

Transporting Arts Program

Guidelines and FAQs

Project scope

We are seeking to appoint an artist who can design and potentially assist with installing artwork at Wyndham Vale Station.

The project will draw on the selected artist's previous work and style, but allowing for progression of ideas, techniques and artistic development. The work should be recognisable as the artist's work and in-keeping with themes, patterns and parameters of the artist's existing artworks.

The intention of the artwork should be a playful response to the setting, taking into consideration the different wall heights and sections and experimenting with perspective or visual framing. The artwork should be bright, colourful and visually arresting, with consideration for preferred palettes and input provided by the project working team.

Context - Wyndham Vale

Wyndham Vale is a suburb of Melbourne, Victoria, Australia, 37 km south-west of Melbourne's Central Business District, located within the City of Wyndham local government area. Wyndham Vale recorded a population of 23,273 at the 2016 census.

Wyndham Vale train station was opened on 21 June 2015 as part of the Regional Rail Link. It faces Armstrong Road with an additional exit onto Eureka Drive. It has around 600 car parking spaces, bicycle parking and bus connections into surrounding areas. V/Line trains operating to Geelong service the Wyndham Vale station.

The area in which Wyndham Vale is located was the home of several Aboriginal clans. It formed the boundary between three main First Nations groups: Wadawurrung, Woiwurrung and Boon Wurrung. They all lived in the area now known as Wyndham Vale for thousands of years before European settlement.

Following the establishment of Melbourne and the town of Werribee in the early 1800s, Wyndham Vale became a pastoral area with many hectares of land cleared for cattle and other farming. Several large estates were built, such as the 1000-acre Cobbledink Farm, built in 1868. This remained until the late 1990s and early 2000s when the suburban development of the western suburbs of Melbourne began to rapidly expand. Today, Wyndham Vale is the location of significant population growth as new housing is constructed.

Wyndham Vale is home to the Wyndham Vale Football Club, an Australian Rules football team, which has 2 senior men's teams. The Wyndham Vale Falcons Junior Football Club has 7 Junior Boys teams and a Youth Girls team. Wyndham Vale also features the Wyndham Vale Reserve, which is home to several sports clubs and facilities, such as the Wyndham Vale Cricket Club, and President's Park, a large area of parkland and recreation reserve on McGrath Road. The park consists of several walking and cycling tracks, wetlands, dog off-leash areas and vegetation home to significant numbers of flora and fauna. Several sporting clubs also use facilities in the park, such as the Werribee Hockey Club and Werribee Giants Baseball Club.

Wyndham Vale is located close to the site of many original Mad Max scene locations.

Due to the nature of the site being a busy pedestrian thoroughfare, the wall will often be seen from up close. The work needs to include visually engaging detail from a short distance as well as holding up as a cohesive piece of artwork overall.

Site specifics - Wyndham Vale Station

The proposed artwork site will be the overhead façade of the Wyndham Vale Station entrance foyer, adjacent to Academy Way. The façade is 10m x 1.2m. An image is included below.



Guidelines/FAQs

Program objective

The Department of Transport in partnership with V/Line are working together to identify transport assets across Victoria, which could be used as an artistic canvas to improve the sense of welcome in metropolitan and regional communities.

The Transporting Arts Program aims to:

- Improve the customer and community experience by beautifying and humanising non-commercial transport assets.
- Encourage people to take public transportation by improving sense of welcome, sense of security and connection with their community.
- Support local communities and drive economic opportunities by amplifying reasons to travel in and around Victoria and support cross-city travel.
- Provide an opportunity to showcase the work of local artists.

Call to action

The Department of Transport, V/Line and Wyndham City Council are inviting artists from Victoria to provide creative concepts for the proposed site at Wyndham Vale Station.

One artist will be selected to recreate their design at the identified site.

Submissions should add positively to the public space of transport in Victoria and also reflect the history, community, and unique qualities of the local area.

Who can apply?

To be selected as the artist for this site artists must:

- Live or work, or have a connection to Victoria.
- Be able and willing to complete the artwork before 31 December 2022.

First peoples and multicultural communities are strongly encouraged to apply.

I am a student; can I apply?

Students may apply for funding. However, the proposed activity must not be associated with the completion of a course of study.

Who decides which artwork will be selected?

Members of the Department of Transport, V/Line, and a Wyndham City Council representative.

Assessment criteria includes:

- Strength of creative vision and design
- Technical and logistical feasibility
- How the artwork responds to the context and reflects local community
- Originality of the design

What is the remuneration?

Artists will receive an artist fee for the successful work submitted and installed at the site.

What kind of visual support material should I include?

Material that can be viewed by the panel that will translate well to the site.

How will the artworks be installed?

Artwork will be installed by yourself, or the relevant Transport Operator (V/Line) and their approved supplier/contractor.

How will my artwork be acknowledged at the site?

A small attribution information panel noting the artist and the work will be displayed on site. The three partners may use the image to promote the artist's work and will acknowledge them in relevant marketing or promotional material specific to this project.

If my artwork is selected, do I retain the copyright?

Yes, copyright will remain the artists at all times. The three partners may use the image to promote the artist work and will acknowledge them where relevant.

How will the artwork be maintained?

Artwork will be maintained by the Department of Transport and V/Line for a minimum of 12 months following installation.

Term

Following installation, artwork will be maintained and repaired for a minimum of 12 months. The work may be removed or relocated the should the site become unviable.

Artist licence/agreement

The successful artist/s will be required to enter into an artist agreement signed by all partners.

Consideration of the context

Submissions which add positively to Victoria's public transport infrastructure and consider the history, community, and unique qualities and assets of the local area will be highly regarded. All other visual art interpretations will be considered. If you are using Aboriginal or Torres Strait Islander stories or cultural material that is not your own please provide evidence of community consultation and cultural permissions in the Support Material section of your application

If successful, can I share images of my installed artwork?

Yes, you can share images of your artwork.

What resolution will I need to use to submit my EOI?

No specific resolution is needed to apply, however the successful applicant may be required to provide additional visual information or details.

Can I submit a Video application?

Yes, video applications will be accepted.

Can I submit joint application with friends or other artists?

Yes, joint applications will be accepted.

Can I submit a hard copy application?

No, applications will need to be submitted via the grants portal.

What can I use my artist fee on?

Artist fees are paid to the artist for supplying the successful artwork.

Will my work be cropped?

Your artwork may be cropped to allow for successful installation

If successful, what will happen to my artwork if damaged?

The Department of Transport commits to repairing any damaged artwork for a minimum of 12 months following installation.

Do I need to provide detailed information on myself?

No, you don't need to provide a detailed description of yourself, just a short background and any previous artwork relevant to the EOI.

Can I submit a photograph as the proposed image?

Yes, photographs and other visual art forms can be submitted.

Will abstract work be considered?

Yes, all art interpretations will be considered.

The artwork must not:

- Be offensive to the general public
- Condone or provoke anti-social behaviour
- Promote or relate to alcohol or gambling
- Use sexualised images or gender objectification
- Portray images or events that may cause distress to children
- Be used to promote a political party, parties or a political cause
- Use offensive language
- Demean any person or group on the basis of ethnicity, nationality, race, gender, age, sexual preference, religion or mental or physical disability or
- Disparage or diminish the reputation of public transport or the public transport system in Victoria
- Include any commercial content
- Resemble, be capable of confusion with, or obstruct directional or informational signs or otherwise compromise wayfinding in any way
- Have large areas of block colour (reduces risk of graffiti)
- Include logos, overt branding or QR codes
- Appear to look like graffiti

What support is available for artists with disabilities?

Applicants with disabilities can contact Arts Access Victoria (AAV) for application support at info@artsaccess.com.au or phone (03) 9699 8299.

Who can I contact if I have any specific questions not covered in this document?

Please reach out to dotcorporate@transport.vic.gov.au