



Expression of Interest ***Public Art Project***

Lennox Head Skate Park Mural

Park Lane, Lennox Head

Expressions of Interest Close: Friday 23 October 2020

overview

Ballina Shire Council is seeking Expressions of Interest from professional artists and teams of artists for a mural or artistic treatment at the Lennox Head Skatepark.

The aim of the project is to create inspiring public art to contribute to the cultural vibrancy of Lennox Head, engage with young people, and provide a platform for creative voices.

The proposed timeframe aims to have the mural project completed by the end of 2020.



background

A Slow Side Path - Not a Fast Short Cut for Park Lane, Lennox Head is a program of temporary works that seeks to test a number of traffic calming elements and place activation activities aimed at improving safety and convenience for pedestrian and cyclists in, and around Park Lane over a period of 8-9 months. Many of these elements for increasing pedestrian safety in Park Lane were identified by the community in a recent community design charrette. Community feedback combined with additional traffic, parking and pedestrian surveys has informed the preparation a draft concept plan for the Lennox Head town centre (Lennox Village Vision), a section of which focus specifically on the Park Lane precinct and has recently been endorsed by Ballina Council.

The mural on the skate park wall fronting Park Lane and temporary decorative lighting along the shared path adjacent to the Williams Reserve and sports fields was one of the outcomes the community wanted to see to improve vibrancy, pedestrian safety at night, offer creative opportunity to local artists, and engender a sense of place, ownership and stewardship of the renewal works within the Lennox Head community, particularly connecting with local youth culture. The mural also contributes to achieving a potential project/action of the Ballina Shire Cultural Plan 2014-2020 'Interpret our places through public art and within public spaces to enhance their aesthetic, use and vibrancy'.

The interventions in Park Lane will include an improved multi-use space for the community through installation of a temporary parklet with public seating aspects (which could potentially be incorporated in to the mural design). This upgraded space will provide young people and the community with an engaging place to relax, skate and socialise. These temporary interventions will demonstrate how Park Lane and Lennox Head CBD could be adapted into the future to create a greener, more vibrant and safer place.

project scope

The mural project includes artwork development, design and installation. The artwork should reflect the Lennox Head community and engage with young people. A range of media and styles will be considered, however chosen designs will need to be executed in situ.

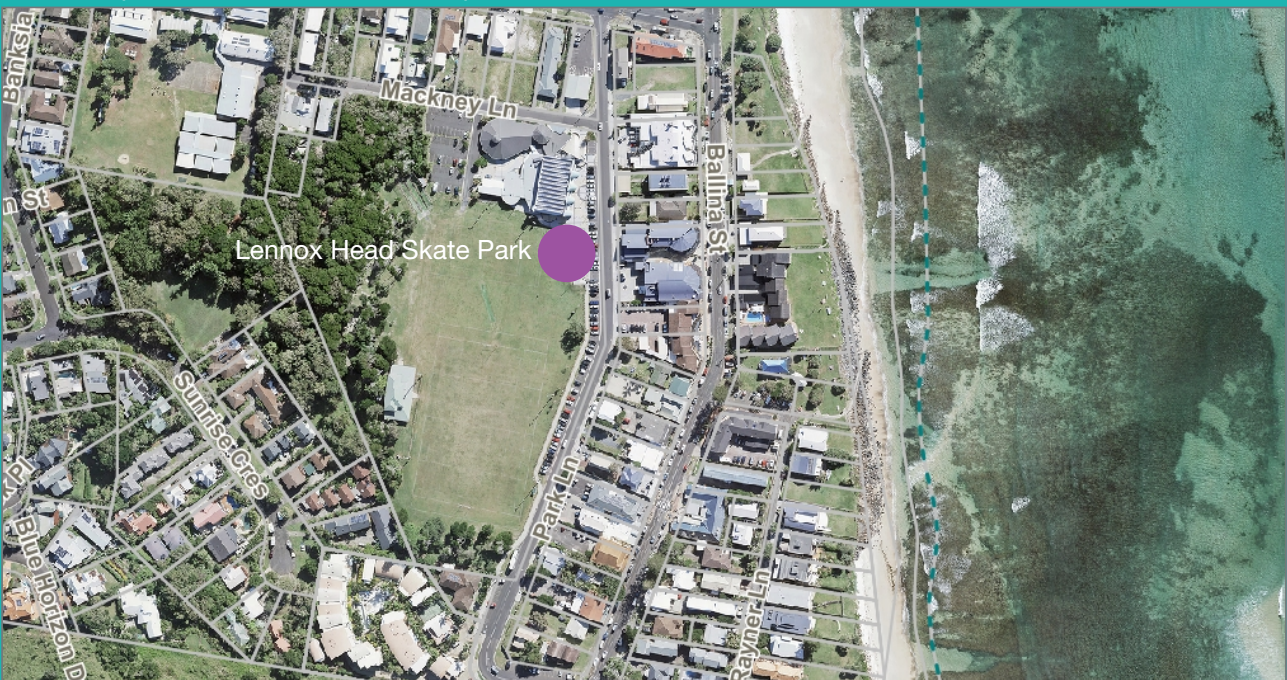
It is envisaged that this temporary mural will be in place for some time but may be subject to change in order for other emerging artists to have the opportunity to profile their work in this public space.

It is essential that the project involve local young people in the design or installation of the work and demonstrates artistic merit.

Due to the tight timeframe of the project, Council is open to artists' suggestions on how to expedite the work to best meet the timeframes detailed under the Indicative Project Schedule. The artist may also choose to suggest alternative treatments such as pasteups, provided these can last the duration of the project and be easily removed at the conclusion.

Throughout community engagement, the coastal location and relaxed village feel of Lennox Head was raised as being central to the community's self-perception of the character of the village and a focus of celebration. A strong desire was expressed during consultation for public art to create a sense of place and reflect these attributes 'naturalness, safe, low-key, coastal, friendly, welcoming, surf culture'. Artists are encouraged to read the **Lennox Head Village Vision Design Charrette: Outcomes Report March 2020** and respond to the community engagement findings. In response to this feedback the artist may consider a reduced colour palette.

© NSW Spatial Services 2018. This map is illustrative and not to scale.



site location and specifications

The proposed location of the mural is the front of the skatepark as pictured in purple. The height of the mural varies due to the shape of the structure. A site inspection is recommended for all applicants. The primary experience of the artwork will be from skaters, pedestrians, local residents and consumers from surrounding businesses and the Lennox Head Cultural Centre and Library as well as vehicular traffic. Council is open to artist suggestions regarding any additional inclusions on the site.

» essential

The entire length of the eastern facing perimeter walls in three parts:

- 1 Main part of wall
17m x 1.2h
- 2 Central wall near entry
(setback) *6m x 1m high*
- 3 Ramp wall southern end,
behind existing bins
3m long and irregular in shape

» desirable

- Northern wall return of skatepark *4m x 1.2m*
- A carparking bay and section of footpath near the skatepark entrance *approximately 20m²*
- The long side of a temporary intervention being constructed as part of this project being a 'parklet'. The faces available would have an area of approximately 6m². Please note this area would be the lowest priority of the areas available.



Main part of wall



Central wall near entry



Ramp wall southern end

budget

After the Expression of Interest closes, shortlisted candidates (maximum of three) will receive a fee of \$150 to create a proposed concept design for the project.

In your EOI please outline an itemised budget including materials and labour, and the time required to complete this project.

The maximum budget available for the project is **\$7,500 (excluding GST)** and will need to include all site preparation, materials, youth engagement, artists fees, installation and insurance.

In costing the mural/artwork the artist should make allowance for use of external grade and quality paints.

The artist will need to provide any PPE required for any participants and be solely responsible for those participants during the design and execution.

project schedule



eligibility

This EOI Process is open to established artists with previous mural and community art project experience and demonstrated ability to upscale creative ideas. To be eligible to submit an expression of interest artists must:

- Be an Australian citizen or resident or hold a valid work permit
- Live in or have a connection to the Northern Rivers

Application and Selection process

» stage 1

Professional artist/team of artists are invited to complete an online Expression of Interest form to the Project Officer, melitta.firth@ballina.nsw.gov.au including the following information:

- All artist contact details
- A brief written response to the project opportunity (500 words max). Detailed concept drawings are not required at this stage
- An outline of how the artists will actively involve young people in the design or execution of the artwork (300 words max)
- Budget Outline
- Artist/s' CV/Biography (max 2 x A4 pages per artist)
- Up to 5 images of relevant previous work (submitted as PDF or jpeg up to 5MB) with all details of the work saved in the file name (Artist, Title, Date, Medium, Dimensions).

There is no payment associated with the Expression of Interest stage. Ballina Shire Council reserves the right to accept or reject any submission. Should concept ideas not meet the selection criteria, Ballina Shire Council reserves the right not to proceed. The selection panel's decision is final and no communications will be entered into regarding an unsuccessful EOI submission. Unsuccessful artists will be advised by mail or email. Please note expression of interest materials will not be returned (please submit copies of original documents).

» stage 2

From the received Expression of Interest applications, an artist/team of artists will be shortlisted by a Community Curatorial Panel and invited to develop a concept design for the mural. Artists will retain all copyright in their concept designs and will be acknowledged in any display of their concept design.

Artists/team of artists will be advised by email whether they have been selected for the shortlist by Friday 30 October 2020. More detailed submission requirements for Stage 2 will be emailed to the artists/team of artists that have been successfully shortlisted.

» stage 3

A selection committee including community representation will select the final concept design. The successful artist/team will be commissioned and complete the final design, and manage community engagement, site preparation and installation of the artwork.

selection criteria

Expression of Interests in **Stage 1** applications will be assessed against the following criteria:

- Artistic merit, past work, demonstrated experience and ability to realise the project - 30%
- Methodology for engaging with young people - 40%
- Appropriateness to the context of the project brief, budget, timeframe, site and community – 30%

Stage 2 Concept Applications will also be reviewed in consideration of:

- Creativity, originality and innovation
- Technical feasibility and ability to successfully realise the proposal/work and timeframe
- Consideration of public safety and the public's access to and use of the public domain
- Relevance to the strategic objectives and actions of the Lennox Village Vision and goals of the Slow Path Project, particularly evidence of a methodology for engaging with young people.
- Maintenance and durability requirements
- Value for money

insurance and risk management

Successful artists/teams of artists are required to have/obtain current Public Liability Insurance of \$10,000,000. Any additional insurance and risk management requirements will be discussed with the successful applicant. WWC will be required for artist facilitators working with Children.

Council can provide traffic control as required to provide adequate space for execution of the artwork.

submission lodgement

The deadline for submissions of Expressions of Interest is 3.00pm Friday 23 October 2020.

Applications will be accepted by online lodgement only at the following link:

<https://xohaa92l.paperform.co>

Following evaluation, a shortlist of up to three (3) successful artists/teams of artists will be nominated and invited to develop concept designs for the skate park mural/artwork as part of Stage 2.

further information

Melitta Firth, Project Officer - Public Art and Culture

email melitta.firth@ballina.nsw.gov.au

» resource links

- Lennox Head Village Vision Design Charrette: Outcomes Report March 2020
- Expression of Interest online form
- ***ballina.nsw.gov.au/lennoxvillagevision***



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