ARTWORK BRIEF
ABORIGINAL ART OPPORTUNITY
ELIZABETH STREET MALL INFORMATION HUB

CREATIVE HOBART

AN INITIATIVE OF
City of HOBART
1. **INTRODUCTION**

The City of Hobart (“the City”) wishes to engage an Aboriginal artist, craft practitioner or designer, or a collaboration of Aboriginal artists, craft practitioners and/or designers (“the Artist/s”) to create a new artwork or install an existing artwork within the Elizabeth Street Mall Information Hub development (“the Commission”). The artwork may respond to the sites history and/or its current manifestation as a commercial hub and community meeting place. The artwork must also address the form and function of the facility it will be housed within a point of welcome to Hobart City and greater Tasmania. The aim of this project is to acknowledge, pay recognition and respect to Aboriginal people and culture in Tasmania through a creative re-imagining of place and space by a site-specific, responsive public art work (“the Project”).

* Please note that where the term ‘Aboriginal’ is used within this document it refers to Aboriginal and/or Torres Strait Islander people.

![Artist's impression of the information booth redevelopment](image-url)
2. **BACKGROUND**

2.1. **Project Background**

The artwork will be situated in a landmark location, the upgraded Elizabeth Street Mall tourist information hub, Hobart Tasmania.

The Elizabeth Street Mall is largely a commercial space and public thoroughfare flanked by cafes, retail outlets, public seating, public art and trees. With a number of tributary malls and laneways connecting to the surrounding streets and squares, as well as transport terminals (bus and taxi stands) at either end; the Mall is a place of arrival for those entering and exiting the CBD. The Mall is utilised by a wide demographic - including local, interstate and international visitors. The site itself is situated adjacent to the now subterranean Hobart Rivulet, a river that once brought life and industry from kunanyi/Mt Wellington to the Hobart city area.

As a central meeting area in the heart of the city, the tourist information hub will be a point of connection, discovery and adventure for locals, workers, visiting friends and families, international students, interstate and international travelers. The artwork will be situated within a tunnel/walkway of the hub – a Modernist macrocarpa clad building with anodised aluminum windows. It will be situated near two digital screens that will provide information to visitors and locals about things to do and see in Hobart and Tasmania. The dimensions of the artwork will be 2370mm width and 2500mm height, and must fill the entire wall available.

The artwork can be either mural, digital print, photography, site-specific installation (may include sound), text-based work or relief sculpture.

The artwork will need to have high visual impact, to encourage people into the walkway and create a powerful sense of place and purpose within the visually and information saturated environment of the Elizabeth Street Mall. The artwork must create a dialogue with visitors to the space and possibly act as a counterpoint to the screens that will reside near. Suggested themes could be ‘Connection’ or ‘Journey’ but are not limited to these concepts. The work should also embrace a welcoming gesture towards others - whilst honouring, celebrating and respecting the 60,000 years of continuing Aboriginal culture and spirituality within Tasmania.

2.2 **Who Can Apply**

Applicants must comply with the following eligibility criteria:
1. The successful artist will identify as Aboriginal and/or Torres Strait Islander as evidenced by a letter of recognition from a recognised Aboriginal organisation.

2. The successful artist will either:
   a) currently reside in Tasmania as evidenced by a Tasmanian driver’s license or registration with the Tasmanian Electoral Commission or
   b) have been born in Tasmania as evidenced on their birth certificate.

Note: The advertising of this Aboriginal and/or Torres Strait Islander public art commission is in accordance with an exemption granted by the Anti-Discrimination Commissioner (10/05/2019)

3. POLICIES AND STRATEGIES

The public art developed for the Commission will be consistent with the following City of Hobart corporate documents:

3.1. Public Art Strategy (March 2005)

Vision for Public Art

Hobart’s Public Art will contribute to positioning the City as a pre-eminent centre of cultural excellence through the commissioning, interpretation, maintenance and promotion of contemporary public art, craft and design of the highest quality, strategic partnering to achieve program outcomes and delivery utilising best practice processes, management methods and community engagement principles.

3.2. Creative Hobart (December 2012)

Vision

Hobart will be recognised as a creative and culturally engaging environment that supports both those who wish to practice their art and creative endeavours and those who seek to participate in meaningful and exciting cultural activities.

This project will contribute to Outcome Area 1 of the Creative Hobart Strategic Framework: THE CITY AS A PLATFORM. Within this Outcome area, objective 1.1 Enhancing sense of place is the most relevant to this project, in particular the following strategy:

Strategy 1.1.2 Expressing Aboriginal cultural identity
To acknowledge, celebrate and express the rich cultural heritage and living culture of Hobart’s Indigenous people in public spaces across the city.

Strategy 1.1.3 Art in public places
To develop art programs in public places that build upon Hobart’s unique history, setting and sense of place through creative, innovative and high quality contemporary public art practice, including both permanent and temporary works.

3.3 Hobart: A Community Vision for our Island Capital (July 2018)

The following are excerpts from the vision relevant to this commission:

PILLAR 1. SENSE OF PLACE
1.3.5 Striking building architecture, landscape design, and public sculpture and art installations reflect our identity and project our Hobart stories.
1.3.6 People want to spend time in our city because it is comfortable, safe and wonderful. Our visitors feel a sense of friendliness and magic that they miss when they leave.

PILLAR 2. COMMUNITY INCLUSION, PARTICIPATION AND BELONGING
2.1.4 Our city learns from the original and continuing custodians of this land. We support projects and programs that educate us all.
2.2.1 We make Hobart the most inclusive city in the world, a city that welcomes all.
2.3.1 Enhanced by its human scale, Hobart thrives on connectedness—to each other, our places and spaces, our services and activities. We create opportunities for new connections to develop.

PILLAR 3. CREATIVITY AND CULTURE
3.3.4 We celebrate Tasmanian Aboriginal culture and creative endeavours, supporting and participating in them as core to this place and community.
3.5.2 We incorporate culture, recognition of our history and story-telling into our public spaces and significant private developments, inspiring spontaneous and planned creativity and performance.

4. OBJECTIVES OF THE PROJECT

The aims of this projects include:

1. To embody the spirit of welcome at the point of arrival for locals and visitors to Hobart.
2. To inspire curiosity and connection with Aboriginal culture.
3. To create a powerful sense of place and identity within the Hobart CBD.
5. CONCEPTUAL FRAMEWORK

The Commission will contribute to the ever-changing Hobart CBD urban fabric by providing a new layer of contemporary artwork. The work will be vibrant, engaging and dynamic. The work won’t be offensive, dull or based on Tasmanian clichés. The work will create a dialogue with the users of the spaces and bring life to their city location.

Conceptual themes for this project are ‘Connection’ or ‘Journey’ however the City invites the Artist/s to develop these potential themes based on the site, its history, contemporary manifestation or the aspirations of the Commission and the individuality of the Artist/s own practice.

6. COMMISSION SCOPE

The Commission should enhance the Elizabeth Street Mall area and bring life to the identity of the Hobart CBD.

The artwork could:

- Be applied directly on to the walls eg. paint, printed image, digital artwork, photograph
- Consist of panels, which are then attached to the walls
- Contain sculptural relief elements

o Please note, the last 2 options (panels and sculptural relief) will incur additional costs for installation which must be covered by the allocated installation funds within this commission - $3,000.00.
7. LOCATION OF COMMISSION
8. **BUDGET ALLOCATION**

The total budget for the Project is **$8,000.00** ex. GST.

The budget for Artist(s) Fee – **$5,000.00** ex. GST.

The remaining amount of **$3,000.00** is to be allocated to post-production and/or installation costs.

This total allocation must cover all costs associated with the Commission, including: all artist fees, artwork design, any travel costs, fabrication, sub-contractor fees, all installation costs and any other related expenses.

9. **COMMISSION CONSIDERATIONS**

9.1. **The Public Realm and Duty of Care**

The site is situated in the public realm and will be under 24 hour CCTV camera surveillance. Artist/s must exercise a Duty of Care in terms of design and material selection appropriate for this site.
The Commission must address public risk and access considerations, such as but not limited to:

- can withstand a certain level of vandalism, especially illegal graffiti in this instance
- ensuring there are no dangerous protrusions or entrapment issues which might cause injury
- Cannot easily be climbed
- Avoid slip and trip hazards
- Provide structural engineering certification, if required
- ensuring that the work conforms to relevant Australian Standards as appropriate including CPTEP (Crime Prevention Through Environmental Design) as well as complying with The Disability Discrimination Act (DDA)

9.2. **Site Considerations**

The site is a popular public space and is highly utilised by businesses and pedestrians.

The artwork will be facing a western aspect and will mostly be protected by the structure above the walkway. There may be some need to address potential light damage to the artwork from the northern opening of the walkway. Appropriate weatherproofing will need to be considered within the projects maintenance document.

When installing the work of art the following considerations will need to be considered:

1. Access to the site by vehicles for delivery of materials, equipment or artwork
2. Required permits
3. Installation requirements into cement sheeting
4. Engineering inspections, if required
5. Pedestrian safety during installation
6. Potential installation of the work during low usage periods (in consultation with City of Hobart staff)
7. Access to power
8. Cleaning requirements - access to water and sinks etc
These site considerations must be taken into account at all times during the Project, particularly during installation of the works.

10. MATERIALS

Materials proposed should be suitable for the Commission and the site. The work must have a minimum life, once installed, of 15 years.

The surface the artwork will need to be attached to concrete sheeting on a timber frame structure - The dimensions of the space are 2370mm width and 2500mm height. The artwork, whether new or existing must fill the entire surface area of the space.

Artwork may be painted directly onto a primed surface or attached to the concrete sheeting using appropriate adhesive and/or fixtures.

If the artwork is a painted mural, anti-graffiti coating will be considered by the City of Hobart and is not deemed to be the responsibility of the artist.

Long-term maintenance must be considered when developing concepts, minimising maintenance work as far as possible through the selection of appropriate materials and surface treatments.

11. COMMISSION DEVELOPMENT METHODOLOGY

The Project will be developed in stages as follows:

11.1. Expressions of Interest

The City is seeking Expressions of Interest (EOI) from Aboriginal artists and designers who wish to be considered for the design, fabrication and installation of the Commission.

The EOI submission and supporting material will be assessed by a review of the Selection Criteria as outlined in the Artist Expression of Interest Form (Attachment 1):

- Artist statement – a brief conceptual statement interpreting the Artwork Brief. Describe how you would approach the opportunity.
- Demonstrated capacity of the artist to deliver the work within timeframes, budget and construction requirements
- Relevant artistic practice and previous experience
- Relevance of supporting images in correlation to this Commission
The EOI’s will initially be assessed by the Public Art Project Manager and the Public Art Project Team who will make a recommendation to the Public Art Advisory Panel for the final decision. Based on the criteria above an Artist or a collaboration of Artists will be selected to proceed as a direct commission.

11.2. Concept Development, Fabrication and Installation

The Artist/s will enter into a Commissioning Agreement with the City of Hobart for Concept Development, Fabrication and Installation. The fees and payment schedule for this stage will be negotiated with the successful Artist/s prior to entering into the contractual arrangement (please note: this fee is included within the total Project costs as per 8. BUDGET ALLOCATION).

Concept Development Requirements:

- Attend briefing sessions and site visits as required
- Undertake research, and consultation if necessary, in relation to the identified themes
- Develop concept including form, dimensions, colours and materials
- Prepare an indicative budget, including fabrication and installation. This must be within or equal to the total budget for the Commission as per 8. BUDGET ALLOCATION
- Prepare an indicative timeline, including fabrication and installation. Provide detail of Artist/s availability and any prior or upcoming commitments that may impact on the Commission timeline
- Prepare a presentation of the Concept Design, including finalised concept drawings, maquette, photomontage, detail drawings etc. for the proposed work
- Present Concept Design to the Public Art Project Team and/or Public Art Advisory Panel for consideration and approval
- Provide any other details, information or undertake any further tasks reasonably required by the City to enable the City to evaluate the Concept Design
The Concept Design will be assessed by the Public Art Project Manager, Public Art Project Team and Public Art Advisory Panel. The assessment will consider suitability to the site, materials, budget and timeline.

Once the Concept Design has been approved by the Public Art Project Team and the Public Art Advisory Panel, the Public Art Project Manager will consult internal and external stakeholders, including building owners, tenants and community groups in the immediate area of the site.

Fabrication and Installation Requirements:

- Fabricate the work as per the approved design, using pre-approved subcontractors (if using)

- Consult regularly with the Public Art Project Manager throughout the fabrication and installation process, and comply with inspections conducted by the Public Art Project Manager and/or members of the Public Art Project Team (the details of these inspections will be determined in advance by the Artist/s, any relevant sub-contractors and the Public Art Project Manager)

- Comply with the relevant legislation, Work Health and Safety Act (2012) and Work Health and Safety Regulation (2011), at all stages of fabrication and installation

- Ensure the work is of a quality and standard appropriate to the nature of the work and that the work meets all relevant Australian Standards

Upon completion of installation the Artist/s will need to provide a Maintenance Manual. The Maintenance Manual should include:

- Artist/s name and contact details
- Artwork title, description of Work and date of creation
- A detailed description of the materials used, including MSDS (Material Safety Data Sheet) if available
- An inspection and maintenance program detailing the routine and materials required to maintain the Work throughout its intended lifespan
- A list of sub-contractors with appropriate contact details
- Anticipated lifespan of the Work
### 12. PROJECT TIMELINE

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>13 May 2019</td>
<td>Call for EOI submissions open (for 3 week period)</td>
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<tr>
<td>4 June 2019</td>
<td>Closing date for EOI submissions</td>
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<tr>
<td>5 June - 12 June 2019</td>
<td>Assessment of EOI submissions and selection of Artist/s</td>
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<tr>
<td>12 June – 26 June 2019</td>
<td>Successful and unsuccessful Artists notified of outcome</td>
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<td></td>
<td>Successful Artist contracted and paid</td>
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<tr>
<td>1 - 29 July 2019</td>
<td>Concept Design and Development Application</td>
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<td>29 July 2019</td>
<td>Final Design and Development Application submitted for approval</td>
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<tr>
<td>August – October 2019</td>
<td>Fabrication and Installation</td>
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<td>*negotiable</td>
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<tr>
<td>December 2019 - February 2020</td>
<td>Project completion</td>
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<td></td>
<td>Launch (TBC)</td>
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The project timeline will be reassessed by the Artist/s and the Public Art Project Manager following approval at Concept Design, and finalised for fabrication, installation and launch.

### 13. PROJECT ADMINISTRATION
13.1. **Project Management**

The City’s Cultural Programs Coordinator is the nominated Director for this Commission. The Public Art Project Manager for the Commission will be the key point of contact for the Artist/s during the Commission.

**Contact Details**

**Public Art Project Manager:**

Emma Margetts  
Arts Project Coordinator  
City of Hobart  
Phone: 6238 2100 or 0416977459  
Email: margettse@hobartcity.com.au

**Alternative Contact:**

Jane Castle  
Cultural Programs Coordinator  
City of Hobart  
Phone: (03) 6238 2845  
Email: castlej@hobartcity.com.au

13.2. **Public Art Project Team**

A Public Art Project Team is established comprising relevant City of Hobart officers, community members and other stakeholders may be invited to join the Public Art Project Team as appropriate.

The Public Art Project Team will be responsible for short-listing artists at the Expression of Interest stage to be presented to the Public Art Advisory Panel for consideration and selection of successful artists. The Public Art Project Team will review the Concept Design/s before they are presented to the Public Art Advisory Panel for consideration and approval.

13.3. **Public Art Advisory Panel**

The City of Hobart’s Public Art Advisory Panel comprises of nominated arts professionals from Hobart’s arts community.

The Public Art Advisory Panel is responsible for selecting the Artist/s to be engaged for the Commission, and approves the Concept Design/s before the Artist/s can proceed to Fabrication and Installation stage.
13.4. Declaring Conflict of Interest

13.4.1. Artist/s applying for the Commission must declare any potential conflict of interest at the time of submitting an EOI, or immediately as it arises during the Commission process. Where the disclosed situation reveals a real conflict of interest, or is likely to be perceived as a conflict of interest, the Public Art Project Manager will take appropriate action. If the conflict is in regards to an employee at the City of Hobart, the Public Art Project Manager may ensure that the relevant officer/s are not privy to the Commission process. If it cannot be successfully resolved otherwise, the artist may be removed from the Project at any stage.

13.4.2. Members of the Public Art Project Team and the Public Art Advisory Panel must declare any potential conflict of interest during the Project to the Public Art Project Manager immediately. Where the disclosed situation reveals a real conflict of interest, or is likely to be perceived as a conflict of interest, the Public Art Project Manager will take appropriate action, which may result in the team or panel member being removed from the Project. In the case of the Public Art Project Manager being the individual declaring the conflict of interest, the matter is deferred to Director, Community Development.

13.5. City of Hobart Employee Eligibility

Members of the team who are responsible for the delivery of the Project, including the Cultural Programs Team and the Public Art Project Team, along with members of their immediate family, are not eligible to submit an EOI for this Commission.

Other City employees, along with members of their families, are eligible to apply, as long as they adhere to the Tendering for Council Work Policy (Hobart City Council employee policy).

13.6. Procurement

The City of Hobart’s public art procurement process aims to demonstrate best practice, transparency and fairness in line with the HCC Procurement and Code for Tenders and Contracts.

Code for Tenders and Contracts (February 2012)
Purpose

This Code provides a statement of ethics which underline best practices to be applied by Council officers with a role in organising or participating in procurement and Service Providers when offering to provide Council with goods, services or works and when engaged by Council to supply it with goods, services or works.

For further information, or for a copy of the Code, please visit: http://www.hobartcity.com.au/Council/Procurement

14. EXTENT OF CONTRACT

The selected Artist/s will be required to enter into a Commissioning Agreement with the City of Hobart. The Commissioning Agreement is executed in the following stages: Concept Design, Fabrication and Installation. This contract will be negotiated with the Artist/s prior to commencement of the relevant Project stage, including fees and payment schedules.

As a condition of contract, the Artist/s will have to provide a copy of current Public and Product Liability Insurance Certificate (minimum $10 million liability).

15. EXPRESSION OF INTEREST REQUIREMENTS

15.1. Submissions

Submissions should demonstrate an understanding of the opportunity and suitability for the Project. Artists are required to submit the following to register their interest in being considered for the Project:

1. Completed Artist Expression of Interest Form (Attachment 1).
3. Images: No more than ten (10) digital images in JPEG format, maximum 500kb per image.

PLEASE NOTE:

- At EOI stage Artists are not required to provide concepts and are specifically requested not to send concept design drawings, details or maquettes. Any concept material received will be removed from the EOI and will not be considered
- No additional supporting material will be viewed (i.e. exhibition catalogues, media articles)

15.2. Closing Date
All EOI submissions must be received by **5 pm Tuesday 4 June 2019** via email to publicart@hobartcity.com.au

Please contact the Public Art Project Manager if you have any difficulties completing your submission, submitting electronically, or require any accessibility assistance.

**PLEASE NOTE: No late submissions will be accepted.**

16. ENQUIRIES
All enquiries about this Project should be directed in the first instance to the Project Manager:

Emma Margetts
Arts Project Coordinator
City of Hobart
Phone: 6238 2100 or 0416977459
Email: margettse@hobartcity.com.au