



From vacant
to vibrant.

Public Art Photography Commission Artist Brief

Project Address:	Former Forges building, 14 Albert Street Footscray, VIC 3013.
Commissioner:	Maribyrnong City Council
Collaborator:	Centre for Contemporary Photography (CCP)
Public Art Project Manager:	Bernadette Alibrando, Public Art Curator
Project Team:	Bernadette Alibrando, Public Art Curator Daniel Boetker-Smith, Director, Centre for Contemporary Photography Kate Shearer, Coordinator Arts and Culture Luke O'Connor, Project Manager, Libraries, Arts & Culture

ABOUT THE PROJECT

Maribyrnong City Council's Creative Places is a pilot program which aims to transform underutilised commercial properties in the Footscray Central Business District into dynamic and accessible creative spaces. The program, supported by investment from the Victorian Government's Creative Neighbourhoods Partnerships Pilot Program, will offer subsidised shopfronts, co-working offices and exhibition space to foster community involvement, stimulate economic revitalisation, and address the need for affordable venues for the local creative community. To further bring empty spaces to life as part of the program, a local photographer will be given the opportunity to exhibit a photographic series on the exterior of an underutilised building in large-scale billboard format.

SITE CONTEXT

The site is currently occupied by a single storey 2292sqm brick building that originally housed the former Forges department store, and it has been vacant for several years. The site is currently used as an open car park, and is proposed for development. The exterior walls and windows have been tagged and painted over.

PUBLIC ART OPPORTUNITY

Maribyrnong City Council and the Centre for Contemporary Photography invite photographers who live, work or have a deep connection to the West to exhibit their artwork in large-scale format on the exterior of the former Forges department store at 14 Albert Street, Footscray.

The selected artist will also be given the opportunity to participate in a Public Program presented by the Centre for Contemporary Photography.

CURATORIAL BRIEF

The commissioned artist will be asked to supply a photographic series that reflect the West as they see it. Conceptually the artwork may reflect but not be limited to:

- Culture, community and character of a suburb within the City of Maribyrnong and its immediate area
- Meaningfully and effectively express local stories, histories, environments or cultural vernaculars.
- Artworks should be striking from a distance, though they may also contain details for close-hand appreciation.
- The Artworks must be able to be printed in large-scale format and relate to one another as a series.

ABOUT THE COMMISSION

One artwork series will be selected for the Creative Places Public Art Commission. The selected artist will be required to supply an existing body of work, for the following:

- Existing billboard: 1 x large billboard image, 16,500mm width x 4000mm height approx.
- Exterior back wall: 3 x medium billboard images, 2000mm width x 1400mm height



Existing billboard



Back wall

ARTIST FEE

The artist will be paid \$5,000 (excluding GST) to provide 4 images, print ready, to the required specifications as requested by the printer.

CONSIDERATIONS AND CONSTRAINTS

The guiding principles for all public artworks in Maribyrnong are that they:

- Take an innovative approach to the themes and requirements of the project.
- Be functional, durable and of a relevant scale to the project's requirements and location.
- Have place-based relevance and are visually, tactilely and culturally appropriate.
- If installed outdoors, permanent works be constructed with a 20-year lifespan, StreetWORKS with a 5-year lifespan, including allowing for high usage and wear and tear.
- Be constructed from durable, robust, high-quality, low-maintenance and sustainable materials.
- Are easily cleanable and repairable if future maintenance is required.
- Can withstand climactic conditions, vandalism and build-up of pollutants.
- Comply with all relevant safety, building codes and Australian Standards (BCA, AS)
- Not pose any trip hazards, finger entrapments, climb-ability or other safety risk to the public.
- Not act as pedestrian traffic mitigation or be directive.
- Not include materials that are imported from overseas.

Considerations and constraints specific to this commission include:

- The artist takes an innovative approach to the themes and requirements of the project.

- The artist must provide print-ready files in the large-scale formats specified by the Commissioner.
- The prints will be printed on durable, high-quality, low-maintenance and sustainable materials and installed by the Commissioner.

APPLICATION PROCESS

Interested artists must apply via the online form on the Creative Places webpage by no later than **5pm on Tuesday 19 November 2024**.

Please prepare the following for the application form:

- Short biography outlining your skills and experiences (maximum 2 paragraphs)
- Short statement on why you are interested in exhibiting on the exterior walls of the former Forges site (maximum 500 words)
- Images of your artwork (maximum 8 images at 1MB each)

SELECTION PROCESS

The Selection Panel will comprise of representatives from Arts and Culture Maribyrnong and the Centre for Contemporary Photography. The Selection Panel will review the against the following selection criteria:

Curatorial Alignment

- Demonstrated strong understanding of the curatorial rationale/objectives (listed above)
- Relevance with Council's *Public Art Strategy 2019-2029*

Artistic Merit and Integrity

- A high-quality existing body of work able suitable for the public realm
- Professional experience demonstrated by the artist's biography and submitted works
- Respects the moral rights and copyright of other creators
- Demonstrates respect and complies with Aboriginal and Torres Strait Islander protocols (if relevant to your artwork/s)

Place and Site

- Relevance, suitability, and responsiveness to the site/s proposed for the commission
- Has effective visual presence from key sight lines
- Meaningfully and effectively references/expresses local stories, histories, environments or cultural vernaculars

TIMELINES

Date	Activity
29 October, 2024	Expressions of Interest open
5pm 19 November, 2024	Expressions of Interest close
Late November, 2024	Commissioned artist contracted
Late November, 2024	Artwork submitted by artist print ready
11 December, 2024	Artworks installed
Week of 13 December, 2024	Creative Places launch

TERMS AND CONDITIONS

- Applying artists must live, work or have a strong connection to Melbourne’s West.
- Artists must be aged over 18-years.
- A fixed honorarium of \$5000 will be paid to the commissioned artist for the artworks, provided to the Commissioner print ready.
- The selection of a commissioned artist from the Expression of Interest process is entirely at the discretion of Council. Council is under no obligation to select artists who apply and no further dialogue will be entered into once the decision is made.
- Copyright of the artworks and all intellectual property represented remain with the commissioned artist.
- The commissioned artist will grant Council a licence to present the artworks in large-scale format for the project and an irrevocable licence (without further payment) to reproduce images for promotional or documentation purposes of the project. The Commissioner will acknowledge the artist as the author of the work.
- The installed artworks are intended to be exhibited for a minimum of four months as part of the public art program of the Creative Places pilot program.
- The Creative Places pilot offers a number of opportunities. Applicants may apply for more than one opportunity but are limited to one application per program type (e.g. one shopfront application, one public art application).
- Applicants must have Public Liability Insurance to the value of \$20 million.

HOW TO APPLY

Please fill out the application form at the Maribyrnong Creative Places Pilot Program webpage, ensuring that you select “Public Art Photography Commission” when asked to nominate the opportunity you are applying for.

For any questions about your application or to discuss your application (highly recommended) please get in touch with Bernadette Alibrando, Public Art Curator, Maribyrnong City Council on (03) 9688 0200 or bernadette.alibrando@maribyrnong.vic.gov.au



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