a strong sense of community and is a much-loved suburb for people to live, work and visit. Throughout the year, Brighton hosts several events and attractions, including the Brighton Jetty Sculptures exhibition, which will be held between 21 January - 1 February 2026. [Brighton Jetty Sculptures](#). This event will coincide with the Tour Down Under Stage 4 race start, with the combination of both events and activations creating a vibrant and immersive atmosphere and delivering a bustling and memorable experience for both locals and visitors.

Council is seeking to commission artist/s to design an ephemeral public artwork that celebrates the spirit of cycling and captures the energy, colour and momentum of the Festival of Cycling. The artwork should be prominent, colorful and create a sense of wonder, intrigue, and interest. This is a unique opportunity for artists with the potential for state, national and international media coverage and significant public exposure.

## 3. Artwork Aims and Potential Site

Artists are encouraged to exercise artistic expression and freedom on this project and design ephemeral artwork that is bold, conceptually exciting, and intriguing, which invites interaction from audiences both up close and from afar - including potential aerial perspectives. The work should play with space, colour and visual impact, aligning with the vibrancy of the Festival of Cycling.

Potential sites for installation, to be considered by artists but not limited to, include the Brighton Esplanade between Jetty Road and Dunluce Ave, the area on or around the Brighton Jetty, the beach, the adjoining rock wall, or out to sea. We encourage artist/s to explore the locations and nominate their proposed site/s for installation in their EOI. **Please note\*** the art installation must be kept to the northern side of the Jetty and Esplanade as the Stage 4 race start will commence from that area.



Careful consideration needs to be given to the artwork design and how spectators, pedestrians, cyclists, vehicles, and media coverage will view and interact with the artwork.

Council also encourages artists to consider creating large scale works that are visually compelling from the broadcast helicopter on race day.

It is anticipated that the ephemeral artwork/s will;

- create a cycle inspired artwork that can be equally engaging from all angles
- add colour, vibrancy, and an intriguing experience for viewers
- appeal to a diverse audience while maintaining excellence in contemporary art practice
- be of scale and size relevant to the artists selected site for installation
- create an artwork that speaks to the energy of Jetty Road, Brighton and the Festival of Cycling
- be fabricated in materials that are safe for the coastal environment and be suitable for the duration of the outdoor public installation

#### 4. Budget

A budget of \$10,000 (excl GST) has been allocated to this project.

The budget should include but is not limited to:

- artwork design and fabrication
- installation and de-Installation of the artwork
- materials, equipment, and transport
- completion of all required Risk Management documentation
- artist fees, travel, etc.
- Public Liability Insurance of \$20,000,000

Payments will be made in two parts, with the final payment to be made on the delivery and installation of the artwork.

#### 5. EOI Requirements and Selection Process

The artists EOI response needs to include:

- a written response, confirming availability to comply with the proposed timeframe
- a conceptual proposal, of the design and the artistic approach outlining the artwork materials and installation requirements
- a site plan showing the location of the proposed artwork
- CV demonstrating relevant creative practice (maximum four (4) pages)
- eight (8) digital images or links to recent creative initiatives or public artworks
- a copy of your Public Liability Insurance
- names and contact details of two referees.

All EOI's submitted by **5pm, Monday 20 October 2025**, will be assessed by the Arts Advisory Group against the artwork aims and the following selection criteria.

- artistic excellence, relevance, and conceptual response to the brief
- experience with or potential to work with proposed materials
- demonstrated consideration of public safety and risk management
- artworks will be temporary and be able to be installed and completely removed without damage to the surrounding surfaces, structures, or street furniture.

Expressions of Interest (EOIs) are to be submitted to [mail@holdfast.sa.gov.au](mailto:mail@holdfast.sa.gov.au) no later than **5PM, Monday 20 October 2025**

## 6. Project Timeline

Action	Date
Request for Expression of Interest (EOI) 3 Weeks	Friday 26 September – Monday 20 October 2025
EOI Close	5PM, Monday 20 October 2025
Artist Selection	Tuesday 21 – Friday 24 October 2025
Artists notified	By Monday 27 October 2025
Commissioning Agreement Signed	By Wednesday 29 October 2025
Fabrication of Artwork 11 weeks	Monday 3 November 2025 – Monday 19 January 2026
Installation of Artwork	By Wednesday 21 January 2026 Date to be negotiated with Council.
Bump out of Artwork	By Friday 30 January 2026

For more information please contact:

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