



GEORGE LANE ARTWORK EOI

OCTOBER 2023

Project background

George Lane is deemed a Destination Laneway in Council's Activating Laneway Strategy due to its public art and history, yet possesses some unsafe conditions.

To increase the safety, amenity and vibrancy of George Lane, Council will be removing dumped rubbish, limiting access to the unsafe slope, landscaping new planter beds, installing new lighting, resurfacing the rear of the lane and commissioning an artist to design the new the surface.

By increasing the vibrancy and lighting in the laneway and limiting access to concealed spaces, Council also aims to reduce antisocial activity in the area.

Budgets

Each project has an allocated budget including but not limited to costs involved with design development, artists fees and consultation.

Total budget of \$4,000 excluding GST. Additional \$500 excluding GST for on-site fees.

Artwork brief

The following things must be considered when applying:

- The community have asked to incorporate themes of music to tie into the Live Music Precinct and the history of live music in the laneway.
- The proposed concept must be original and must not contain business logos, advertising material, or imagery that is offensive; nor is it to be seen to promote anti-social behaviour or political bias.
- Road painting contractors are limited in the scope of what can be painted. Replicating an oil painting on the road is hard, replicating 2D shapes and flat colour is more achievable. Consider **up to 3 flat colours**, block shapes and shapes that can be made into stencils when designing. Highly intricate and detailed works will have less chance of being selected. Please see precedent images below as reference.
- The artist will be required to set out the painting prior to the road painting contractors beginning work. This can be done with chalk and spray paint. Think of this as a large 'colour-by-numbers' work. Larger graphical elements can use this

method, while more detailed graphics can be created via use of **up to 3 stencils**. See precedent imagery for examples of other road painting projects.

- The colour pallet available with road paints is limited. The artist will have to be flexible with colours in the concept development stage and suggest Dulux colour codes.

Project delivery

The artist(s) will be responsible for:

- Design and development of the artwork
- The cost of setting-out paint/chalk, materials, equipment and labour
- Setting out the artwork on site
- Being on site for guidance and consultation with the road painting contractor if they choose
- Achieving Council's timeline
- Meetings as required and working with Council to develop the artwork concept and installation schedule
- Working with Council to ensure the artwork is not offensive and appropriate for the site
- Delivery of the art as mutually agreed with Council and relevant stakeholders
- Participation in media calls, interviews and publicity if requested
- Public Liability Insurance to cover \$20,000,000 (insurance will be covered by Auspicious Arts)

Council contribution

Council will facilitate and assist with:

- Maintenance
- Project management
- Permit clear

Project timelines

26 September 2023 Expressions of interest due date

First week of October 2023 Successful artists notified *

10 – 27 October 2023 *

Please note, timelines are subject to change.

Contractual arrangements

Applicants must be an incorporated body/company, or auspiced by a body, such as Auspicious Arts.

Payment of the fee will be made in two instalments:

- 50% Upon the signing the contract
- 50% After installation

Selection process

Phillip Concepts will be assessed by a panel comprising of Council Officers. Assessment criteria will include response to the brief, originality, site specific response, and ability to deliver a high quality public artwork(s).

Artists must live or work in the City of Port.

Artists need to submit the following:

- A brief outline of the concept/idea (maximum 150 words)
- Other relevant info, such as an Artist CV, past works, portfolio, website, web links

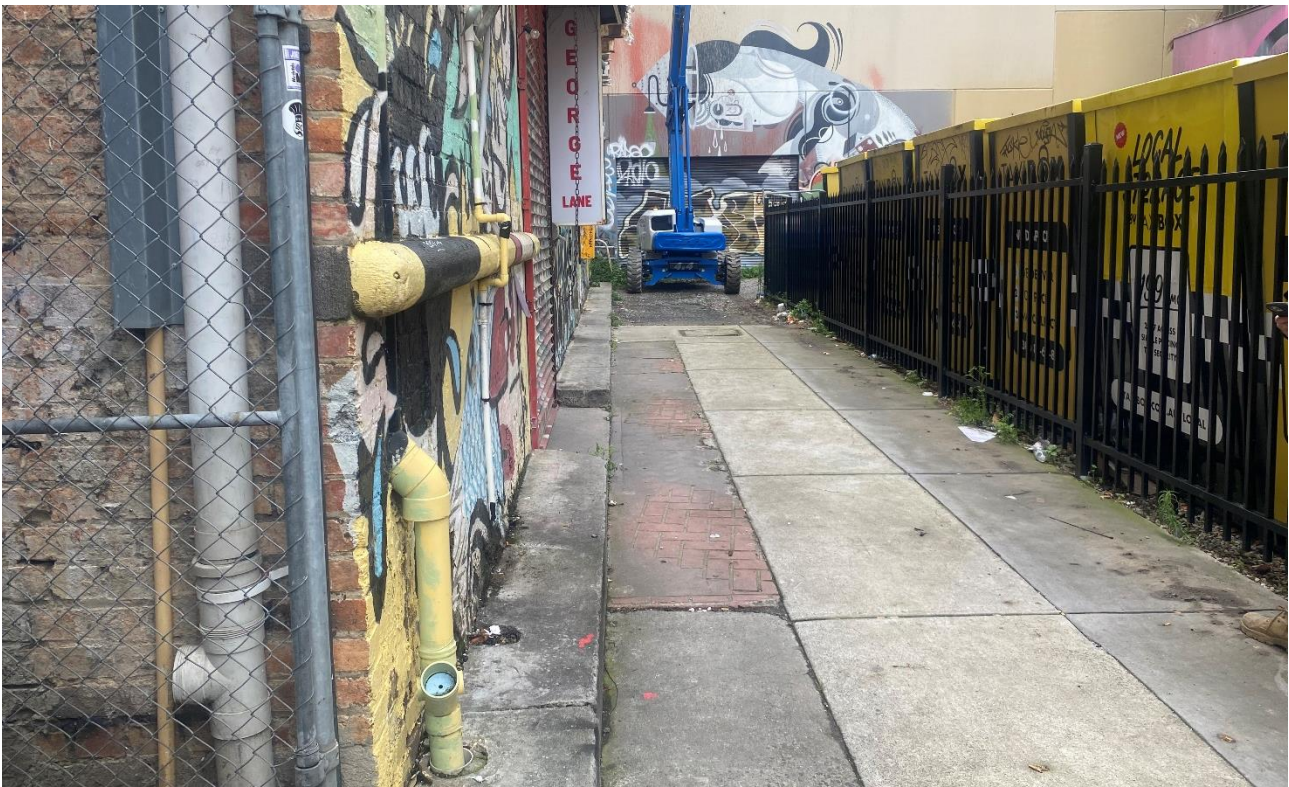
Proposals are to be emailed on or before **September 26th, 2023** to alexander.albrecht@portphillip.vic.gov.au

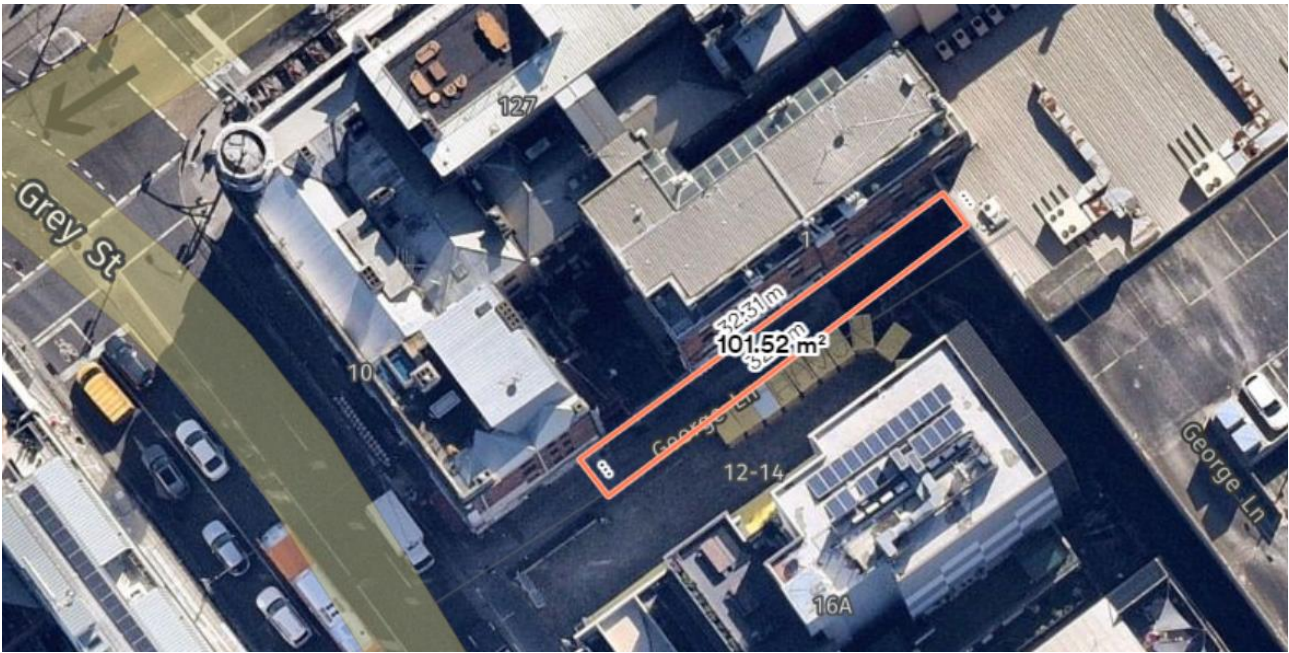
For further information contact:

Alexander Albrecht

alexander.albrecht@portphillip.vic.gov.au

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Precedent images

Use of stencils



Free-painted lines, filled in with block colour