



Public Artwork

Her Way ground surface artwork design

Astridge Lane, Rockdale

CALL FOR EXPRESSIONS OF INTEREST (EOI)

Project No: SF23/8436

Applications Close: 15 February 2024

1 Project

2.1 Overview

Bayside Council are seeking an artist to design artwork for the ground surface of Astridge Lane; a high-traffic pedestrian laneway and access route to Rockdale train station.

The artist will be required to provide a suitably detailed design and ongoing advice to enable a specialist painting contractor to install the work.

2.2 Background

Throughout the Bayside Local Government Area and across NSW women, girls and gender-diverse people experience the city differently to their male counterparts. Concern about safety is a major barrier to how public spaces are used and enjoyed, particularly after dark.

The Transport for NSW (TfNSW) 'Safer Cities: Her Way' program seeks to put the voice of women, girls and gender-diverse people at the forefront of the conversation about planning our public spaces.

As part of this program, Council have received funding for interventions to increase safety for women, girls and gender-diverse people near transport hubs. Through community consultation, Council has identified sites and issues of concern, and suggested solutions for these areas, including Astridge Lane.

An adoption by Council on the 23rd August 2023 has agreed to the improvement of Astridge Lane with the installation of art to the ground surface.

2.3 Requirements

Design

Feedback from Council's community consultation was that colour and vibrancy through public art helps an area feel safer.

As such, the artwork design should use an appropriate colour palette and subject matter to be bright, inviting and 'lift' the surrounding surfaces to improve the sense of night-time safety.

The subject matter of the artwork is open to the artist and can be refined during concept design, once selected and engaged. To keep installation straightforward, council anticipate the design to be abstract, geometric and use a palette of 3-4 colours which can be easily adjusted within the range of common exterior ground surface paints.

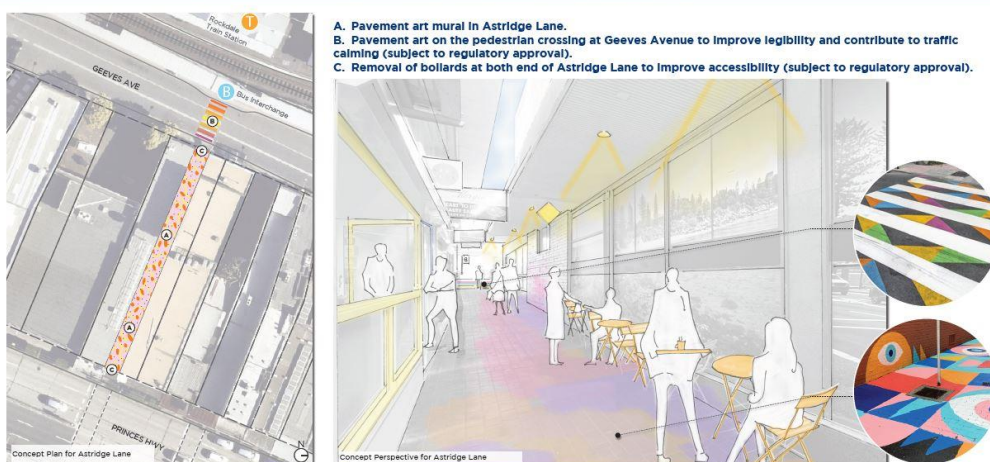
Artwork size and location

Astridge Lane is approximately 110sqm and is an undercover thoroughfare between Geeves Avenue and Prince Highway, Rockdale.

Pending approval, the artwork may extend to the pedestrian crossing between Astridge Lane and the bus interchange adjacent to Rockdale train station, an additional area of approximately 36sqm. Council may also apply the artwork to vehicle barriers and planter boxes installed in King Street Mall.

For reference, below are indicative images used to explain the work and obtain feedback during recent public consultation.

Astridge Lane, Rockdale



Budget

Once the artist is engaged, the following budget applies to the work required:

\$5,000 - includes:

- all drawings and other documentation
- site visit
- all required meetings with council and specialist painting contractor

Delivery

Stage	Work required	Completion timeframe
EOI applications due		15 February 2024
Contract award (successful artist selected and notified)		26 February 2024
1 – site investigation and concept design	<ul style="list-style-type: none"> • visit site with council and investigate all opportunities and constraints, risks and queries • submit for approval an A3 1:100 concept design drawing with clear dimensions, annotation and reference images to communicate intent – must incorporate any reasonable feedback from council 	15 March 2024
HOLD POINT – Council to engage specialist painting contractor, review concept design and provide feedback		22 March 2024
2 – final design	<ul style="list-style-type: none"> • meet with council and specialist painting contractor to discuss design and address any queries – to ensure the artwork is clearly understood and suitable for the location • provide final design incorporating any feedback and required changes 	29 March 2024
3 – installation	<ul style="list-style-type: none"> • assist with queries from council or the contractor 	End April 2024

2 EOI

2.1 Submission

Suitably-qualified artists are invited to submit an Expression of Interest (EOI) which addresses the following. All documents should be PDF or Microsoft Word format.

1. Submission received by the EOI deadline
2. Examples of previous artwork completed with a concise explanation of scope, budget and outcome (on-budget, on-time and on-brief) (*Maximum 10 images*)
3. Artist CV outlining relevant experience and its application to this project
4. Evidence of current insurance, including \$20M Public Liability and \$10M Professional Indemnity
5. Short statement outlining vision for the artwork design that addresses the project requirements (*Maximum 300 words*)

2.2 Evaluation and selection

Criteria

Submissions will be evaluated to determine how well the below has been demonstrated in accordance with below criteria. All are equally weighted.

1. Understanding of the discipline of public art and the requirements of creating artwork for the public domain.
2. Understanding of this project, the risks and a likely methodology for how it might be installed.
3. Creativity and artistic merit
4. Relevant professional experience

Evaluation panel

Will comprise relevant Bayside Council personnel.

Selection

Following evaluation, one artist will be selected and engaged for the project.

3 Reference examples

