



City of Perth

Mural Artist Callout 2021

Expressions of Interest



Contents

- 1. Overview _____ 3
- 2. Background _____ 3
- 3. Scope _____ 4
- 4. Artist’s Responsibilities _____ 5
- 5. How to Apply _____ 6

1. Overview

The City of Perth is seeking expressions of interest from artists and/or creative teams interested in creating wall murals for a number of forthcoming projects at various sites throughout the city. Respondents to this EOI callout will go into a pool of artists, from which a select number of artists will be identified and invited to apply for suitable projects, once project details have been finalised.

This is a unique opportunity for artists and artist groups to develop and extend their current practice by creating new, site specific works at inner-City locations that will engage, surprise and delight.

Key Dates: EOI Deadline 18 January 2021

Budget: Various

Location: Various

2. Background

The City of Perth recognises that public art has a key role to play in supporting a healthy and active community. Public art in our capital city is a powerful vehicle for making communities and their stories visible, reflecting and communicating our unique identity.

Guided by the City's Strategic Community Plan and Cultural Development Plan, City-led mural projects aim to showcase the best of contemporary Western Australian art, foster creative practice, encourage new ideas, the application of new technologies and artistic approaches.

Many murals have appeared in public space or on buildings visible to the public in Perth in recent years, enlivening the urban environment and attracting visitors to the city.¹ In an effort to continue to contribute to a vibrant cityscape and ensure the renewal of murals that have reached the end of their life, the City intends to commission a suite of new creative works.

Details relating to specific projects and sites are still being determined and will be provided to artists invited to submit proposals after responding to this EOI callout.

¹ (2016) "8 cities to find the best street art in the world" *BreakingNews.ie* 23/11/2016 - <https://www.breakingnews.ie/discover/8-cities-to-find-the-best-street-art-in-the-world-765528.html>

3. Scope

This is an invitation for artists and artist teams to express their interest in creating new and engaging murals in the City of Perth.

Successful artists will enter a pool, from which they may be invited to submit proposals in response to a brief/briefs for specific sites/projects and paid a fee for design development. Proposals will be assessed by a selection panel and one artist/artist team selected and commissioned for each project.

Indicative Process and Timeframe

The City of Perth will refer to the pool of artist EOIs on an ongoing basis, as and when opportunities for commissioning murals arise. There are a number of projects scheduled to take place this financial year, however artists who have expressed an interest may be invited to submit proposals for mural opportunities over the years to come.

The below is an indicative process and payment schedule for a typical mural project.

Key Milestone	Indicative Timeframe (subject to change)	Payment (Negotiable)
Artists invited to respond to project brief (submit proposal)	4 weeks	
Proposals Deadline	-	
Artist(s) Contracted	2 weeks	60% of Commission Fee
Design development/final concept submitted for approval	4 weeks	
Design development/final concept approved	2 weeks	
Commence execution of mural	2 weeks	
Completion of mural	2 weeks	
Submission of maintenance schedule and evaluation material	1 week	40% of Commission Fee

Table 1: Timeframe

Budget

Budgets will vary depending on the nature and scale of each project. Artists invited to submit proposals will be required to include a project budget, which should cover all cost details related to the execution of the artwork including, but not limited to:

- research and design development
- artist fees

- materials
- hire of equipment
- installation
- written material (artwork concept, artist biography)
- project evaluation

The Activations and Cultural Experience team will be available to discuss budget inclusions and any support available from the City relevant to your proposal.

4. Artist's Responsibilities

Successful artists will be required to sign a contract under which they agree to take on the following responsibilities.

Occupational Health and Safety

The Artist must complete online OSH training prior to commencing work on the mural at an expense of \$33 (inc GST) payable online to Aveling by the Artist. This amount may be included in the project budget.

Insurance

Artists will need to supply evidence of a suitable public liability insurance policy if they receive the commission. [Artsource 'Max'](#), [Form 'Practitioner'](#) and [NAVA 'Premium Plus'](#) memberships will provide this cover and may be tax deductible.

Application

The City of Perth will clean any existing graffiti and handover the wall in a good clean condition. Upon the approval of the final design submission, the City will agree a handover date with the artist and schedule preparation works immediately prior to handover, to minimise the opportunity for graffiti to take place beforehand.

Post-Selection

Upon selection, a Design and Commission Agreement between the Artist and the City of Perth will be issued. The Artist is required to sign and return this Agreement to accept the offer of commission.

Documentation

The City of Perth will employ a photographer to document the project in situ on a single occasion. Should the artist wish to document the project further, these costs must be met by the artist and included in the project budget.

Project Evaluation

At the completion of the project, artists are required to complete a project evaluation. A template/survey document will be provided. This must be completed and returned to the Activations and Cultural Experience team prior to submission of the final invoice.

5. How to Apply

Expressions of Interest must respond to the below outlined Selection Criteria by providing the materials requested (Submission Requirements).

Selection Criteria (each worth 50%)	Submission Requirements
Artistic Excellence	Demonstrate your ability to execute a unique work that exhibits artistic quality and rigor by providing: <ul style="list-style-type: none">• A curriculum vitae (maximum one A4 page)• Up to five (5) images of your previous work.• An image list to accompany images detailing artwork title, medium, size and year completed.
Demonstration of Capacity	Please provide the following: <ul style="list-style-type: none">• Description of experience you have had delivering mural projects (if none, discuss how you will acquire these skills)

If artists wish to work as a team, then images from each member of the team should be submitted, accompanied by a statement explaining why they wish to collaborate. One artist should be designated as the team leader and contact person.

HOW TO SUBMIT:

Please provide written material and images in the following order.

1. Current CV
2. Support images/video/audio files [Up to five high resolution images, videos or audio files]
3. Image list [Detailing: Number of image (or file), title of artwork, location, size, medium, date completed, name of any collaborators who worked with you on the project]
4. Description of relevant experience.
5. Explanation of intent to collaborate (if applicable).

Submissions must be received by the City of Perth **by 4pm on Monday 18th January 2021**. Incomplete or late submissions will not be considered.

Please submit expressions of interest to:

arts@cityofperth.wa.gov.au

All inquiries should be referred to Ashleigh Whyte, Public Art Officer in the Activations and Cultural Experience Team:

Telephone: (08) 9461 3277

Email: ashleigh.whyte@cityofperth.wa.gov.au