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NOVEMBER 2026

ARTIST BRIEF

CHIEF STREET PUBLIC ARTWORK

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guildhouse

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OVERVIEW

ARTWORK
Artist led opportunity to design and install public artwork/s - concept to installation

CLIENT
City of Charles Sturt

ART CONSULTANT
Guildhouse Professional Services

LOCATION
Chief Street, Brompton, SA, 5007
Artwork/s between train underpass and Hawker Street

BUDGET
Concept Design - **$3,000 (+GST)** per artist/ artist team
Total Commission - **$175,000 (+GST)** – Inc artist fees, Superannuation, engineering & compliance requirements, materials and installation

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.



MUKAPAPAANTHI YARTA, PAUL HERZICH
PHOTO CREDIT: SAM ROBERTS

KEY DATES

16 Dec 2026	EOI Close 6pm
8 Feb - 22 Mar 2027	Concept Design
week of 15 Feb, 2027	Artist Briefing
22 Mar 2027	Concept Design Submission
23 Mar 2027	Concept Design Presentation (TBC 9:30am - 12:30pm)
Nov 2027	Commission and Installation Complete

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INTRODUCTION

Guildhouse has been engaged by City of Charles Sturt to commission an artist or artist team to create contemporary public artwork/s for Chief Street, Bowden.

Artists can lead the way in identifying and shaping the type of public artwork or integrated design for the street within Council's upgrade plans.

The artwork commission aims to enhance the pedestrian and cyclist experience, activate the street, and contribute to the wider creative precinct being retained and developed across Brompton and Bowden.

Guildhouse encourages a diverse range of artists from across Australia to apply, including those who work in murals, sculpture, lighting, integrated design or a combination of mediums.



SPATIAL ENCOUNTERS, ROSE-MARY FAULKNER
PHOTO: CATHERINE FEINT, CAMP STUDIOS

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NEW STREET DESIGN

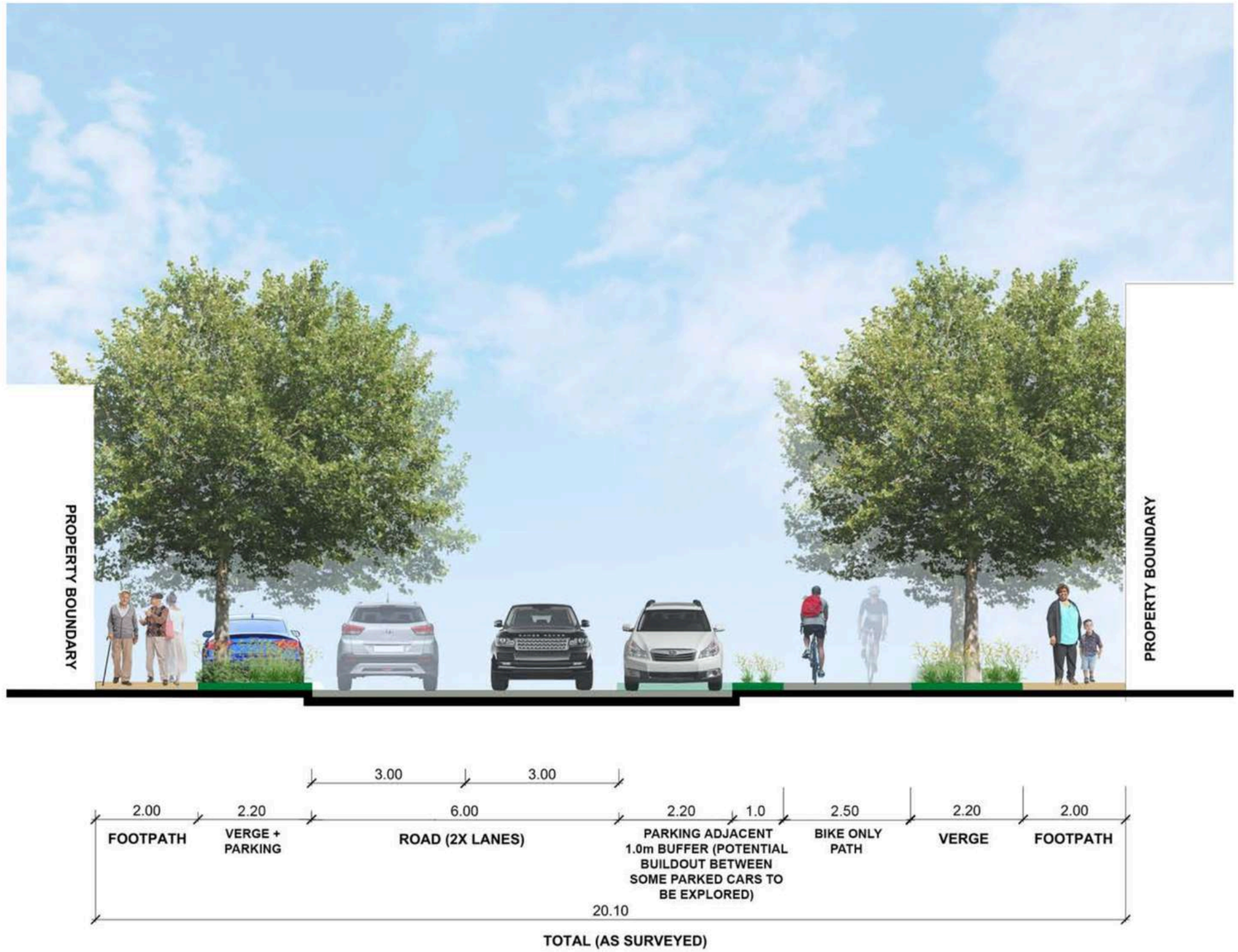
The new streetscape will host wider footpaths and landscaped verges with parallel parking on the both sides of Chief Street.

Pedestrians will have their own footpaths and cyclists have a dedicated off road bike path with a buffer to parked or moving vehicles.

The new dedicated bike path is located on the Eastern side of the street, with cyclists being able to travel in both directions on this new path. At side streets, the dedicated bike path changes to a green bituminous surface to indicate cyclist presence to vehicles.

The trees illustrated represent the large existing Plane trees, with new trees and garden beds planted along the verge.

All stobie poles have been removed as the powerlines are now below ground. New street lighting will be included in the upgrade works in between trees.



Illustrative Streetscape Section , subject to Detailed Design

IMPRESSION BY JENSEN PLUS

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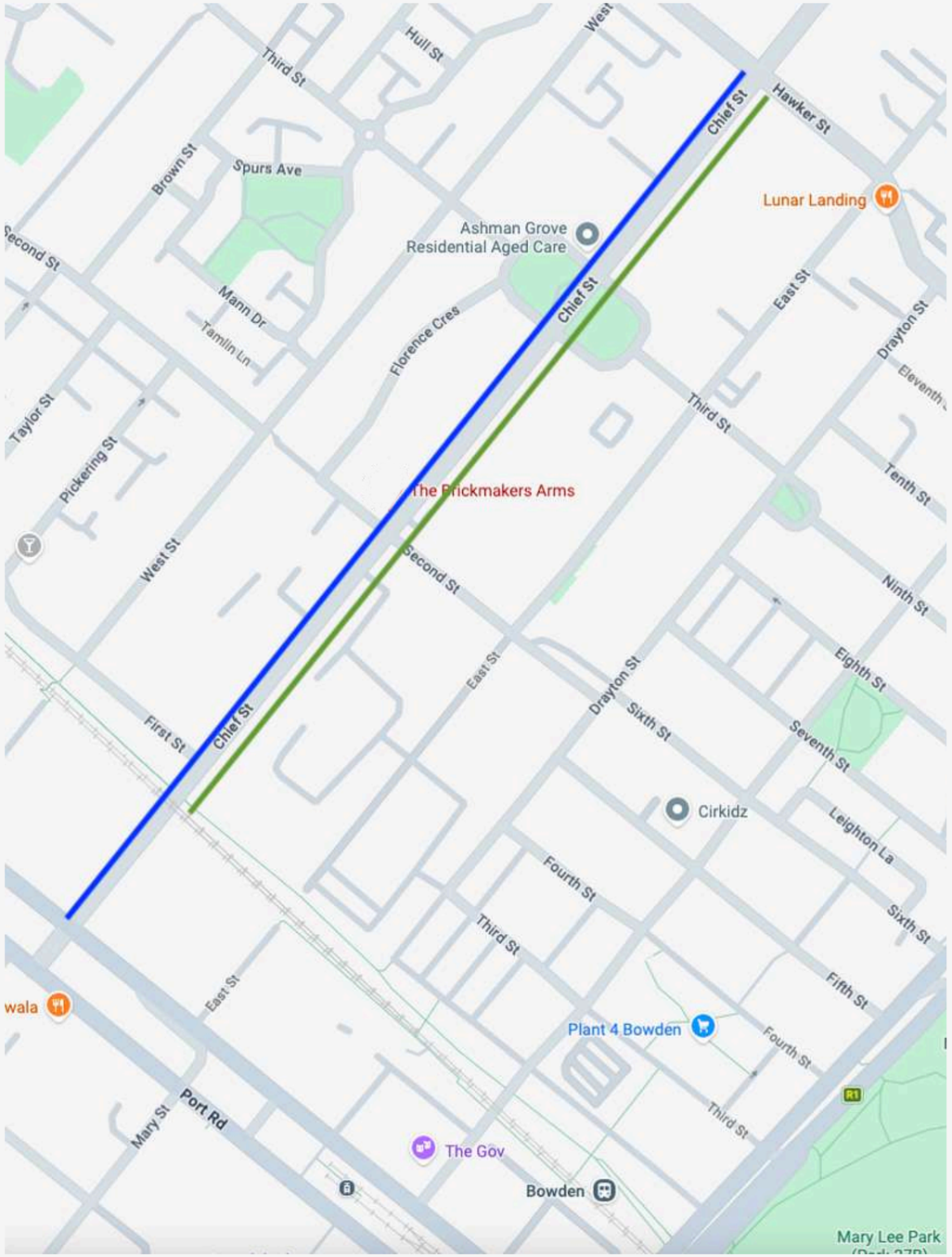
ARTWORK LOCATION

Guildhouse invites the artist to decide how to best utilise and activate the streetscape within the council designed plans and allocated budget.

The artwork can be applied as stand alone artwork/s, on footpaths, along the cycle way, activate key junctions and road verges along Chief Street. The aim is to embed art into the community whilst encouraging more people to utilise the active transport corridor.

The following street renders on pages 6, 7 and 8 show key sites that offer space for either stand alone artworks or integrated designs. Please note artists are not exclusively limited to these spaces.

It is however preferable that the artwork is along the streetscape rather than located within Ethelbert Square (public park).



THE FULL CHIEF STREET UPGRADE SECTION IS INDICATED BY THE BLUE LINE (RIGHT) AND STRETCHES BETWEEN PORT ROAD AND HAWKER STREET.

THE ARTWORKS SHOULD BE FOCUSED ALONG THE SECTION BETWEEN THE RAILWAY LINE AND HAWKER STREET, INDICATED BY THE GREEN LINE.

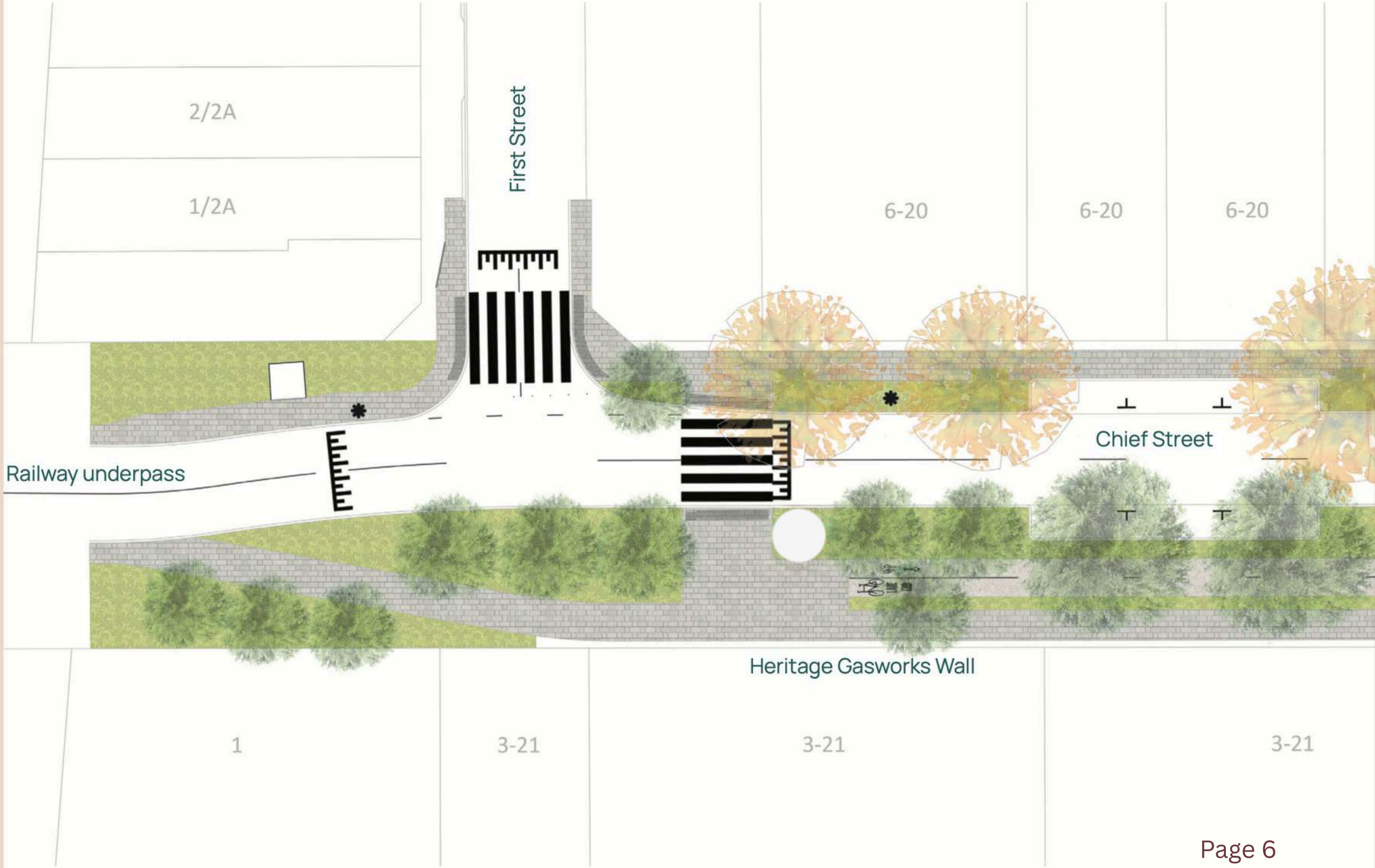
First Street, Heritage Wall

- Existing trees
- New trees
- New paved paths
- New garden beds
- Existing turf area
- New bike path



site plan

Not to scale
05.2026



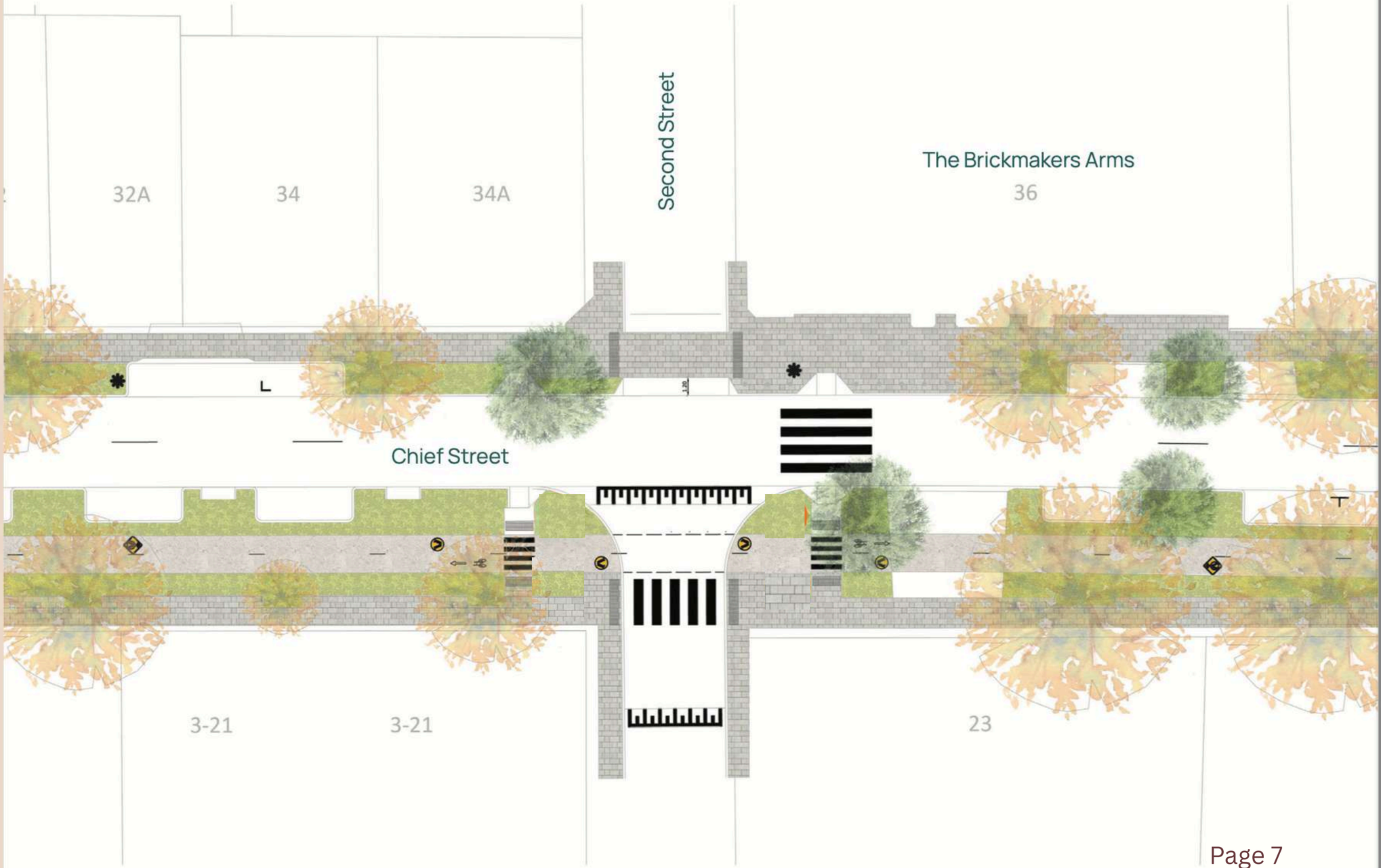
Second St intersection, east side of Chief St.

- Existing trees
- New trees
- New paved paths
- New garden beds
- Existing turf area
- New bike path



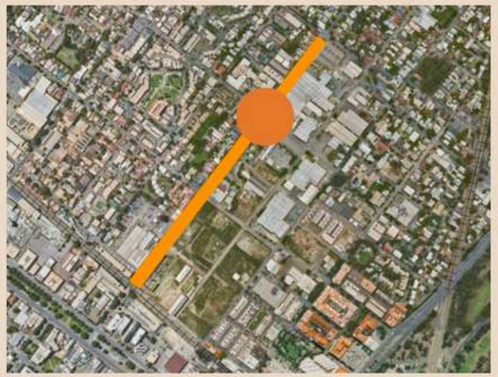
site plan

Not to scale
05.2026



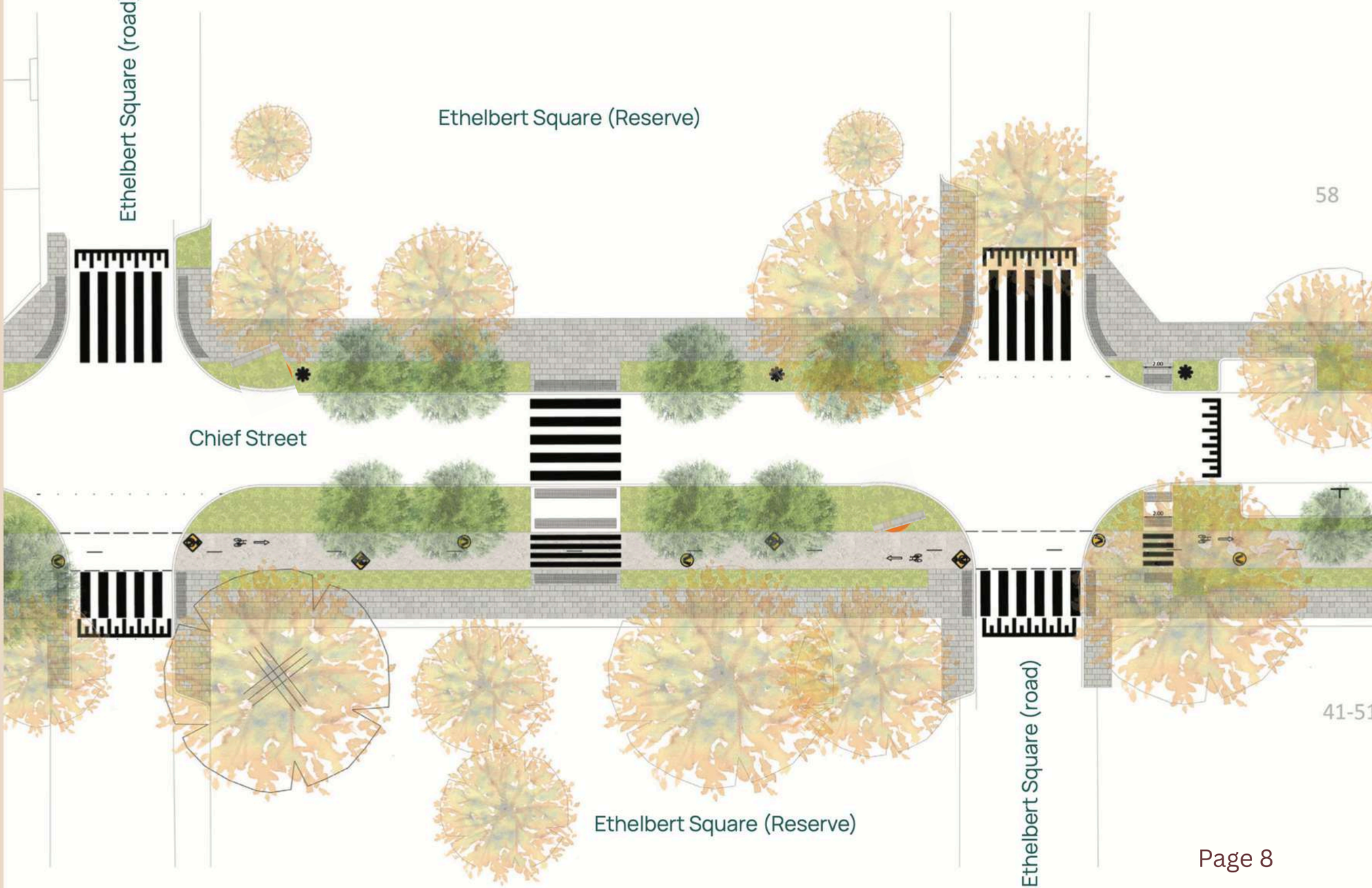
Ethelbert Square,
west side of Chief St
Ethelbert Square,
east side of Chief St

- Existing trees
- New trees
- New paved paths
- New garden beds
- Existing turf area
- New bike path



site plan

Not to scale
05.2026



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STREET RENDER

Watch online the fly-through of the streetscape upgrade here:
https://www.charlessturt.sa.gov.au/development-and-infrastructure/major-projects/chief-street

Additional design plans will be supplied to artists selected for Concept Design along with site historical information.



IMPRESSION BY JENSEN PLUS

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THE ARTWORK

Artists are invited to create contemporary and distinctive public artwork/s that draw the community into the street and encourage the use of the purpose-built active transport areas. The artwork will offer a memorable experience for cyclists and pedestrians while contributing to the creative identity of the local area.

Rather than having the artwork predetermined by the commissioner, artists are invited to develop a concept that strengthens Chief Street's sense of place, creating a vibrant and engaging destination that attracts pedestrians and cyclists alike.

This could include:

- A significant stand alone artwork
- Integrated artworks/ designs highlighted along the street such as:
    a. pavement/ ground treatments
    b. sculptures/ installations
    c. suspended works
    d. integrated design into seating, light poles etc.
- Or a hybrid approach

The aim for this artwork is to generate and strengthen a sense of connection to the site, local identity and belonging. Guildhouse encourages a diverse range of artists to apply from across Australia, including those who work in murals, sculpture, lighting, immersive installation, or a mix of mediums.



COMMON GROUND, TRISTAN KERR
CHIEF STREET POCKET PARK PATHWAY DESIGN
PHOTO: SAM ROBERTS

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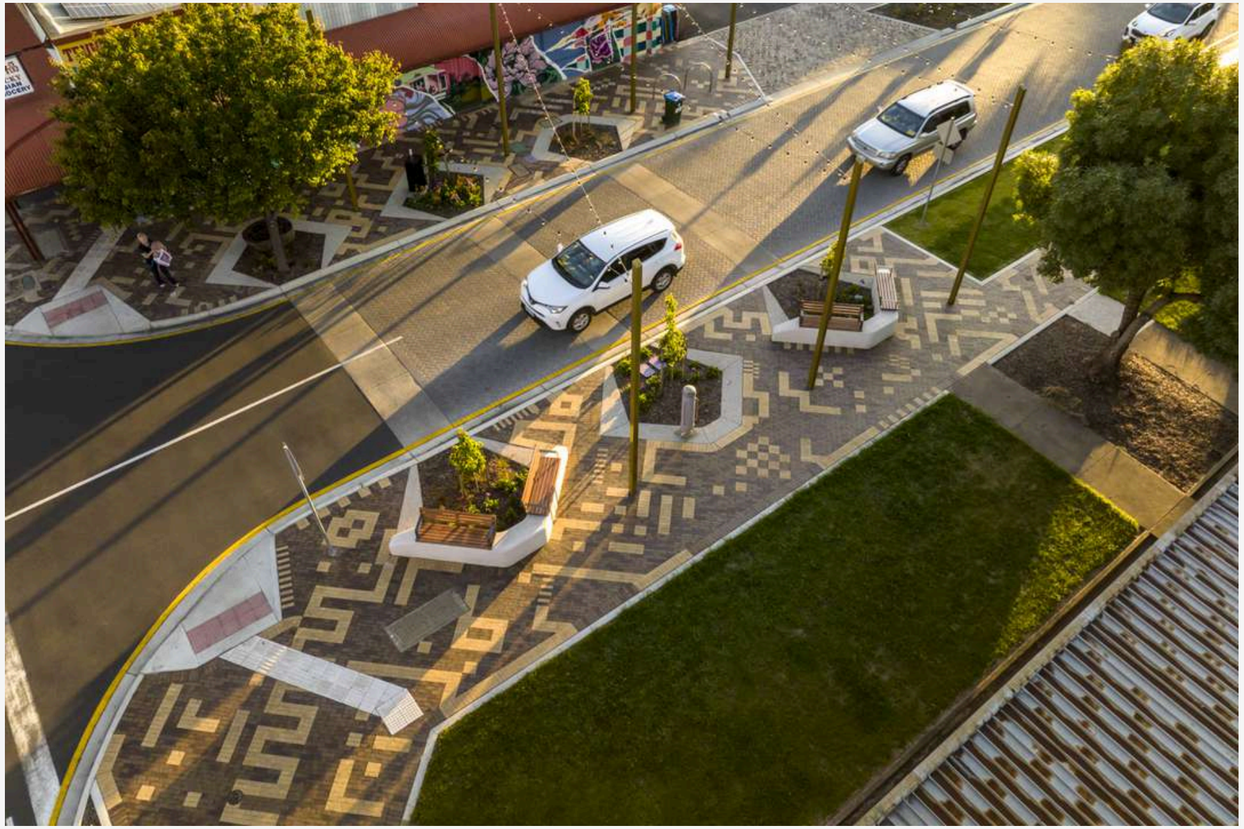
DESIGN CONSIDERATIONS



SAM SONGAILO, CITY OF PORT ADELAIDE ENFIELD
PHOTO: TOM ROSCHI.

Artists should consider concepts that:

- Enhance the pedestrian experience and support intuitive wayfinding.
- Encourage community engagement and interaction.
- Meet public safety, accessibility, and compliance requirements.
- Contribute to a vibrant and distinctive streetscape character.
- Elevate the urban design outcomes of the street upgrade.
- Activate the public realm through interactive or responsive elements.
- Establish a strong and cohesive design language.
- Reflect and celebrate the identity of the local community.



HIGH WATER, ARTISTS INDIGO HANLEE +
MICHAEL THOMAS HILL
PHOTO: KATHERINE GRIFFITHS



ARTIST UNKNOWN, RSM DESIGN,
MONET AVENUE IN RANCHO CUCAMONGA,
CALIFORNIA

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BUDGET

Concept Design	**$3,000 (+GST)** per artist/artist team A total of three artists/artist teams will be enagaged.
Commission Fee	**$175,000 (+GST)** for the selected artist/ artist team Inc artist fees, Super, engineering/ safety compliance reports, materials, equipment, traffic management if required, freight, installation and maintenance manual.



PHOTO: SIA DUFF

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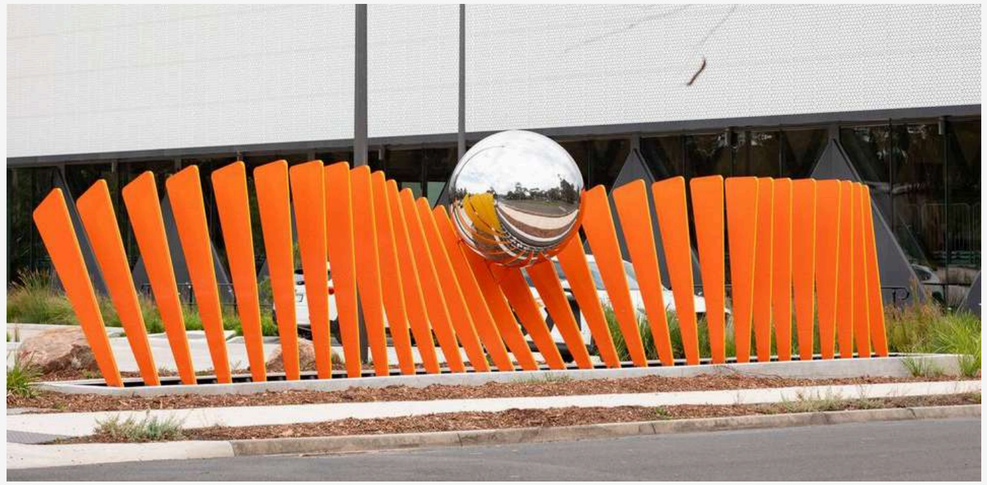
CONCEPT TIMELINE

Three artists/ artist teams will be invited from the EOI to undertake a paid concept design, with one artist selected for the commission within the following timeline.



STUDIO JOHN FISH, KINEMATIC, KNOX REGIONAL NETBALL CENTRE

Deliverable	Date/Period	Who	Notes
EOI Artist Notified of Outcome	Early Feb 27	Guildhouse	
Concept Design phase	8 Feb - 22 Mar 27	Artists	6 weeks
Artist briefing and site visit	w/b 15 Feb 27	Artists + Guildhouse	1hr
Concept Design submission	22 Mar 27	Artists	Due 6pm
In person Concept Design presentation by artists (three), one artist selected for commission	TBC 23 Mar 27 9:30am - 12:30pm	Guildhouse + City of Charles Sturt + Artists	Concept Design presentaion will be for 30min each.
Artists notified of selected artwork	5 Apr 27	Guildhouse	
Detail Design and Commission	5 Apr - Nov 27	Artist	

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 artists' location.

The panel is yet to be confirmed, but will be made up of City of Charles Sturt, Guildhouse and a First Nations representative.

Concept Designs will be assessed on:

- original and innovative artwork
- community offering as a point of interest
- safety and compliance considerations
- durability and maintenance

CONCEPT DESIGN PACKAGE

The artists will present their Concept Designs as a package to the 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 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 the artwork.
- A budget breakdown and payment schedule - please include Public and Product Liability insurance as a budget line if you do not already have it. PPL Insurance is not required for Concept Design but will be for the commission (Guildhouse offers PPL and PA insurance for $355).
- Timeline for commission delivery
- Examples of your previous artworks

Final Concept Design packages are due 22 March 2027

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.



PHOTO: LANA ADAMS

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.

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OUR TEAM

PUBLIC ART EXPERTS AT YOUR SERVICE



Tracy Le Cornu
Curator
0434 460 613
tracy.lecornu@guildhouse.org.au



Sian Watson
Senior Producer
(08) 8410 1822
sian.watson@guildhouse.org.au



Lawson Dodd
Producer
lawson.dodd@guildhouse.org.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.

GUILDHOUSE PROFESSIONAL SERVICES

INDIGENOUS ART CODE SIGNATORY

NGAITYALYA

(Thank you / Respect - Kaurna 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

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