



## ARTIST'S BRIEF

### Discover Wynyard Information Board

Project summary	
Commission	Design and fabrication of an interactive illustrated information board that identifies points of interest, local fauna, flora, history and stories
Client	Waratah-Wynyard Council (WWC)
Location	Wynyard, Tasmania
Audience	Visitors (international, national and local) and community members
Artwork budget	\$5000 + GST (if applicable)
Applications close	Monday 5 April 2021
Released	February 2021

#### Key ideas and purpose of commission

Waratah-Wynyard Council (WWC) are seeking an illustrated information board to be designed and fabricated by a Tasmanian artist.

WWC will install the illustrated information board in a prominent location in the town. The illustrated information board is intended to communicate information about the Wynyard area, enabling a visual dialogue between the community, artist and viewer.

The scope of the area covered on the illustrated information board should be limited to the area close to the town centre linked with existing walking paths, including Gutteridge Gardens and the river walk to Fossils Bluff, the Wynyard Wharf and foreshore area, Camp Creek, "Nurses Retreat", Old Bass Highway to Bruce's Café/Doctor's Rocks. The area on the illustrated information board need not be to scale but should reflect proportionality. The content could identify:

- a. Historical figures or sites of note
- b. Geographic and biological sites or areas of importance
- c. Native flora and fauna
- d. Infrastructure (including accessibility), such as walking tracks, public toilets, parking or playground facilities

Artists should request this information from the manager Community Activation to include in design.

### **Artform**

Contemporary artists and artist teams working in a range of disciplines are encouraged to apply for this commission. Artists may submit solo or collaborative applications.

### **Design considerations**

Artists are invited to design

- Illustration for the information board with geographic structure - such as streets, beaches, walking tracks, parks reserves, rivers
- typographic elements - such as text, stories, titles

Artists will fabricate the board which is intended to be educative and useful as well as a piece of art in its own right. All the elements need to work together as a cohesive piece.

WWC intend to utilise the illustrated information board as an attractive and purposeful story telling device. Composition can be an amalgamation of artwork, photography, existing maps, commentary, characters that inhabit the area. Icons to be featured may include architecture, flora and fauna that are different and varied and native to the area. The illustrated information board can offer an informal, intimate insight into the town and its features. Stories and legends can be represented alongside factual elements just as they co-exist in the make-up of our town.

### **Budget**

The \$5000 budget is intended to cover all costs associated with the design and fabrication of the illustrated information board and the right to reproduce the artwork without payment of additional royalties. The cost of installation will be covered by WWC and is not included in the design and fabrication budget. If the artist is bound by an exclusive contract to a commercial gallery it is their responsibility to notify the gallery and negotiate commission fees which may require payment.

### **Aboriginal cultural content**

If the activity involves Aboriginal or Torres Strait Islander content, the application must provide evidence of how the artist is working with the Aboriginal Community.

### **Selection process and eligibility**

The Selection Committee will be comprised of members from the WWC Public Art Advisory Group (PAAG). The PAAG will consider all eligible applications and select an artist based on their work, response to the Artist's Brief with reference to the Selection Criteria.

Only artists who live in Tasmania are eligible to apply.

### **Selection criteria**

#### **1. Vision**

Artistic merit and creativity. How well does the proposal demonstrate a creative or innovative interpretation of the PAAG's vision?

#### **2. Communication & Education**

Artistic storytelling. How well does the proposal communicate the idea of a sense of place with the aim to inform, excite and/or educate the 'traveller'?

#### **3. Fit & Feel**

How well does the submission utilise images and language to create connections between the history, environment, animals, plants buildings and characters of the people of Wynyard to tell their story.

Applicants wishing to clarify information regarding the commission must contact the Manager Community Activation

### **Timeline**

The Artist's Brief will be advertised in **February 2021**. The closing date for applications is **Monday 05 April 2021**. Support material must be uploaded as part of the application.

### **Online applications**

Online applications consist of:

- applicant's details
- a description of the work (Max 500 words)
- a description of the artist's concept proposal (Max 500 words)
- a maximum 250-word description of the artist's professional skills and experience.
- support material
- a biography for all artists involved

### **IMPORTANT NOTE:**

**Artists are encouraged to discuss their applications with the Manager Community Activation before submission.**

### **Enquiries and submissions**

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Waratah Wynyard Council  
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With Discover Wynyard in the subject line.