

WOOLLAHRA MUNICIPAL COUNCIL**EXPRESSIONS OF INTEREST****PUBLIC ART OPPORTUNITY AT THE
EASTERN GATEWAY, DOUBLE BAY BUSINESS CENTRE**

Woollahra Council is currently embarking on a program to enhance and revitalise the Double Bay business centre. The Double Bay business centre is one of Sydney's premier shopping centres. The Council wishes to commission a piece of public artwork to act as the centre's gateway with a sophisticated appearance synonymous with Double Bay's prestigious reputation, and invites expressions of interest from artists and designers who would like to participate in this exciting project.

Woollahra Council has in recent years established the very successful annual Woollahra Small Sculpture Prize, and in 2006 adopted a policy to encourage the development of public art in the Municipality.

The gateway treatment is part of the public domain improvement works for Double Bay. The improvements also include new granite stone pavers to be laid throughout the business centre and installation of multi function streetlight / banner poles along New South Head Road.

SITE CONSIDERATIONS

The proposed location for the public artwork is on the Bellevue Road frontage of the Post Office, at New South Head Road. The public art work should be designed and located so as not to adversely affect the safety of transport users, including pedestrians, motorists and cyclists or impact on the Post Office building and occupants.

The artwork is to be of a scale relevant to the site and is to be visible day and night (this may require lighting). A maximum extent for the works of 17.5m wide by 1.2m deep and 13.5m high is proposed. A site plan and photograph of the proposed gateway location are attached in Annexures 1 and 2.

CONCEPT CONSIDERATIONS

The public art work should make reference to the values and objectives outlined in the *Woollahra Municipal Council Public Art Policy (October 2006)*. This is available on Council's website at www.woollahra.nsw.gov.au/local_information_and_activities/arts_and_culture/public_art

The public art work must comply with all relevant Australian Standards and building codes. The art work is to be durable and long-lasting. Consideration should be given to long-term maintenance requirements. Ecological Sustainable Development (ESD) principles should be applied if the art work is to rely on power or water. Practicality of construction should also be considered. The use of new technologies is encouraged.

COMMISSIONING PROCESS AND TIMELINE

- 27 Feb – 8 April: Artists/designers are invited to submit expressions of interest in the gateway public artwork project.
- 9 April – 22 Apr: Expressions of interest comprising a conceptual design in response to this brief will be assessed by the Project Working Party. The Working Party will recommend up to three artists/teams for short-listing, based on assessment of:
- understanding of and response to the brief and the criteria;
 - artistic merit as evidenced in the visual or written material provided;
 - demonstrated ability to develop concepts and communicate ideas;
 - demonstrated ability to create work that engages with a broad public;
 - availability to work within the project timeline;
 - experience with materials of relevance to the required project outcome; and
 - demonstrated consideration of contextual issues such as cultural, historic and environmental.
- The Project Working Party will comprise 1 Councillor, 2 community representatives from the Public Art Advisory Committee, Council's Project Engineer, Cultural Development Coordinator and Director – Technical Services.
- 30 April :The short-listed artists/designers will be briefed at the proposed site and engaged to develop their concept design proposal further. They will be paid an upfront fee of \$1,000 and upon submission of their concept design proposal they will receive a further \$2,000.
- 2 June :Concept design proposals submitted to to the Project Working Party for review and comment.
- 10 June : The selected artists/designers will present their concept proposals to the Project Working Party.
- 11 June - 18 June: The Project Working Party will select a winning concept. Assessment of the concept design proposals will consider the aesthetic, conceptual and technical expertise demonstrated in the proposed work. The Public Art Advisory Committee will recommend to the Community & Environment Committee that the selected artist/designer be engaged to develop their concept, to resolve the budget and ensure the successful proposal meets all safety, engineering and other Council requirements for installation.
- 23 June – 1 Aug : When the concept development stage has been completed to the satisfaction of the Public Art Advisory Committee, a recommendation will be made to Council's Corporate & Works Committee to (1) award the artist the \$10,000 premium and (2) to proceed with construction of the project.
- 29 Aug : When Council resolves to proceed with the construction work the artist/designer will be commissioned to create and install the artwork. At this stage the objective would be to complete the installation by 2009.

EXPRESSION OF INTEREST SUBMISSION REQUIREMENTS

Expressions of interest shall include up to 2 x A3 concept design sketches and/or a written proposal for the eastern gateway, images and descriptions of previous relevant artwork, your resume including experience, qualifications, exhibitions, etc, and a statement as to why you are interested in this project. Expressions of interest and all enquiries shall be forwarded to:

**The Cultural Development Coordinator,
Woollahra Municipal Council,
536 New South Head Road,
Double Bay, NSW 2028**

Ph: +61-2-9391-7135

Fax: +61-2 -9391 7044

Email: jo.jansyn@woollahra.nsw.gov.au

Please note that developed concept design proposals are not being called for at this stage.

SHORT-LISTED CONCEPT DESIGN PROPOSALS

A concept design proposal fee of \$3000 will be paid to each of the short-listed artists/ designers following the preparation and submission of their concept design proposals to be worked up over 8 weeks. They will be paid an upfront fee of \$1,000 and upon submission of their concept design proposal they will receive a further \$2,000. The concept design proposal should comprise:

- a written concept paper;
- a site plan showing the location of the proposed artwork;
- drawings as necessary to convey the concept, to be presented in a professional and artistic manner (a model or digital 3D simulation may be submitted);
- a time-line for design development, fabrication and installation ;
- an indication of who will fabricate the work and an outline of fabrication contractors and supply relationships;
- a proposed budget, including contingencies, artist's fees, agent's fees, travel and associated expenditure, delivery and installation expenditure;
- an indication of the preferred approach to project management should the proposal be commissioned, including the approach to payment and administration of funds; and
- an indication of any known maintenance requirements associated with the proposal; a comprehensive maintenance specification will be required from the artist commissioned to fabricate the project.

The successful proposal will need to be certified, during the concept development stage, by a structural engineer, for material and structural strength. It is necessary that preliminary discussions with qualified engineers take place during the design proposal stage. All parties need to be satisfied that the proposal is achievable within the budget available.

COMMISSIONING FEE & CONSTRUCTION BUDGET

As previously stated \$3,000 will be awarded to up to three short-listed artists/designers to develop their concept further and a \$10,000 premium will be awarded to the winning concept design proposal upon recommendation to Council.

The Council has allocated funds in the order of \$200,000 to the eastern gateway site. This is to include such things as footpath extensions, new paving, landscaping, multi-function streetlight/banner poles, etc as well as the artwork. It is envisaged that about \$100,000 of this budget would be allocated to premium payments to artists, and costs of concept development, detailed design, fabrication and installation of the artwork. Such costs may include materials, engineering, lighting, site preparation and restoration, equipment hire, and transportation. Expressions of interest should have regard to this budget.

ANNEXURES

1. Site plan of proposed gateway location.
2. Photo of proposed gateway location.
3. Woollahra Municipal Council Public Art Policy (October 2006).