



WHITEHORSE CITY COUNCIL

ARTIST EOI BRIEF

BOX HILL MURAL ART

Artist Fee: \$8000 + GST

Submission closing time and date: Friday 16 June 5pm.

Whitehorse Council is inviting experienced mural artists from the Eastern suburbs of Melbourne and beyond, to submit proposals to paint a series of retaining walls around large trees in Box Hill Mall during September/ October 2023.

Location: 6 x retaining walls along Market Street, Box Hill Mall as per appendix A & B Pages

Theme: *Sustenance*

This project responds to the diverse food, ingredients and local food growing practices that make Box Hill unique. The Wurundjeri-Balluk Tribe are the traditional custodians of the land on which the City of Whitehorse is located. Local indigenous food used in this region included yam daisies, wattle, bulrush, honey suckle, kangaroo, emu, fish and possum providing sustenance to the Wurundjeri people. Box Hill was also used by local farmers in early 1900's to grow orchards and flowers, including apples, stone fruit, daffodils and jonquils. These days, Box Hill is a well-known foodie destination, thanks to its large diverse Asian population and the wonderfully diverse food, restaurants and unique Asian grocery stores on offer that provide sustenance, flavour, cultural rituals & celebrations.

Background

The City of Whitehorse is located 15 kilometers east of Melbourne and covers an area of approximately 64 square kilometers. It is a culturally diverse community. The 2016 census revealed 11.5% residents were born in China, particularly in Box Hill where 28.2% were born in China.

Box Hill is a vibrant shopping precinct and renowned food destination, with a strong Asian flavour. It is acknowledged as the Asian food capital of Melbourne's east with vibrant experiences specialising in a variety of Chinese, Vietnamese, Malaysian, Thai and Korean cuisine. The traditional market town atmosphere can still be enjoyed in Box Hill's bustling pedestrian mall and fresh food market.

The Wurundjeri-Balluk Tribe are the traditional custodians of the land on which the City of Whitehorse is located. They have been the traditional custodians for over 40,000 years. The traditional language to the tribe is Woi Wurrung and the tribe is now known as the Wurundjeri, being one of five tribes that make up the Kulin nation. The Wurundjeri are a deeply spiritual people and honour the creator spirit, Bunjil the Eaglehawk. Historically, the tribe would camp along the banks of the many creeks that flow through the City and named parts of the local area Namenarren or Nunawading.

The City is also recognised as the home of the arts, stemming from its relationship with Box Hill as the original site of the first Australian Impressionist artists' camp. In 1885, artists established an outdoor painting camp at Box Hill. While the camp only lasted three years, some of the artists, including Frederick McCubbin, returned to the area often.

Project Scope

Submissions must be made addressing the following criteria:

- Take into consideration the limitations of the textured and low wall surface, therefore artwork can be interpretive depictions of the theme to accommodate the wall space.
- Clearly demonstrate response to the theme and site.
- The materials to be used must be of high quality, suitable for outdoors with low fumes.
- The work must be completed within 4 weeks pending weather, including priming artwork.
- Artist to provide own Public Liability Insurance for up to \$10 million.

Your submission must include:

- Artist's proposal on how will you address the theme, site and your technical approach. (up to 500 wds)
- CV listing relevant experience and technical capacities (max 2 pages)
- demonstrated logistical capacity to achieve and realise the project within the stipulated budget and timelines
- Identity of the lead artist and any partners including CV's, weblinks and their role
- Visual support material – 6 images on 1 PDF document and up to 2 web links
- A copy of your current Public Liability to the minimum cover of \$10 million
- Artist's ABN

Assessment Criteria

Submissions will be assessed on a competitive and merit basis against the following criteria:

- artistic and cultural merit
- relevant experience and technical capacities
- response to the project brief, sites and wall surface.

Key Dates

Item	Timeframe
Artist call out closes	Friday 16 June, 5pm
Selected artist appointed.	July
Start painting	September
Finish painting	October

Artist Responsibilities

- Work alongside Placemaking Officer to project manage the artwork installation.
- Provide a copy of your current Public Liability to the minimum cover of \$20million
- Attend site visit/ meeting with Placemaking Officer.
- Meet key timelines and be available for the whole duration of the project.
- Ensure project complies with public and personal safety requirements as determined alongside Council.
- To prime the walls prior to painting artwork.
- Artist to provide all paint supplies including primer.
- Supply a short artist biography, artist statement, artist social media handles, website links and photographic imagery of current works for Council to use in promotional activity.

Whitehorse City Council Responsibilities:

- Public promotion, media and community engagement.
- Provision of Placemaking Officer to assist with artwork project management, delivery and installation safety.
- Walls to be pressure washed in preparation for painting.
- Provide and apply anti-graffiti coating.
- Provide pedestrian management plan.
- Assist with nearby free parking for the duration of the project.

Materials

Artist to supply all materials and equipment, except for the following to be provided by Council: anti-graffiti coating, pedestrian management plan and barriers and marketing.

Lifespan

Artwork to last between 3-5 years and to be maintained by Council.

Clarification of Work Ownership and Intellectual Property

All intellectual property created by the artist in the course of the project will be shared with the City of Whitehorse. As part of this project, the artist acknowledges that images of the work may be used in publicity material etc. The artist also acknowledges that this mural art is ephemeral, temporary in nature and can be changed or removed at any-time by the site owners.

Eligibility

All Australian based artists are eligible to apply with preference given to local Victorian Artists with a strong connection to the Box Hill region and Eastern suburbs of Melbourne.

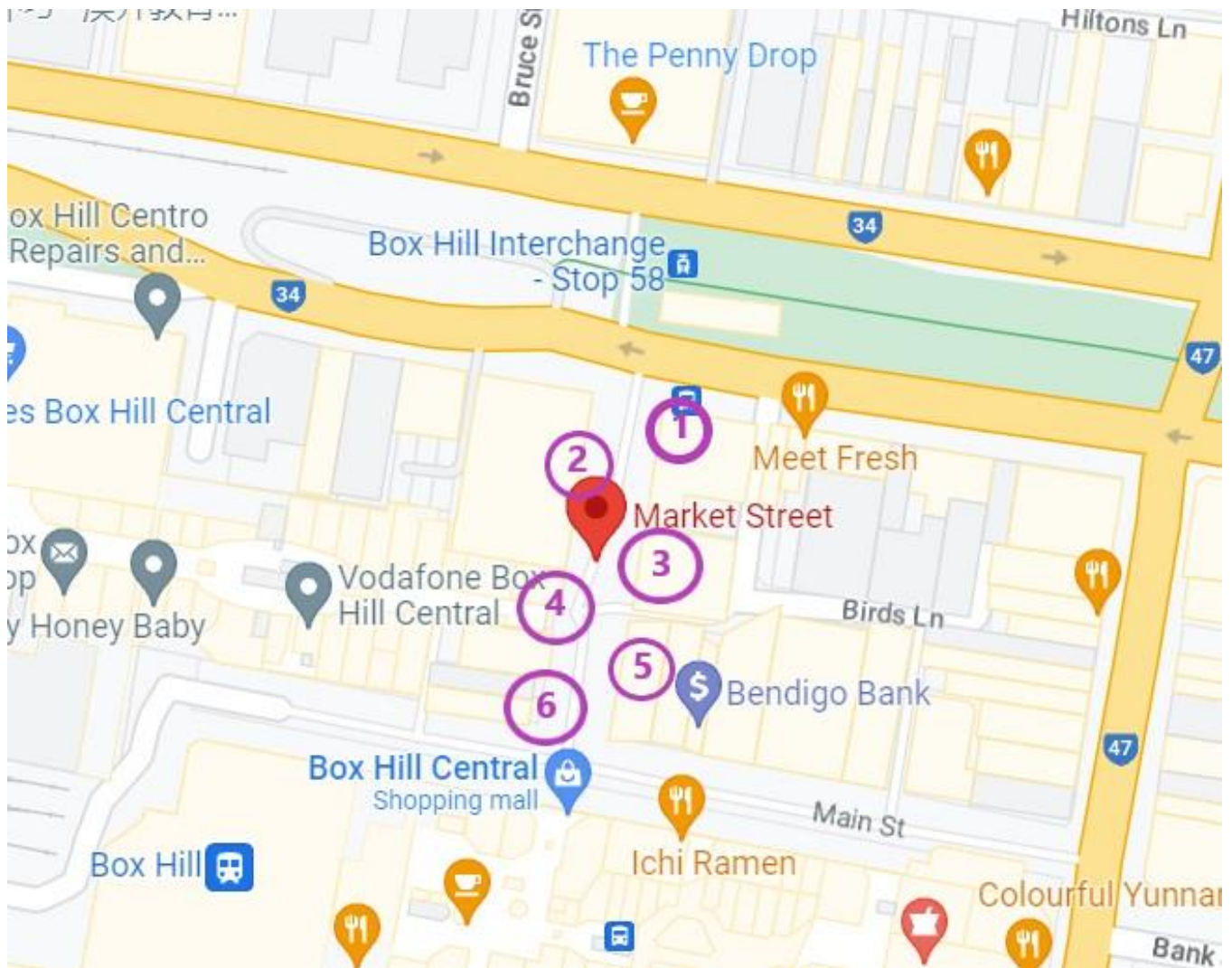
We are committed to diversity and strongly encourage participation from people of all cultural backgrounds, identities and abilities, including First Nations and LGBTQIA+ people, women, mature age and people with disabilities.

Artists who are not Australian citizens or permanent residents must hold an appropriate visa, valid for the duration of the commission and installation process.

Incomplete or late submissions will not be accepted.

APPENDIX A

Location Market St, between Whitehorse Rd and Main St, Box Hill



APPENDIX B IMAGES & SPECIFICATIONS OF SITES

6 X walls: 3200 x 5600 long. Height between 34 - 53cm, top 40cms

Wall surface – Rendered brick



Wall 1 Facing Whitehorse Rd

Wall 2 Next to Blue Activation Pod, facing Whitehorse Rd



Wall 3 Outside Medical Centre



Wall 4 Outside Polar Express



Wall 5 With chairs and tables



Wall 6 Next to café



Contact

For further information, contact:

Placemaking Officer: activate@whitehorse.vic.gov.au

