

City of Port Phillip public art commissioning guidelines

Background

This document outlines the opportunities and processes for commissioning public art by the City of Port Phillip. It is to be read in conjunction with the *Public Art Guidelines*.

Public artworks enrich Port Phillip's public spaces and contribute to the City's reputation as a vibrant and creative place. Through our public artworks we encourage discovery, contemplation, debate, participation, imagination and recognition of our local history, culture and society. Public art is among the most visible and accessible symbols of our civic and community culture.

Public art includes any permanent or temporary art object, installation or activity in the public realm. Public art can include a wide range of art forms such as:

- Permanent 2D or 3D visual art, craft or design element
- New media works such as projection and digital artworks
- Temporary / ephemeral works
- Performance art

Public Art Working Groups

The City of Port Phillip's Public Art Working Groups (PAWG) assist Council by providing advocacy, advice and expertise in relation to Council's public art program with a focus on programming and commissioning. Public Art Working Groups are comprised of community members who reflect a broad base of experience and/or expertise such as arts practitioners of recognised standing with public art experience, arts administrators and local community representatives. PAWG are convened by Council officers on a project or program basis.

Commissioning Public Art

Council supports public art through integration of works in public realm civic projects, programming and activation of temporary/ephemeral projects, and street art programs. Commissioning processes take different forms depending on the scale of the project, the budget and relevant partnerships. Approvals for each public art project are sought from the funding partner and site owner and, where internal, are aligned to City of Port Phillip procurement delegations.

Direct appointment of artist

For small scale projects, such as street art, the Public Art Officer, in consultation with a Public Art Working Group or project stakeholders, will directly appoint an artist for a particular site or project.

Limited Invitation

For smaller projects, or site-restricted, permanent or temporary artworks.

- A project brief is developed in consultation with a Public Art Working Group and signed off by relevant authorities/stakeholders
- An invitation is distributed to a number of artists selected in consultation with the Public Art Working Group
- Artists are invited to either respond to the brief, or where relevant, to present examples of their art practice to the Public Art Working Group
- The Public Art Working Group selects the preferred artist who will then be engaged

Expression of Interest (EOI)

For larger projects of permanent or temporary artworks. The Expression of Interest model will usually include a public call out.

- A project brief is developed in consultation with a Public Art Working Group and signed off by relevant authorities/stakeholders
- Artists are invited to submit copies of their CV and visual examples of their work
- A shortlist of (usually) three artists will be selected by the Public Art Working Group, and engaged to develop concept proposals (remuneration will be provided)
- The Public Art Working Group selects the preferred artist who will then be engaged on the basis of their concept proposal

Curatorial selection (external curatorial services)

This model involves a curator developing a shortlist of appropriate artists.

- A curator is selected through a response to a brief, in consultation with the Public Art Working Group
- The shortlist is developed through research by the curator
- Selected artists are asked to submit copies of their CV and visuals of their work
- From the submissions, three artists may be engaged to prepare concept proposals

- All artists invited to develop concept proposals are remunerated
- The curator, in consultation with a Public Art Working Group, selects the preferred artist who will then be engaged

Concept Competition Model

For large scale, major place-making.

- A media advertisement announces the competition
- Interested artists are provided with the commission brief and invited to respond
- A Public Art Working Group invites a selection of artists to develop concepts (which may take the form of drawings, scale maquettes etc)
- The Public Art Working Group may consult with Council on the final selection
- In some cases a shortlist of three artists are selected and paid a design development fee to further develop their concepts; once the design development is completed a second round of assessment takes place and the preferred artist is nominated
- A preferred artist is selected

This model requires the development of a concept by an artist without remuneration. As with major architectural competitions this approach is usually taken with extremely high profile projects with considerable budgets where the competition canvasses artists nationally and internationally.

Acquisition of works into the Port Phillip City Collection

Artworks commissioned by the City of Port Phillip will be considered for inclusion in the Port Phillip City Collection in accordance with the public art collection acquisition principles outlined in the Port Phillip City Collection Policy.

Process summary for commissioning public art

Step 1 Project Initiation

- Public art project identified and budget allocated; stakeholders engaged
- Project scoping study and consultation with Public Art Working Group and project managers
- Commissioning model selected and artist brief developed

Step 2 Artist Selection

- Selection/ call for artists
- Review potential artists
- Shortlist and selection of artist/s by Public Art Working Group with recommendations for acquisition, where appropriate, to the Art Acquisition Reference Committee

Step 3 Concept Stage

- Artist briefing and contracts
- Review of preliminary concepts
- Concept further development
- Concept acceptance

Step 4 Implementation

- Commission contract
- Fabrication
- Installation
- Hand over