



## ARTIST'S BRIEF

### Discover Wynyard Map

Project summary	
Commission	An interactive illustrated map that identifies walking infrastructure as well as local fauna, flora, history and stories
Client	Waratah-Wynyard Council (WWC)
Location	Wynyard
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 map to be created by a Tasmanian artist.

The illustrated map is intended to communicate information about the Wynyard location, enabling a visual dialogue between the community, artist and viewer. The resulting product is intended to be reproduced and used to guide and educate as well as enjoyed as an attractive keepsake.

Whilst decorative in its own right, the map should also sit alongside text to communicate facts, portray a sense of place, point out geographical properties, native flora and fauna.

The map must be practical. Besides offering education of what to look for the map also serves to guide visitors and community members along the attractive walks Wynyard has to offer.

The scope of map should be limited to the Wynyard 'coastal and riverine walks' which could include from Flowerdale Bass Hwy bridge to Alexandria House, Freestone Cove and Fossil Bluff to Gutteridge Gardens out past to Nurses Pines to Doctor's Rocks. The map need not be to scale but should reflect some proportionality and can be in segments (eg both sides of map itself). Content could include:

- a. Time and distances for the walks where appropriate
- b. Relative difficulty and wheelchair accessibility where appropriate
- c. Toilet and parking facilities

Artists should request this information from the manager Community Activation before commencing 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 create

- an illustrated map with geographic structure - such as streets, beaches, walking tracks, parks reserves, rivers
- typographic elements - such as text, stories, titles; and
- illustrations or icons

All the elements need to work together as a cohesive piece

WWC intend to utilise the map as an attractive and purposeful story telling device that features the traditional traits of a usable map. 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 map is a geographical guide to walks in the area, but can also 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 artwork \$5000 budget is intended to cover all costs associated with the design of the artwork and the rights to reproduce the image for the purpose of digital and hard copy images without payment of additional royalties. 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.

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 5 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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With Discover Wynyard in the subject line.