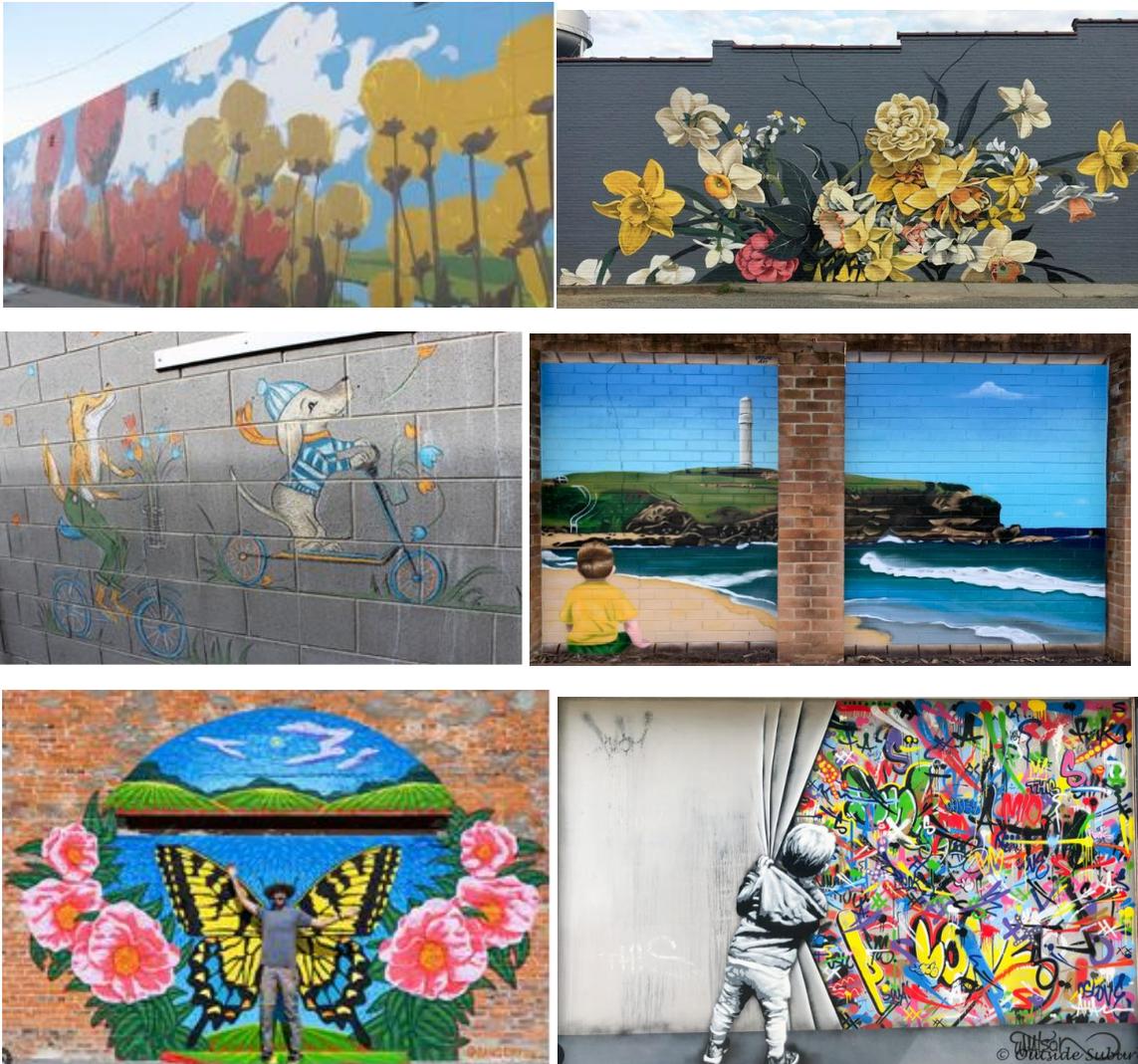


Waratah-Wynyard Council Public Art Group Artists Brief Wall Mural Wynyard

The Lunch Company Wall



Possible Inspiration



Version 1 28/07/2023

Version 2 08/08/2023

Version 3 29/08/2023

ARTIST'S BRIEF

Wall Mural Wynyard

Project summary	
Commission	
Client	Waratah-Wynyard Council (WWC) Public Art Advisory Group (PAAG)
Location	Wynyard
Audience	Visitors (international, national and local) and community members
Artwork budget	Up to \$10 000 including GST (if applicable)
Applications close	Friday 22 September 2023
Released	August 2023
Due Date	Completed by April 2024

Key ideas and purpose of the commission

Waratah-Wynyard Council (WWC) Public Art Advisory Group (PAAG) is seeking mural artist/s to create a new artwork that will be located on the Lunch Company wall in Wynyard, next to Woolworths.

The Lunch Company wall is located in the geographical heart of the Wynyard township, surrounded by shops, and is one of the town's main pedestrian thoroughfares.

WWC PAAG recognises the positive impact the arts make on health and well-being together with tourism and the local economy.

The mural should portray a sense of place, reflect local identity, and connect with the community by stimulating reflection and imagination.

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

The mural design should work in harmony with and be sensitive to the surrounding environment and site.

The artist will need to clearly indicate what area/s of the wall their mural will cover.

The artist would need to apply an advanced, long-lasting, non-sacrificial anti-graffiti coating to the finished work.

Budget

The artwork budget (up to \$10 000) is intended to cover all costs associated with the mural. This includes installation, materials, design, conceptual development, 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.

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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 create a shortlist based on design and response to the Artist's Brief with reference to the Selection Criteria. The PAAG will forward the shortlisted applications to The Lunch Company for input on the successful application.

Artists who live in Tasmania are eligible to apply.

If selected, the successful artist will be required to show evidence of public liability insurance and to submit a Risk Assessment for all activity conducted as part of the commission.

For any work conducted at height, artists will be required to submit a Safe Work Method Statement.

Selection criteria

1. Vision

The mural should portray a sense of place, reflect local identity and connect with the community by stimulating reflection and imagination.

2. Fit & Feel

The mural design should work in harmony with and be sensitive to the surrounding environment and site.

3. Ability to Deliver

The mural design should be realistic and achievable for the artist/s. The artist should identify previous works achieved of similar size and scope, and convey their ability to finish the project safely, within the budget and on time. The artist/s should submit images that reflect their vision for the completed work.

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

Timeline

The Artist's Brief will be advertised in August 2023.

The closing date for applications is Friday 22 September 2023. Support material must be uploaded as part of the application.

The successful artist/s will be notified in October 2023 and expected to complete the work prior to April 2024.

Online applications

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Online applications consist of:

- applicant's details
- 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.

Inquiries and submissions

Bronwyn Folden
Manager Community Activation
Waratah Wynyard Council
Tel 6443 8333
bifolden@warwyn.tas.gov.au

With "Wall Mural Wynyard" in the subject line.