

Hoppers Crossing Mural

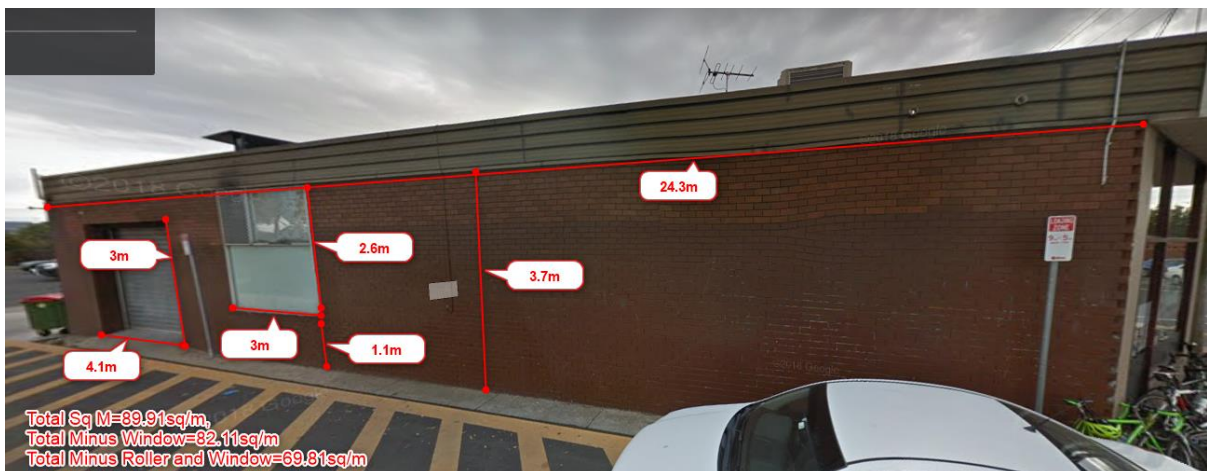
Artist call out: Brief

Requirements

Wyndham City Council seek suitably qualified artist/s to respond to an opportunity to create a Wall Mural artwork to the side wall of 1 Old Geelong Road, Hoppers Crossing. This commission is part of a broader placemaking initiative in Hoppers Crossing and will coexist with rejuvenation of the adjacent park area, footpaths and signage. The finished mural artwork will support pedestrian use of the space by enhancing the visual look and appeal of the area. The wall faces directly opposite a park and is part of a placemaking initiative in Hoppers Crossing.

Surface - redbrick section major section, artwork to cover the whole brick section, top strip and the roller door at artists design discretion. (No artwork on window)

Measurements: As per image below see available surface space. Preference will begin in the concept phase for designs that respond to the scale of the wall. Note that the top metal strip is 0.5m height and 24.3m length – if not included in design concept will be painted in a single block colour in consultation with the artist.

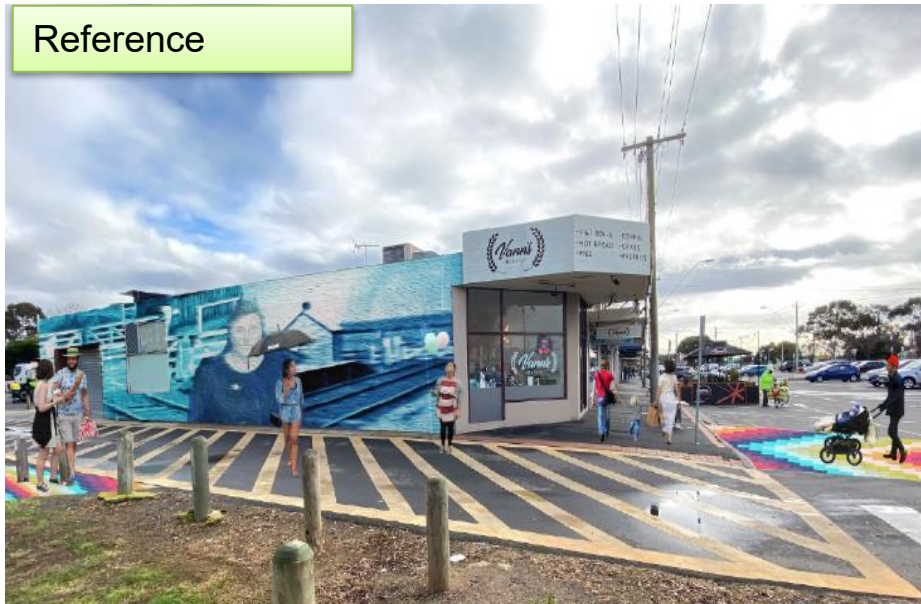


Site views:

Current Condition



Reference



Will include overhanging LED Lighting.

Example only and not an indication on the design or colours sought

Key Concept Considerations and Business Engagement Feedback

Businesses at Hoppers Junction have been consulted regarding the proposed wall mural and given the opportunity to input their suggestion and ideas for the design. The following feedback was collated:

- Something big
- Bright
- Colourful
- Family Friendly
- Interesting
- Pretty
- Meaning – Bring back to local and community
- Nothing too crazy and confusing

Specific examples of design ideas/feedback below which are provided for reference:

- A design with the word “Hoppers” in a cool clean font (not tag font). This is what the suburb is known as by the residents. Big letters with a coloured background.
- A design concept of an animal (example bird) lined up on a tree branch or street strip with a touch of style with character elements that connects back with the businesses at Hoppers Junction. E.g. “a barista” “a burger flipper” “an accountant” “an Indian cook” “Pizza maker” etc.
- The history of Hoppers Junction has a great female empowerment link along with a lot of female business owners along the strip, this could be explored. The work could be hopeful, fun and youthful and celebrate children, childhood and the next generation.

Timeline

The mural needs to be completed by the 27th of November 2020. Only artists who can meet this timeline are encouraged to apply.

Process

- Expressions of interest are open and close at 5pm Wednesday 23 September 2020
- Up to 3 shortlisted artists will be notified on Friday 25 September 2020 to proceed to a concept design. Successful artists will be provided a concept design fee of \$1,500
- Shortlisted artists will supply a concept design by Midday Monday 5 October 2020
- Assessment process will be undertaken
- Artists notified of preferred artist 12 October 2020
- Artist contracted 14 October 2020
- Schedule of work and site access confirmed
- Work must be completed by 27 November 2020 (deadline will be discussed with artist)

To submit your interest

Please submit your CV and up to 10 images of past relevant work in 1 PDF by 5pm Wed 23 September 2020. Please email through to Daniel.reeves@wyndham.vic.gov.au . For further information about this project please call Tegan Lang, Team Leader Arts & Culture on 0448 314 445.

Up to 3 shortlisted artists will be offered a concept design fee of \$1,500

If requested, you will be asked to:

- Submit concept design to outline placement of work on wall, scale, colour choices and overall aesthetic
- This could be a line drawing with annotated notes or more developed work
- Please include in the pdf CV and a selection of images of your past work and a referee

Budget

Total budget for the design, materials, on-costs and artist services is \$15,000 ex GST.

This is in addition to the concept design fee. Wyndham City will oversee traffic management for the install period, anti-graffiti finishes and lighting.

