



City of Perth

Various projects

Brief for Artist Graphic Design Print

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08/10/2020



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Acknowledgement of Country

The City of Perth respectfully acknowledges the Whadjuk Nyoongar as the Traditional Owners of the lands and waters where Perth City is today and pays respect to the Elders past, present and emerging.

1. Introduction

The City of Perth is Whadjuk Boodjar (country). The city is on the area between Gargatup, the place down by the hillside (in Kings Park) and Matagarup, the place of the leg holes (Heirisson Island) where Nyoongars would cross the river.

Perth is home to some of the most significant, interesting and unique stories, cultures and places in Australia.

The City of Perth recognises the importance of valuing, understanding and sharing history and culture. This is how we identify the special places, objects, stories and memories that become the focus of our heritage efforts. Guided by the City’s Public Art Strategy, projects aim to showcase the best contemporary Western Australian art, foster creative ideas, the application of new technologies and artistic approaches

The City of Perth is seeking proposals from artists or creative teams to create graphic design prints to be reproduced for the following projects:

Separable Portion	Scope of Works
A	Bus Shelters: <ul style="list-style-type: none">Graphic design print for the soffit and glass screens (partial). To be reproduced by others (manufacturer).
B	Future park and way-finding totems: <ul style="list-style-type: none">Graphic design print for use on future park and way-finding signage. To be reproduced by others (manufacturer).
C	Roe Street Enhancement planters: <ul style="list-style-type: none">Graphic design print for precast concrete planters. To be reproduced by others (manufacturer).

There is an opportunity for an artist or a creative team to create new, site specific graphic design prints to:

- Acknowledge the culture and history of our city and create a sense of place
- Celebrate Nyoongar culture

2. Background

Bus Shelter Prototype

The City is currently developing a prototype bus shelter to inform the replacement of shelters in the future. There is an opportunity to install patterning to the shelter, to create an element of surprise with an application to the soffit and improve the visibility of the glass panels. The intent with the soffit is to illuminate this at night.



Photomontage - proposed bus shelter

Future park and way-finding totem

The City is currently developing a next generation suite of way-finding signage, including park name signs which will be rolled out through future enhancement projects.

Roe Street Enhancement - planters

The Roe Street Masterplan was approved by Council in December 2019 with construction scheduled to commence in early 2021.

The Roe Street enhancement will be a significant investment in the Northbridge area that will benefit residents, businesses, property owners and visitors to the city. By making this street more pedestrian focused, the Final Masterplan reinforces the connection between the central business district and Northbridge, helping to facilitate the overall regeneration of this area.

The project will include large planters throughout the street including outside the Heath Ledger Theatre on the corner of William and Roe Streets.



Photomontage - proposed planters – Roe Street

3. Scope of Work

The artist or creative team is to develop a high-resolution graphic to be supplied in digital or hand drawn formats for reproduction (by others) on various street furniture elements.

As these elements may be in place for up to 20+ years in the public realm the graphic needs to be contemporary, befitting of a capital city and stand the test of time.

The specific design intent and parameters for each portion of works is set out below.

Separable Portion A – Prototype Bus Shelter

Considerations The graphic must work in grey scale and make use of negative and positive space, as it will be reproduced to give the appearance of an etching.

- Simple, clear, pattern or symbols
- Negative and positive use of space
- Accommodate interruptions such as beams in the soffit
- The soffit colour is grey
- Graphic to the glass is only partial to avoid blocking views to the street
- Ease of application for the manufacturer
- Longevity – the graphic needs to be timeless as it will be in place for as long as the life of the shelter ie 25-30 years

Dimensions

- Soffit: approximately 12m²
- Applicant area to glass screen approx: up to 3m²

Future application

- Printed to the glass and soffit by others.

Precedent projects The images below are a guide only and in no way representative of the style of work sort through this brief. The City is looking for a unique aesthetic that is congruous with the visual language of bus shelters.



Etched glass example: Musée du quai Branly, Paris



Etched glass example: Musée du quai Branly, Paris



Soffit example: Musée du quai Branly, Paris



Soffit example: Musée du quai Branly, Paris

Separable Portion B – Signage Graphic

Considerations The graphic must work in grey scale and make use of negative and positive space, as it may be reproduced to give the appearance of an etching. The intent is to use either on the footer or header of the sign.

- Simple, clear, pattern or symbols
- Negative and positive use of space
- Ease of application for the manufacturer
- Longevity – the graphic needs to be timeless as it will be in place for as long as the life of the signage 10+ years

Dimensions

- Various – width range 600mm - 2000mm
- Various – depth to 300 – 450 mm

Precedent projects The images below are a guide only and in no way representative of the style of work sort through this brief. The City is looking for a unique aesthetic that is congruous with the visual language of the way-finding and park signage.



Graphic application on park sign example: Royal Park, Melbourne



Park sign example: Royal Park, Melbourne

Separable Portion C – Roe Street Planter Graphic

Considerations The graphic must work in grey scale and make use of negative and positive space, as it will be reproduced to give the appearance of an etching.

- Simple, clear, pattern or symbols
- Ease of application for the manufacturer
- Longevity – the graphic needs to be timeless as it will be in place for as long as the life of the planters ie 20-30 years
- Pattern could be geometric or incorporate stories of place.
- The pattern could be relief or engraved/embedded and will need to be formed during the precast process or immediately after (acid etching for example). The City’s fabricator, with input from the artist, will determine the best method based on the pattern selected.

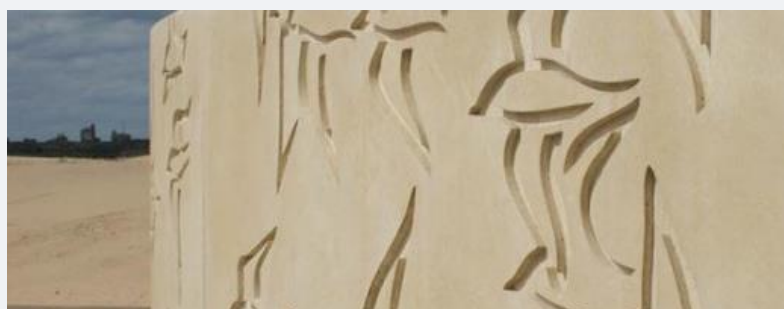
Dimensions • Pattern 400 x 400mm and easily repeated on all the planters.

Potential stories • Whadjuk Nyoongar stories of place

Precedent projects The images below are a guide only and in no way representative of the style of work sort through this brief. The City is looking for a unique aesthetic that is congruous with the visual language of the planters.



Concrete pattern example: Musée du quai Branly, Paris



Concrete pattern example.

REFERENCE DOCUMENTS

The following City of Perth documents will inform the design:

- *Fighting for families, country, rights and recognition*
- *This city is Wadjuk Country*
- Roe Street Masterplan
- Bus shelter prototype – design considerations

Upon appointment, the following documents will be made available to the successful artist or creative team:

- *AutoCAD drawing of the planters and prototype bus shelter soffit and glass screens*
- *Any relevant 3D models*

4. Budgets

The City is seeking to award commissions per the below budget allocations. Applicants can submit for one or all. All commissions may be awarded to one artist or creative team, or individually appointed pending assessment of submissions:

Separable Portion	Scope of Works	Surface area	Budget
A	Bus Shelter prototype:	xxx	\$5,000 ex GST
B	Future park and way-finding totem:	xxx	\$5,000 ex GST
C	Roe Street planters:	xxx	\$5,000 ex GST

This budget should allow for time, meetings and design development including review and feedback from the City.

If successful, the following deliverables are applicable to all Separable Portions:

Deliverables
Final high-resolution graphic in appropriate digital file (AutoCAD or Adobe Suite).
All plans, sections, elevations as appropriate to the portion of works.
Attend 1 x start up meeting with City of Perth officers at Council House.
1 x graphic design print to scale appropriate for reproduction by others.
Provide pantone colour details where applicable.

5. Timeframes

The following timeframes are applicable for all separable portions:

Key Milestone – Separable Portions A, B, C & D	Deadline	Payment (Negotiable)
Request for quotes	22 October 2020	N/A
Quotation deadline	11 November 2020	N/A
Contract awarded	13 November 2020	N/A
Startup Meeting with City of Perth representatives	16 November 2020	N/A
Design Development to 50%. City of Perth review*	1 December 2020	50% of commission fee
Design Development to 100%. City of Perth review	15 December 2020	50% of commission fee

**The City's Elders Advisory Group will also receive the signage for review and comment.*

6. Selection Criteria & Submission Requirements

The artists submission must address the following **selection criteria**:

Response to the brief – provide a summary of your understanding of the project, provide evidence that the greater context of the work has been considered.

Artistic excellence – demonstrate your ability to execute a unique work that exhibits artistic quality and rigor by providing:

- A curriculum vitae (maximum one A4 page)
- Up to 5 images of your previous work
- An image list to accompany images detailing artwork title, medium, size and year completed

Longevity – provide a summary describing how your artwork will discourage vandalism and meet the requirements of a contemporary, enduring aesthetic.

SUBMISSION REQUIREMENTS

Submissions must be received by the City of Perth by **2pm Wednesday 11 November 2020** inclusive of the below items:

- Written Quote Request Form
- Response to the above selection criteria

Incomplete or late proposals will not be considered.

Proposals may be submitted via:

- Email to arts@cityofperth.wa.gov.au
- Hand deliver to City of Perth, 27 St Georges Terrace, Perth WA 6000

All enquires should be referred to:

Ashleigh Whyte
Public Art Officer
Activation and Cultural Experience
Email: Ashleigh.whyte@cityofperth.wa.gov.au
Phone: 08 9461 3277