

ARTIST BRIEF

IMMERSIVE LIGHT + ART (ILA)

OVERVIEW

CLIENT

Immersive Light + Art

ART CONSULTANT

Guildhouse Professional Services

LOCATION

62 Light Square, Adelaide, South Australia, 5000

BUDGET

Concept Design - \$2,500 (+GST) per artist/ artist team

Total Commission - \$80,000 (+GST) Funding sourced upon concept selection

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Kaurna people as the Traditional Owners of the land upon which we work. We recognise that sovereignty was never ceded, and pay our respects to Elders past and present.



IMAGE COURTESY OF ILA

KEY DATES

6 July 2026	EOI Close 6pm
27 Jul - 23 Aug	Concept Design
week of 27 Jul, 2026	Artist Briefing
23 Aug, 2026	Concept Design Submission
24 Aug 2026 - TBC	Concept Design Presentation (2pm-4pm) TBC
TBC	Installation (Funding sourced upon concept selection)

INTRODUCTION

Guildhouse has been engaged by Immersive Light + Art (ILA) to deliver a major immersive public artwork for the entrance, foyer and stairwell of their heritage building in the Adelaide CBD.

This commission offers an exciting opportunity for an artist or creative team to create a future-focused and immersive artwork. The work aims to transform the arrival experience into a welcoming and memorable gateway to the building.

Guildhouse encourages a diverse range of artists to apply, including those who work in murals, sculpture, lighting, digital or immersive elements, or a mix of mediums. The artwork will need to be adaptable to the site and mindful of operational and compliance requirements within a busy public venue.

The selected artwork/ installation will help define the journey into ILA's gallery and immersive studio spaces, setting the tone for the innovative creative programs presented within. The commission aims to enhance the visitor experience while providing a significant opportunity for artist/s to create an entrance experience that reflects ILA's position as Adelaide's home of immersive arts.

Following the selection of one concept in Stage 1, ILA will seek philanthropic and grant funding support to progress with the artist/s into Stage 2: Detail Design and Commission.



EDEN, COMMISSIONED BY ILLUMINATE ADELAIDE
IMAGE COURTESY OF ILA

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DIGITAL ABYSS, COMMISSIONED BY ILLUMINATE ADELAIDE
IMAGE COURTESY OF ILA

ILA is a pioneering venue for immersive, multi-artform experiences based in Adelaide's west-end creative precinct. Established in 2021, ILA was created to explore new ways of engaging audiences through the convergence of art, technology, performance, culinary arts and storytelling. Since its inception, ILA has consistently contributed to the growth of immersive and experimental arts in Australia.

Within the three-story historic ILA building is the Aurora restaurant and immersive dining and events space, the Lab. On the first floor is the ILA gallery and immersive studio, and bar/cafe area. Floors two and three are a creative business hub where ILA is headquartered alongside, SALA, Guildhouse, Ableton, Chamber Music Adelaide, Mess Productions and Cornerstone Alliance.

<https://immersivelightandart.com.au/>



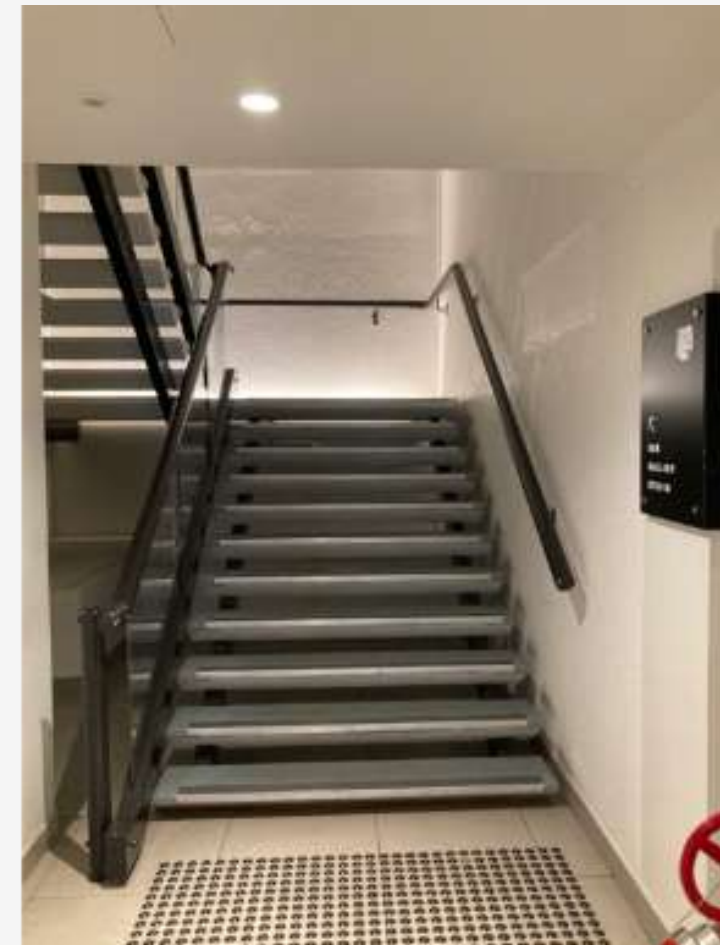
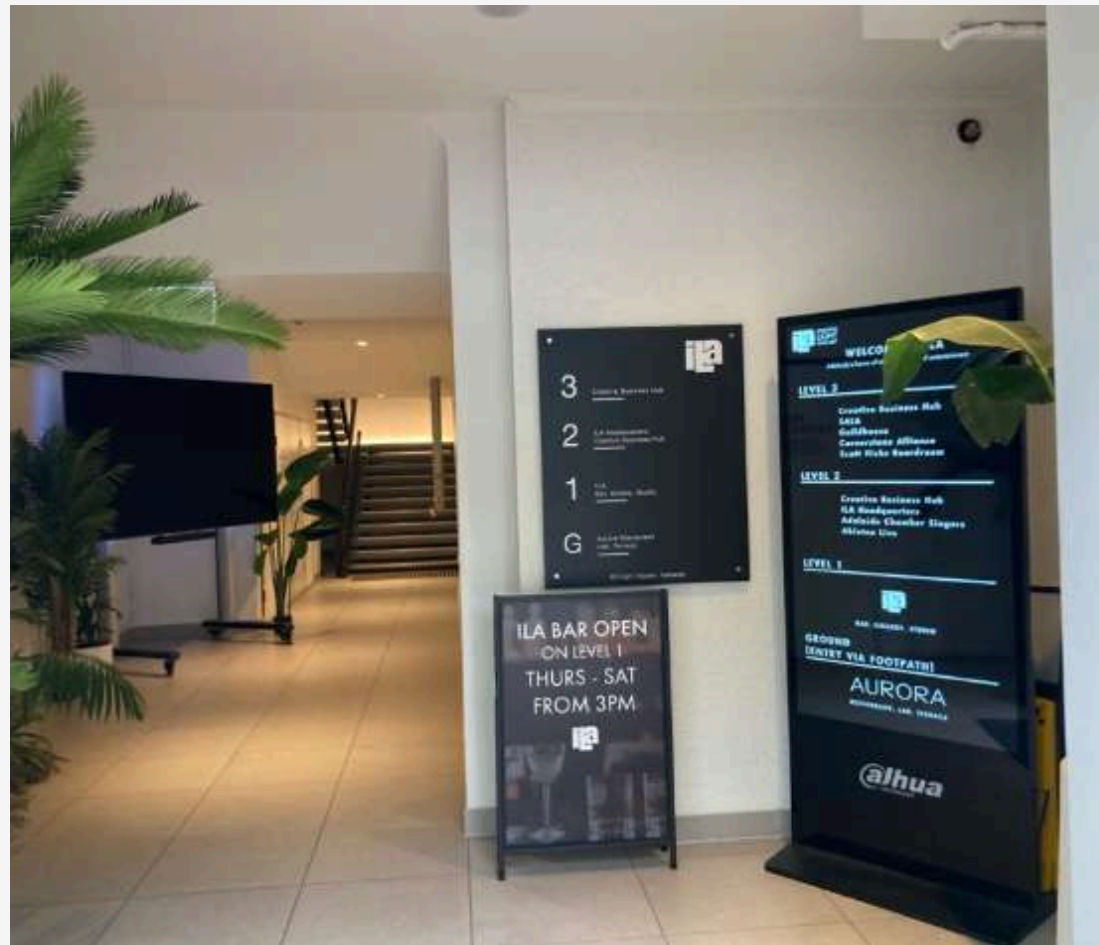
ARTWORK LOCATION

The artwork can be applied across the walls and ceiling of the entrance, foyer and stairwell of the building, with the aim to transform the entrance into a vibrant and welcoming public space. The artwork should reflect the creativity and innovation housed within the building, while creating an engaging experience that draws visitors in from the moment they arrive.

Please note the ILA entrance, foyer and stairwell is also the fire escape and the artist must consider operational safety, accessibility and emergency egress requirements from the outset of the design process.

Please see Appendix 1 for site images + video.

A floor plan will be supplied to shortlisted artists during Concept Design. Please reach out to the Guildhouse team if you have any questions regarding the space.



WOULD YOU LIKE TO VISIT THE SPACE?

ILA is open to the public:

Thursday - Saturday

10am - 8:30pm

63 Light Square, Adelaide, 5000

[ACCESS VIDEO WALK THROUGH OF THE SITE HERE](#)

THE ARTWORK

Artists are invited to create a bold and immersive artwork that transforms the entrance foyer and stairwell into a memorable experience. The work should reflect ILA's identity as a leading destination for immersive digital and innovative art experiences. Guildhouse encourages a diverse range of artists to apply, including those who work in murals, sculpture, lighting, AR, digital or immersive installation, or a mix of mediums.

Artists are to consider:

- Bold and future focused ideas that adds to the identity of ILA
- Opportunity for adaptability or transition
- The immersive public experience on arrival and way finding.
- Design compliance as an emergency egress and accessibility.

Artists are encouraged to consider flexible and versatile designs where possible which can respond to different exhibitions, audiences and uses of the space - this is not a requirement.

Artists may also consider staged or scalable approaches while funding is secured. This could allow initial works to be installed within the Foyer and Level 1, with future expansion to upper levels as additional funding becomes available. This is not a requirement of the brief and artists who present non-scalable concepts will not be penalised. Funding will be secured for the full project budget.



DESIGN COMPLIANCE

The ILA entrance, foyer and stairwell is also the fire escape, resulting in the need for a highly considered artwork that is both immersive and future focused but also non-combustible and meets regulation requirements.

The artwork is located within the public foyer/entry circulation zone of the venue. The area functions as:

- a primary public entry point
- an emergency evacuation path
- circulation space to lifts/stairs
- a high-traffic environment during events and operational hours

As the venue operates as a public assembly and entertainment environment, all proposals must consider operational safety, accessibility and emergency egress requirements from the outset of the design process.

KEY CONSIDERATIONS

- Emergency egress and evacuation paths must remain unobstructed
- No interference with exits, stairs, lifts or circulation flow
- Maintain visibility and access to emergency signage and lighting
- No obstruction of fire safety systems or equipment
- Fire safety considerations for materials, including paints
- Potential requirement for fire-retardant treatment and compliance documentation
- Potential need for engineering or technical certification depending on scale and complexity of artwork

ACCESSIBILITY

The installation must maintain accessibility and equitable access through the foyer space.

Designs should consider:

- wheelchair circulation
- visibility and wayfinding
- protrusions into accessible paths
- low-light navigation impacts
- tactile/cane-detection hazards where relevant

Clear and continuous paths of travel must be maintained throughout the installation area.

BUDGET

STAGE 1

Concept Design	\$2,500 (+GST) per artist/artist team
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STAGE 2 - COMMENCE UPON SECURED FUNDING OF \$80,000

Detail Design	\$10,000 to \$20,000 (+GST) Inc artist fees, Super, engineering, and WHS/ fire compliance requirements (depending on complexity of design)
Commission Fee	\$60,000 to 70,000 (+GST) Inc artist fees, Super, materials, equipment and all electrical requirements

Total available budget: \$80,000

Funding will be secured for the full project budget.



CONCEPT TIMELINE

Three artists/ artist teams will be invited from the EOI to undertake a paid concept design within the following timeline:

Deliverable	Date/Period	Who	Notes
Concept Design phase	27 July – 23 Aug		4 weeks
Artist briefing and site visit	w/b 27 July	Artists + GH	
Concept Design submission	Aug 23, 2026	Artists	
In person Concept Design presentation by artists (three), artist selected	24 Aug 26 TBC 2pm – 4:30pm	GH + ILA + Artists	Selection panel to comprise of: ILA / ILA Board Guildhouse Meeting time required: 2.5 hrs
Milestone Payment 1: Artist Concept Design Fees - \$2,500	Upon concept presentaion and delivery	GH	Payment made upon receipt of invoice from artist
Artists notified of selected artwork	End Aug 2026	GH	
Selected Artist to provide support for next stage of funding	End Aug 2026	Artist	Letter of Commitment
Detail Design and Commission	TBA		Upon Funding

PROCESS

SELECTION PANEL AND CRITERIA

Each Artist will give a 20 min presentation of their concept design to the Selection Panel with a 10min Q and A. This may be in person or online depending on the artists location.

The panel is yet to be confirmed, but will be made up of ILA, ILA Board and Guildhouse.

Concept Designs will be assessed on:

- suitability to the site and venue identity
- audience experience
- technical feasibility
- operational compatibility
- safety and compliance considerations
- durability and maintenance requirements

CONCEPT DESIGN PACKAGE

The artists will present their Concept Designs as a package to the Art Selection Panel with one Concept Design/artist being selected.

The Concept Design Package should include:

- Artwork idea/design- this is where you share your ideas through drawings, photographs, maquettes (a small version of your intended artwork) or digital renders. This can be shared as a PowerPoint/Google Slides as there will be access to a large screen for the panel presentation.
- An artist statement – share what has influenced or is the meaning of the artwork.
- A budget breakdown - please include Public and Product Liability insurance as a budget line if you do not already have it. Insurance is not required for Concept Design (Guildhouse offers insurance for \$335).
- Timeline (based on weeks/months (not specific date)).
- Examples of artist's previous artworks

Concept Design packages are due 23 August 2026

ABOUT US

Guildhouse is a not-for-profit peak body for South Australia's visual arts sector, supporting a vibrant creative community for over 60 years. With strong industry knowledge, networks, and a directory of 1,200+ members, Guildhouse connects artists, designers and craftspeople with public, private and commercial opportunities.

Guildhouse supports both established and emerging artists, offering skills development and practical experience to help navigate public art projects with confidence. This contributes to a diverse and skilled creative ecosystem and enriches public art across the state.

COMMITMENT TO ABORIGINAL AND TORRES STRAIT ISLANDER ARTISTS

Guildhouse is committed to respectful, ethical and meaningful engagement, guided by best practice policies and the Indigenous Art Code.

When working with Guildhouse, artists can expect:

- Early and genuine engagement in shaping public art projects
- Respect for cultural authority, protocols and knowledge systems
- Clear, transparent communication about scope, timelines, fees and expectations
- Fair payment for artistic and cultural labour
- Protection of intellectual property, moral rights and cultural knowledge
- Free, prior and informed consent at all stages of the project

Guildhouse recognises cultural knowledge as living and community-connected. We respect artists' rights to revisit or withdraw material and aim to build long-term, trust-based relationships that support cultural integrity and strong artistic outcomes.



PHOTO BY LANA ADAMS

OUR TEAM

PUBLIC ART EXPERTS AT YOUR SERVICE



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au

The Guildhouse Professional Services team connects artists with meaningful opportunities across public, private and community contexts. We specialise in commissioning, project development and creative facilitation, working closely with clients and artists to deliver high quality, culturally informed outcomes.

Our team supports every stage of the process, from concept development and artist engagement through to delivery, ensuring clear communication, fair pay and strong project management. With a focus on collaboration and respect for artistic and cultural knowledge, we aim to create projects that are impactful, well supported and beneficial for both artists and communities.

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NGAITYALYA

(Thank you / Respect - Kaurua Language)

Stay informed about upcoming opportunities by joining as a Guildhouse member.

Guildhouse membership offers access to professional support, services and discounted specialist insurance for artists, craft practitioners and designers.

By becoming a member, you help us continue our advocacy and support for Australian creative practitioners.

08 8410 1822

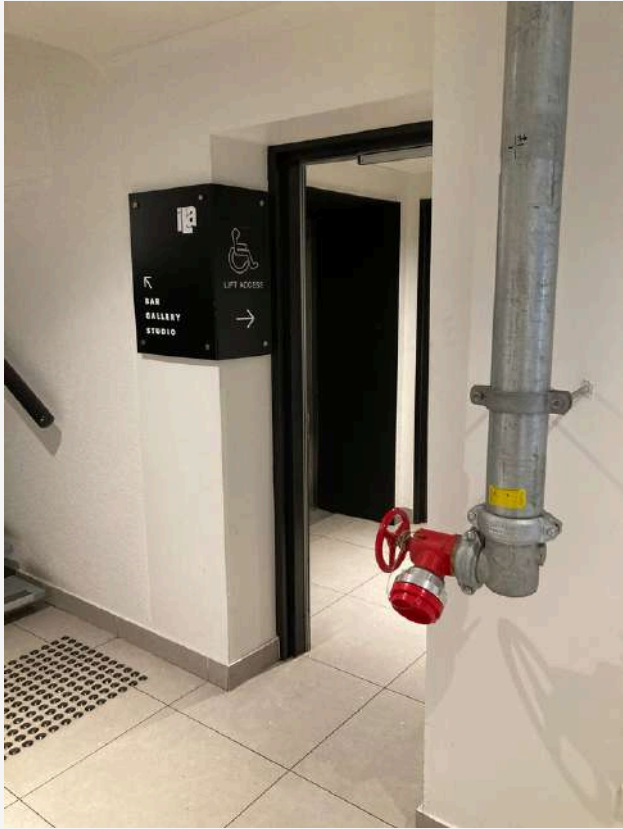
WWW.GUILDHOUSE.ORG.AU

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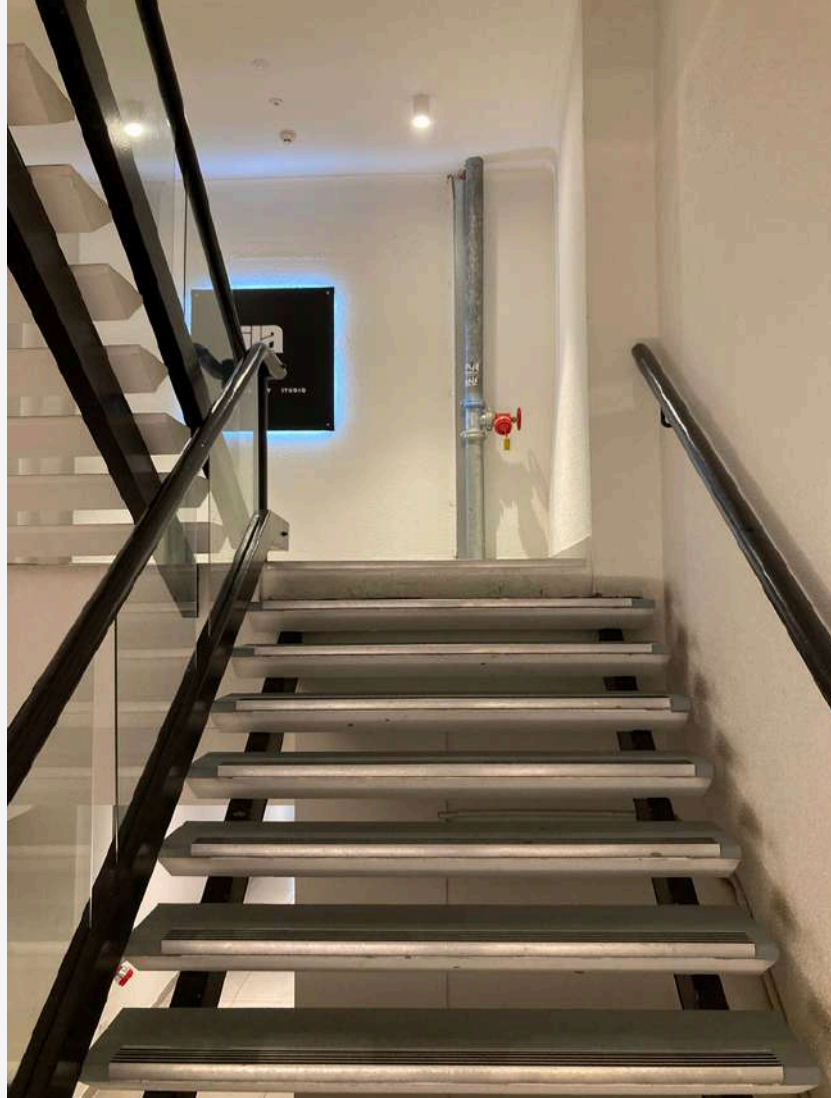
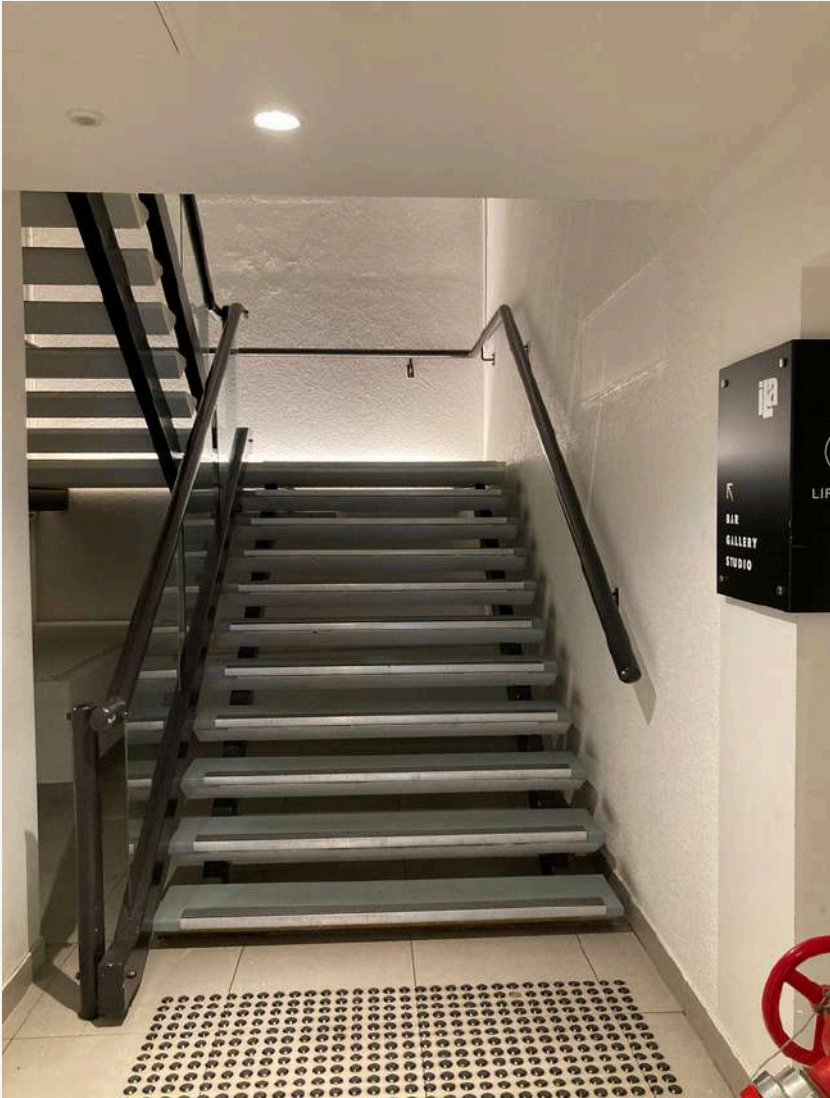
APPENDIX 1

ENTRANCE + FOYER



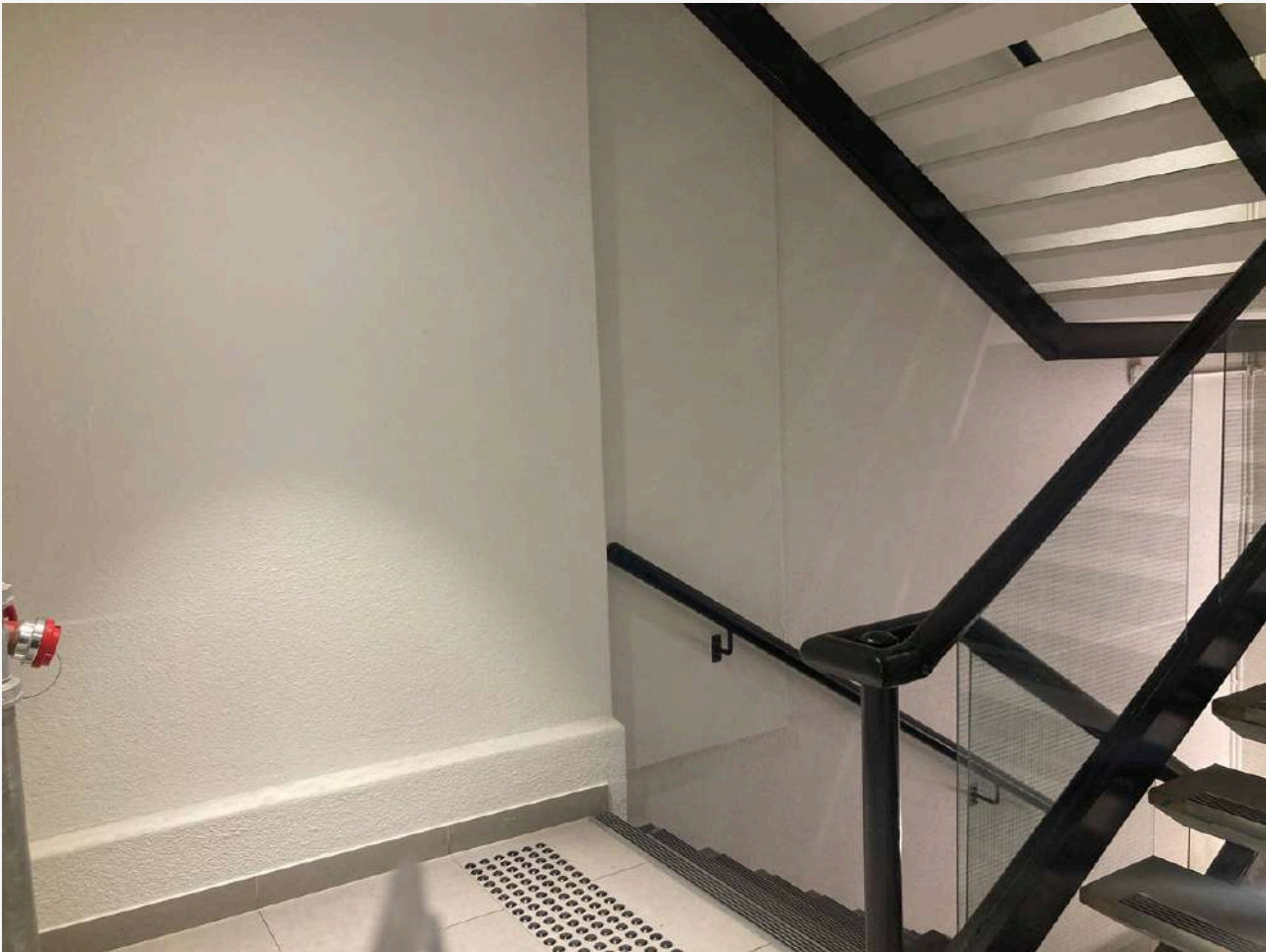
APPENDIX 1

GROUND TO LEVEL 1



APPENDIX 1

LEVEL 1 TO LEVEL 2



APPENDIX 1

LEVEL 2 TO LEVEL 3

