

ANGELO STREET MARKETPLACE
ARTWALK

EXPRESSIONS OF INTEREST.



Bellinda Panizza, *Where the Grass is Greener* (detail)
2017 Angelo Street Marketplace Artwalk

Expressions of Interest Information Pack | Artwalk 2018 | 1



ARTWALK 2018

The City of South Perth invites proposals from emerging and experienced artists interested in developing temporary public art installations to be an integral part of the annual Angelo Street Marketplace event, to be held on 25 March 2018. This is a unique opportunity for established artists to develop and extend their current practice by testing boundaries and engaging with a broad and shifting engaged audience in a way that fulfils their artistic vision and meets the City's aspirations for the community and cultural identity.

ANGELO STREET MARKETPLACE

The annual Angelo Street Marketplace (Sunday 26 March 2018) is a celebration of the South Perth community featuring an array of upcoming and local music and fashion on stage, exciting activations hidden in the laneways, pop up bars, entertainment for kids and over 100 stalls showcasing the work of local artists, fashion, crafts, household goods and gourmet food. In 2016 the City introduced the first ever Artwalk, and is looking to commission new works for Artwalk in 2018. Artwalk is a collection of temporary and permanent installations dotted along the street to celebrate and promote art within this cultural environment.

SEEKING

The City is seeking EOIs that are creative, unique, inclusive, and well planned. The experience can be in the form of a temporary installation, artistic space activation, a transforming space/idea/interactive piece or a community art project. There is no set theme or curatorial response required from artists. However, applicants should consider opportunities for their works to prompt the following:

- Exploration, surprise, disbelief
- Engagement with people /street level activation
- Memory and people re-discovering where they live
- Humour/irony
- Interactivity and engagement on- and off-site using digital media

The City of South Perth encourages Aboriginal artists to submit expressions of interest for this commission, and is able to facilitate appropriate cultural engagement with the local Aboriginal community through the City's Aboriginal Reference Group.

SITE

Artworks can be positioned along Angelo Street between Strickland Street and Waverley Street, working around event infrastructure, access, and subject to negotiations with property owners as needed.

Artists are not required to have confirmed where their proposed artwork is to be installed at the time of submitting an expression of interest. However, artists are encouraged to visit the site and consider how their artwork will connect and engage on site with the Angelo Street Marketplace and the audiences that this event will draw.

The artwork/s need not be inactive or stationary. It may be mobile, be realised in different locations or be comprised of elements installed in multiple or separate locations.

Some key sites/opportunities for artist to consider include:

- temporary 'gateway' artworks marking key entries or routes through the marketplace (eg street corners at Angelo/Coode, Angelo/Anstey, Angelo/Strickland). These should not overly restrict access or pedestrian traffic
- temporary artworks that make creative use of the fence between the Wesley College playing fields and Angelo Street
- 2D works using the ground-plane or suitable walls, where permanent pieces can be negotiated with property owners, or the materials used can be easily and completely cleaned away after the event.
- works that invite direct participation from community members



BUDGET AND SUPPORT

Artists are encouraged to submit proposals that they can realise with a budget of between \$500 and \$3,000. The City intends to commission multiple works for the Artwalk, depending on the quality, ambition and value for money of the proposals received. In addition, depending on the submission, the City may also be able to provide in-kind support such as:

- Venue and/or event to host the experience
- Equipment such as; marquees, tables and chairs, power access etc
- Volunteers, staff or security to assist
- Promotion of the activity including graphic design, printing of signage and promotional material, and plaques
- Other terms may also be negotiated

If you are invited to expand on your EOI, please contact the Arts Officer to discuss your budget inclusions and any support available from the City relevant to your proposal.

SELECTION CRITERIA

A selection panel will review the EOI submissions and make selections on the basis of the following criteria (indicative questions are outlined in the table below):

Criteria	Indicative Questions	Weighting (Relevant Documents)
Response to the Brief	Does the EOI: <ul style="list-style-type: none"> • creatively relate/respond to the site of the Angelo Street Marketplace? • creatively engage with audiences and community at the Angelo Street Marketplace? 	30% (Artwork Proposal)
Value for Money	Does the EOI demonstrate that the proposal: <ul style="list-style-type: none"> • will make the most of the proposed budget? • is achievable within the proposed budget? 	10% (Artwork Proposal)
Artistic Excellence	Does the EOI: <ul style="list-style-type: none"> • propose something unique, innovative and engaging? • show how the work extends artistic practice and possibilities? 	20% (Artwork Proposal)
Fitness for Purpose and Safety	Does the EOI: <ul style="list-style-type: none"> • consider conditions on site? • consider practical strategies for reducing risk? 	20% (Artwork Proposal)
Demonstration of Capacity	Does the EOI demonstrate that the artist: <ul style="list-style-type: none"> • has previously created works of a consistently high standard? • can successfully manage and deliver a project of the nature and scale being proposed? 	20% (CV and Supporting Images)

The City reserves the right to accept or refuse applications, all decisions are final and no further correspondence will be entered into. Canvassing of elected members is not permitted.



WHAT TO SUBMIT

At the initial stage, artists are required to submit an online [Expression of Interest form](#).

Supporting the EOI submission form artists are invited to provide:

- A brief description of the proposed artwork of no more than two A4 pages, briefly addressing the selection criteria
- Up to four images of past work for each artist involved in the project, with an image list providing details
- A CV of no more than two A4 pages for each artist involved in the project

NEXT STEPS

Following the selection of a successful submission by the panel, artists will be invited to further develop their proposal, prior to finalising a commission agreement to implement the artwork. Successful artists will be asked to submit the following:

- Drawings and/or supporting documentation or examples detailing the concept
- Full breakdown of budget or itemised costs
- A copy of your Public Liability insurance certificate
- Title of work and artist statement
- Two photographs for website promotional use
- Up to 70 words for calendar promotional use

The table below provides an outline of the kinds of additional considerations and details that will need to be confirmed prior to final approval of the selected concept, and proceeding with the commission. Artists are encouraged to review and consider these as they develop their EOI proposal.

Budget	The detailed project budget should cover all costs related to the presentation of the artwork, including, but not limited to any and all; artist fees, production fees, materials, transportation, security, lighting, insurance, engineering and structural documents and certification(if required), any permits required, OSH induction, transport, installation, maintenance and repairs if required, and de-installation costs.
Materials	Artists are encouraged to use a variety of materials. Recycled or salvaged materials may also be used. Materials must be fit for purpose and sufficiently robust to last for the duration of the installation at the proposed location. Consider how materials will be removed, dispersed or broken down at the conclusion of the event/activity.
Target Market	Aim to ensure the experience is as inclusive as possible, appealing to a broad demographic of children, adults, people with disabilities etc. If hosting an interactive activity and elements are not suited to certain types of people or ages etc., ensure this is communicated in the EOI. This won't necessarily hinder the selection.
Site	The artwork's impact on surrounding properties and events should be considered in your project proposal. Situations may arise where, due to reasons outside the City's control, the preferred location or date/s may not be available. In such cases the City will work with the selected artist to realise the best possible outcomes within circumstantial constraints.
Power, Security etc.	Please also consider any additional requirements and ensure that these are communicated with your submission.
Insurance	If your EOI is successful, you will be required to provide the City with a copy of your public liability insurance certificate relevant to the activity



PROMOTION

Artworks selected for inclusion will be promoted via the below media:

Calendar	'What's On' calendar distributed to all residents to promote Feb 2018 to April 2018 activities. The calendars be printed and delivered to all residents across the City of South Perth plus distributed at selected venues in the Perth metro area.
Website event listing	Individual event listings on the City's website. The campaign will commence from December and aim at channelling traffic to the website listings throughout the season.
General promotion & media	A significant promotional campaign will coincide with the launch of the events online and the calendar distribution. The campaign will commence from December and will include media releases, promotion in City quarterly publications and much more.
Social media campaign	Artworks will also form part of a social media campaign directing activity and online traffic to further information. Individual media and social media campaigns may also be developed.

TIMELINE

20 Oct 2017	Call for expressions of interest advertised
8 Jan 2018	Call for expressions of interest close 4pm
19 Jan 2018	Successful Artist/s notified
10 Feb 2018	Proposal details confirmed and commission agreement signed
Feb 2018 – March 2018	Promotion period
19 Mar 2018	Event information pack provided (includes site map)
25 March 2018	Angelo Street Marketplace



CONTACT

EOI submissions and queries

Please contact the City's Cultural Development Team on:

Email: events@southperth.wa.gov.au

Phone: (08) 9474 0777

Visit the City's website to view the online [Expression of Interest form](#).



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