

Artist Brief:

Project:
 Commissioner:
 Budget:
 EOI Closing Date:
 Send EOI'S to

Call Out for Artist Expressions of Interest

Four or (Possible) Five Temporary and Ephemeral Artwork Commissions
 Belmont Forum
 Up to \$16,585 (ex gst) per commission
 5.00pm 31/1/2019
 paul@artefactcreative.com.au

Artwork Commissions Overview

Expressions of Interest are invited from artists who are interested in applying for one of (four or possibly five), temporary and ephemeral artwork commissions for the Belmont Forum Shopping Centre over the next 12 - 15 months.

These commission opportunities offer a broad scope of artwork possibilities but ideally they will incorporate interactive, interpretive and/or participatory elements in your performance, exhibition or display and are designed to help activate individual or multiple available spaces inside or outside the centre.



Belmont Forum Background

Belmont Forum is a 40-year-old asset, consisting of 42,000 sqm and located 7kms from Perth CBD. The Centre trades well, above industry benchmarks in many categories. Being close to the Perth CBD, the trade area has experienced significant gentrification over recent years.

The emerging demographic of younger, professional singles/couples with higher disposable incomes was identified as an opportunity missed, this was revealed as a result of focus groups in 2015 highlighting non-shoppers perceive Belmont Forum as old, cheap, unsurprising and lacking aspirational retail brands that embrace fashion, jewellery, leisure and dining. In 2016, Belmont Forum embarked on an invasive 2-year redevelopment that included new centre wide ceilings and floor treatments, full external facade upgrade, improved and additional parking, new amenities and comfortable dwell zones.

An external dining precinct (five restaurants) launched in April 2017. This coincided with the launch of the new brand aimed to reposition the centre as a retail and lifestyle destination with a new look, logo and tone of voice.

In November/December 2017, 11 new stores joined the centre adding a much-improved fashion and homewares offer to the centre. During the same period 10 stores undertook new fit outs.

As a part of this re-development the centre's owners have committed to a series of temporary and ephemeral art commissions to comply with the City of Belmont's Percent for Art policy.





- Project design and documentation prepared for approval by Belmont Forum Management and the City of Belmont
- Fabrication/creation of artwork
- Liaison with Belmont Forum management and Artefact Creative as required
- Transport to and preparations on site
- Decommissioning and removal of artwork after completion.

The role of the artist is to design, schedule, budget, coordinate, fabricate/perform and transport if required a public artwork in line with the specifications in this brief and subsequent contract. The artist is expected to work in collaboration with Artefact Creative, Belmont Forum management during design development and fabrication.

Curatorial Objectives

These temporary and ephemeral artworks are offered with an open brief with commissions for great ideas and execution. The type or form of artwork is flexible and may be:

- Performance based, (dance, theatre, music, etc)
- Street style artworks (engage schools, PCYC, youth groups, etc)
- Artistic Workshops and/or classes
- Artist/s in Residence
- Visual Arts
- Technology based (projections, mechatronics etc)
- Combinations of the above

The preferred artistic responses incorporating:

- Placemaking and Activation of Belmont Forum
- Engagement with shopping centre clientel and the broader Belmont community.
- Positive inclusion and participatory encouragement of the local and broader community
- The ability to highlight local stories and history will be well received.

The performance/exhibition timeframe schedule is to be proposed by the artist as part of their EOI response. The actual timeframe/schedule if successful will be arrived at through discussion with Belmont Forum management.

Artist Scope

The artist will be responsible for the;

- Overall conceptual development,

Selection Criteria

Criteria	Key Questions	Artists are required to submit	Weight
1. Previous experience in similar scaled public art or other art projects	a) What experience have you had managing similar scaled public art projects – if none, state how you would acquire these skills? b) How do you plan to manage this project?	Current CV (2 page maximum) and including current contact details Answers to key questions (max. 200 words)	30%
2. Artistic and conceptual suitability of practice for this project	a) How would you describe your art practice and its relevance to this project?	5 to 10 support images with image attributions on the same page as the image Answers to key questions (max. 200 words)	30%
3. Initial Conceptual Response to this brief	a) What is your broad vision for the artwork and how will this vision compliment and be implemented at Belmont Forum. b) Response to the Curatorial Objectives as stated c) Proposed Budget d) Proposed Schedule and Timeline e) Relevant Insurances	Answers to key questions (max. 300 words)	40%

Please note that you must be resident in Western Australia to be considered for selection. The successful artist will need to be insured, at a minimum for public liability to \$20 million, product liability to \$20 million, professional indemnity to \$5 million and may be required to insure the artwork itself during fabrication.



Artist Definitions

Professional artists can be defined as a person who fits into at least two of the following categories:

- A person who has a university degree or a minimum 3 year full time TAFE diploma in visual or performance arts or, if the brief calls for it, other art forms such as multimedia.
- A person who has experience or a history of exhibiting their artwork at reputable art galleries, performance spaces that sell/ represent the work of professional artists.
- A person who has sold work to major public collections including but not limited to the Art Gallery of WA, any university collection or Artbank.
- A person who earns more than 50% of their income from arts related activities such as teaching, selling artwork or undertaking public art commissions.

Commission Overview

- **(Four possibly Five), Temporary & Ephemeral Artwork Commissions tentatively scheduled as one artwork each quarter for the 2019 calendar year with the possibility of a 5th artwork commissioned for the first quarter of 2020.**

Budget

- **The total artwork budget is up to \$16,585 per artwork commission/installation (excl. GST)**

Commissioning Process

This project is an open call for Expressions of Interest from artists based in Western Australia.

Selection Process

- The selection panel will consist of representatives from the Belmont Forum Management and the City of Belmont. All panel members understand they need to be aware of potential conflicts of interest and confidentiality issues that may arise from being part of the panel. Artefact Creative will be part of the panel and advise, but not vote on the outcome.
- The panel will assess and select an artist/s from the Expressions of Interest received although there may be further conceptual development required before final decisions are made.
- The successful artist/s may be required to talk to a panel and present their concept that meets the requirements of the brief. The concept should be supported with diagrams, illustrations, renders, digital images or video.

Proposed Schedule (subject to change)

**Conceptual EOI Submission Deadline:
5.00pm 31/1/2019**

Project Management

Artefact Creative's Art Consultant Paul Parin is the Project Manager and is to be the first point of contact for this project.

The artist(s) will be contracted to the Belmont Forum.

How to Apply

The artist will need to provide their EOI submission including their response to the selection criteria by:

5:00pm 31/1/2019

Please don't include internet links in documents, or other information not specified in the selection criteria as it won't be considered by the panel.

Please put images and text into ONE document under 10 MB in size and email to

paul@arefactcreative.com.au

If you have any enquires in regards to any aspect of this Artist Brief or the broader project/s please contact

Paul Parin on 0417931339
or
paul@artefactcreative.com.au

for further information.