

# Artistic Brief

## Gordon Barnard Reserve dog park mural

Boroondara Arts is seeking an artist/s to transform a building consisting of three brick walls in Gordon Barnard Reserve, Balwyn North. The artist/s will need to design artwork responding to the theme: Dogs and water.

Submissions are welcome from individuals and groups with the intention of designing and painting the mural/s by June 30 2021.

A quote and return brief are to be submitted to Boroondara Arts no later than 5.00pm on Monday 24 May 2021.

### About the theme

Themes and aesthetics for the mural:

- Dogs featured in design
- Playful
- Encompass surrounds of building, in particular Gordon Barnard Reserve and Balwyn Leisure Centre (in particular water/pool).

The aesthetics of the mural should be visually engaging, bright and colourful, and linked to the new dog park.

### Objectives

The transformation of blank wall space throughout Boroondara is an initiative outlined in the City of Boroondara's Graffiti Management Strategy 2016 [www.boroondara.vic.gov.au](http://www.boroondara.vic.gov.au), aiming to:

- discourage vandalism (graffiti and illegal posters)
- enhance local amenity
- enhance the community's engagement with, and enjoyment of the local parks and streetscape.

Boroondara Community Plan (BCP)

The Boroondara Community Plan identified parks and green spaces as highly important and highlighted the increasing use of parks by dog walkers as both an opportunity and an issue needing careful planning and management.

The mural will activate a building adjacent the fenced dog play area to build social connection through colour and vibrancy in the park.

### **Project site**

The location of the building is within Gordon Barnard Reserve, 230 Balwyn Road Balwyn North and consists of three walls. The dimensions of the walls are approximately:

- 12900mm x 3500mm
- 7900mm x 3500mm
- 7900mm x 3500mm

Please see Attachment 1 and 2 for images of the wall and site location.

### **Project co-ordination**

Day to day management will be the responsibility of Boroondara Arts along with Council's Capital Project and Building Maintenance teams for support.

### **Project scope**

Key tasks include:

1. confirm the project timeline to deliver key milestones
2. finalise artworks for each wall
3. develop an Occupational Health and Safety plan
4. implement the final works by 30 June 2021.

### **Project budget primary responsibilities**

The artist will:

- develop ideas for the mural and share with Council before installing work.
- be responsible for project development
- supply all materials and equipment required to produce and install the artwork
- have excellent verbal communication with the general public when working on site.

## Project budget

Council have allocated budget for an artist to deliver the project. There is up to \$25,000 available to complete the project.

It is expected the total cost will incorporate:

- creative development of the artwork
- preparation of walls including cleaning if required
- installation of artwork
- installation of a washable anti-graffiti coating over the artwork (specify type/performance)
- all transport and travel expenses
- all materials
- all labour and installation costs
- maintenance manual, detailing materials used
- attendance at nominated meetings
- all costs associated with occupation, health and safety
- telephone calls, facsimile or like messages
- rental of specialised equipment (where required)
- insurances
- any other cost incurred that is not nominated above.

## 2020 Project timeline

Task / Milestone	Due Date
Submissions open	May 4 2021
Submissions close	May 24 2021
Applicants notified of outcome	May 2021

Contract signed with selected artist/s	May 2021
Final concept for mural designed	June 2021
Artwork approved and finalised	June 2021
Install artwork	June 2021

## Considerations

The following **must** be considered:

- the theme of 'Dogs and water' and relevance to the local area
- existing character of the area
- maximising coverage of wall
- natural lighting
- minimising areas of flat colour to reduce the likelihood of graffiti tagging or being noticeable should it occur
- the final artwork will be seen by a broad range of people.

## Submission / return brief

Your return brief shall include, at a minimum:

- description of initial concept idea/s (max 200 words)
- proposed budget for project delivery
- outline of timeline for project delivery
- two professional referees who know your practice and commitment to the arts
- full CV and with visual concepts of previous work
- evidence of current Public Liability Insurance for \$20M.

You may also wish to provide sketches for proposed artworks that respond to the project brief and site characteristics.

## Assessment criteria

Submissions will be assessed by Boroondara Arts against the following set of criteria:

- artistic merit of proposal in line with the Artistic Brief
- artistic merit of previous work
- capacity to be delivered within proposed budget
- capacity to be delivered within project timeline.

## Payment

The Artist shall submit invoices for each phase of the work completed. Invoices must:

- be submitted in a form approved by Council
- detail the payment claimed for the services completed, including the Purchase Order Number, the Contract Number and Name, the services being claimed for and the dates on which the services were performed and completed
- be in a form approved as a Goods and Services Tax (GST) Tax Invoice.

Invoices submitted to Council by the twenty-eighth (28<sup>th</sup>) day of the month shall, unless the amount of the invoice is disputed, be paid by the end of the following month. Deductions for statutory reasons or contract retentions shall be made where applicable.

Payments by Council will be made by electronic funds transfer (EFT) to the Bank Account nominated by the Artist. The Artist shall provide the Bank Account details on a form provided by Council on acceptance of the Artist's proposal.

Part payment shall be made on receipt of satisfactory work at the end of each of the phases.

Payment will be as set out below:

- Phase 1 - 20% to be paid at signing of contract.
- Phase 2 - 30% to be paid after confirmed design is approved.
- Phase 3 - 50% to be paid at completion of work, installation and maintenance manual provided.

## Final completion

A final inspection will be made by City of Boroondara after installation. This will be undertaken to inspect for any defects and will include concept compliance. The Artist will be

required to rectify any defects or compliance matters identified in the final inspection prior to Council confirming ownership of the work.

A Maintenance Manual will be provided by the artist as part of the handover of the artworks to Council.

Once approved, the work will then become the property of City of Boroondara.

### **Copyright**

Copyright and intellectual rights remain with the Artist. The City of Boroondara reserves the right to photograph the installations and document the project for unlimited use in publications promoting the Council.

### **Submission application**

A quote and return brief are to be submitted to Boroondara Arts no later than 5.00pm on Monday 24 May 2021.

Please lodge your submission by email, [bridget.rasmussen@boroondara.vic.gov.au](mailto:bridget.rasmussen@boroondara.vic.gov.au)

For more information and to discuss ideas, please contact the Cultural Development Officer Bridget Rasmussen via email [arts@boroondara.vic.gov.au](mailto:arts@boroondara.vic.gov.au) or phone 03 9278 4770.

## Attachment 1: Walls of Little Building

Main wall - 12900mm x 3500mm



Left side wall - 7900mm x 3500mm



Right side wall - 7900mm x 3500mm



## Attachment 2: Location

Location: Gordon Barnard Reserve, 230 Balwyn Road Balwyn North



### **Attachment 3: Top dog breeds registered in the City of Boroondara**

- Cavoodle
- Labrador
- Spoodle
- Golden Retriever
- Border Collie
- Labradoodle
- Cavalier King
- Charles, Maltese X
- Jack Russell Terrier
- Groodle
- Miniature schnauzer