



**DOVE HOUSE – 884 BEAUFORT STREET, INGLEWOOD
PUBLIC ART BRIEF
CALL FOR PROPOSALS**

Introduction

Inglewood on Beaufort is commissioning a mural (or murals) at 884 Beaufort Street, Inglewood - directly opposite the Inglewood town square. The murals are part of a larger program of physical improvements to the building's forecourt, including the installation of trees, garden beds, seating, improved signage and overhead lighting.

The overall aim of this work is to create one of a number of new urban piazzas that beautifies our main street, makes for more interesting, engaging and comfortable spaces to enjoy and relax, attracts more visitors and shoppers strengthening our local economy, and encourages more positive social interactions within our community.

Background and Context

- *Description:* Opportunity to create one or more large-scale murals at a highly-visible site as part of a larger revitalisation project
- *Scope:* Expressions of interest - open. Project budget – up to \$10,000 ex GST
- *Clients:* Inglewood on Beaufort Inc., City of Stirling, 884 Beaufort Street council of owners
- *Project delivery:* Delivered and invoiced by December 2018

Inglewood on Beaufort is a not-for-profit community group comprised of business owners and residents with an aim to beautify, activate and improve our stretch of Beaufort Street. We're for Inglewood.

Our vision is that Inglewood is full of people who take the lead in transforming our suburb into a vibrant community. Our main street will be an attractive, safe, active and people-friendly place where locals and visitors enjoy meeting up with friends, shopping and relaxing.

Since forming in 2014, we have delivered a range of initiatives including:

- Monday Night Markets of 60+ food trucks, producers, makers and artisans attracting ca. 2500 people every Monday for 25-30 weeks a year;
- Street upgrades such as tree lighting, seating, greenery and signage;
- Arts projects including six murals and a children's Great Monster Hunt game in our town square;
- Business support and promotions including a Buy Local booklet, skills workshops and networking;
- A range of small-scale and larger events profiling our local businesses and bringing our community together.

In 2018 and beyond, we have our eyes set on making a more lasting improvement to our suburb by transforming a number of under-utilised and degraded areas along Beaufort Street into a string of inviting and comfortable urban piazzas (**see attachment 1**).

We have been working with the owners of Dove House (#884) to upgrade their forecourt with landscaping, seating, shade, lighting and signage. The owners are highly supportive of a large-scale mural being created on their building to beautify the wall and improve the appearance of the space.

We have received a grant from the City of Stirling's Place Activation fund for this project, and hence, the City is heavily engaged in the establishment, procurement, design and delivery of the mural/s.

Scope

An opportunity exists for one artist, or a collaboration of artists, to create a large-scale, impactful mural on the white brick walls of #884 and possibly the black metal-cladded wall of the neighbouring property (#890) – pending owner approval.

Location

The wall is located at 884 Beaufort Street between Sugar & Nice Café and Black Pig Deli. The building is offices with a strata company that manages the building. Inglewood on Beaufort and the City of Stirling are eager to feature work from an artist or a group of collaborating artists. **See attachment 2** for site photos.

- White brick (west facing wall) is available to paint. It is separated into two sections.
 1. 6.5m long x 7.5m high
 2. 10.5m long x 7.5m high

Note: the tiled portico roof adjoining the two brick walls is also available to paint
- Dark metal faceted (south facing wall) is potentially available to paint pending agreement (approx. 8m long x 5m high)

Objectives

- Inject vibrancy and interest into the forecourt to improve its overall appearance
- Add to the creation of an inviting and attractive place for passers-by to enjoy
- Engage the local community during the design and/or delivery phases to better embed the space into the local fabric and increase the sense of ownership and pride
- Reflect and/or add to Inglewood's unique sense of place

Considerations

While Inglewood on Beaufort invites innovative and expressive proposals, a number of factors must be considered:

1. There will be major landscaping occurring in the forecourt area directly backing on to the wall including seating 450mm high along the south-facing wall and northern section of the west-facing wall, and a table at 720mm high along most of the southern section of the west-facing wall
2. The landscape upgrade will also include the addition of mature trees (species TBC), espalier trees (likely olive) along the northern wall of #884 and the wall of #890 and festoon lighting stretching from the street verge back to the walls of #884 (**see attachment 3**)
3. The current freestanding signage will be relocated within the forecourt during the landscaping upgrades.
4. The street-facing wall is comprised of brick with heavily inset mortar, impacting on design options
5. The south-facing wall is metal with vertical extrusions every 20-30 centimetres, impacting on design options. A sign for Black Pig Deli is located on the street-side of this wall and cannot be relocated
6. There is an Anya Brock mural of a cow's face on the wall of the neighbouring property to the south (#882, Sugar & Nice).
7. Two food traders set up in the forecourt area during Monday Night Markets, which will obscure the mural's view to a minor extent on those days
8. Further consideration may be given to applicants that include a community engagement element in the design and/or installation process (Inglewood on Beaufort can assist with co-ordinating this)
9. Further consideration may be given to applications that complement the existing Anya Brock mural
10. The City and Inglewood on Beaufort reserve the right to use the artwork in respective publications, including, but not limited to, marketing, reports and official communications.
11. If a cherry picker or scissor lift is required, this can be arranged in addition to the project value, however a management plan must demonstrate the length of hire being kept to a minimum.
12. An anti-graffiti coating will be sourced in addition to the project value. The selected artist/s will be required to apply the coating – Inglewood on Beaufort can assist.

Budget

The total project budget is \$10,000 ex GST sourced from place activation funding from the City of Stirling. Proposals are required to be fixed fee, detailing project methodology, costs and any exclusions.

When quoting on this project the fee must be inclusive of all costs associated with the development and creation of the works. This includes:

- Artist fee for design development and artwork installation
- Accommodation and travel costs
- All materials costs - this includes wall preparation, paint and equipment hire (except lift hire)
- Any additional labour
- Any equipment (except the lift hire) which may be necessary for OSH compliance
- Public liability insurance covering up to \$20,000,000

Selection process

Artists have been invited to submit proposals via an open invitation for expressions of interest. A shortlist of applicants that best meet the objectives described in this document will be assessed by a panel of representatives from Inglewood on Beaufort, the City of Stirling and the building's strata owners (TBC). If required, shortlisted artists may be asked to further develop their proposals.

Key dates*

- EOI open and advertised: mid-July 2018
 - **Submissions closing date: 5pm, Monday 6 August 2018**
 - Shortlisted applicant/s informed, negotiations take place: September 2018
 - Successful artist/s engaged: September 2018
 - Artist/s create refined designs (up to two revision requests): October 2018
 - Project completed: December 2018
- * Dates are anticipated only and are subject to change.

Apply

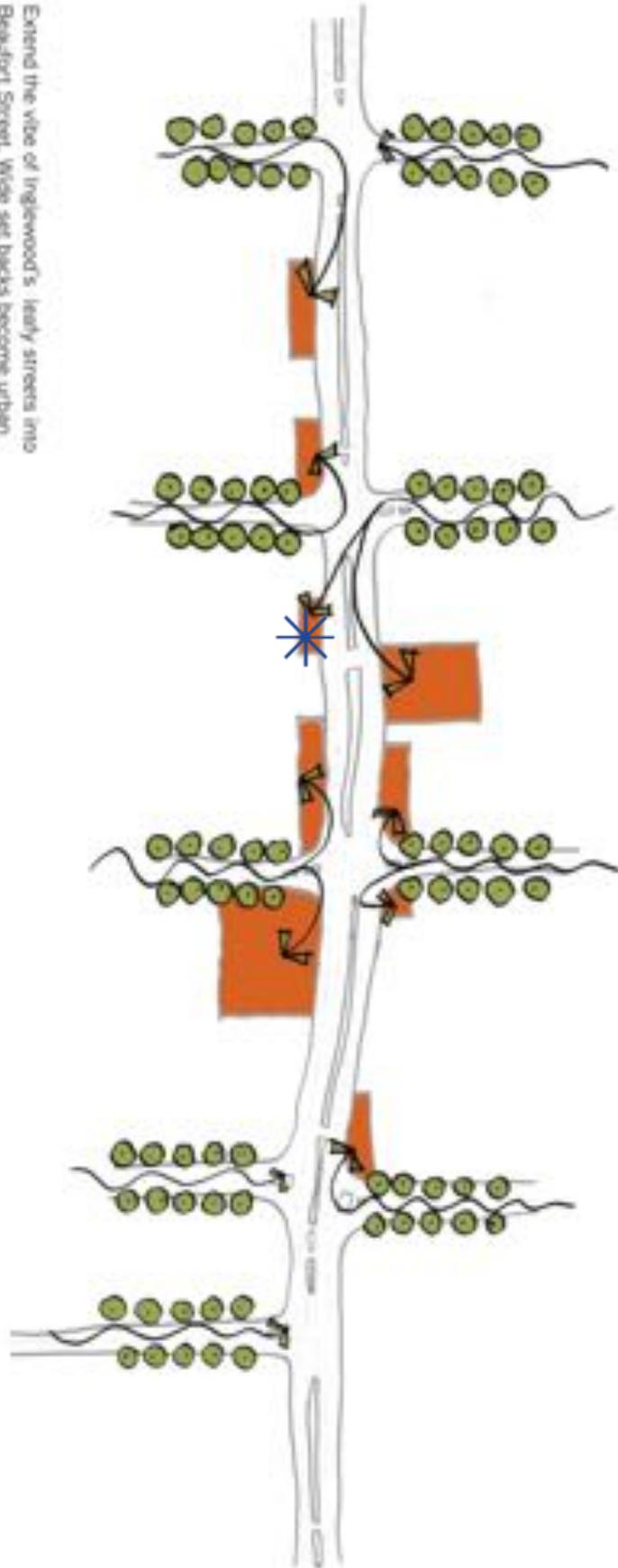
When submitting your application, please include details on the following:

- Your CV and a short bio
- A detailed budget (refer to the 'budget' section above)
- An explanation of the mural's design and concept and why it has been proposed for this site (e.g. site context, characteristics of Inglewood/Perth, subject etc.)
- Initial concept sketches/mock-ups – you can use the elevations and/or artists impressions of the area to assist (**see attachment 4**)
- Images of recent works

Please submit your proposal **before 5pm Monday 6 August** to:

- Ben Kent – Place Activation Officer, Inglewood on Beaufort
- ben@inglewoodonbeaufort.com

Attachment 1 – vision for string of urban piazzas along Beaufort Street (site indicated with blue asterisk)



Extend the vibe of Inglewood's leafy streets into Beaufort Street. Wide set backs become urban squares and pocket parks, encouraging people to stay longer by providing a break from the busy street.

The sequence of green, vibrant and urban places accompanying the main street, can become the unique feature of Beaufort Street on Inglewood, setting it apart from all other main streets.

Attachment 2: Site photos (source: Google Street View)



Attachment 3: Landscape plans to upgrade forecourt



LEGEND:

- | | | | |
|---|------------------------------|---|---------------------------|
|  | PROPOSED IRRIGATED TREES |  | PROPOSED RAISED PLANTERS |
|  | PROPOSED IRRIGATED PLANTING |  | EXISTING PAVING TO REMAIN |
|  | PROPOSED IRRIGATED TURF |  | PROPOSED PAVING |
|  | PROPOSED RAISED TIMBER DECKS | | |

Attachment 3: Elevation and artist sketches

