



**HEY YOU MOB!
YOUR ARTWORK
ON WYNDHAM'S
TALLEST BUILDING!
EOI CALL OUT!**

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Large Scale Mural Project

SHORTLISTED ARTIST/COLLECTIVE BRIEF

INTRODUCTION

This document explains the background, context, themes, timelines, budget and deliverables of Council's Large-Scale Mural Project. The following information will help the Artist or Collective applying for the project to understand what the expectations and considerations of the project are if they are successful in being selected, as well as deciding if this opportunity is the right fit for their work.

Below is a summary of the research that has gone into the mural project to date, as well as prompts and further information to guide the artistic response and equip the Artist or Collective on their journey throughout the design process.

Throughout the rest of the document, the Artist or Collective in this project will be referred to as 'Artist'.

1. ABOUT THE PROJECT

Background and Context

The intention of Council's Large-Scale Mural Project is to install a mural on the south-west facing facade of the Hunter Building in central Werribee, located at 22 Synnot St, Werribee, VIC 3030 – Google Maps link: <https://goo.gl/maps/Vy79yrAJMC136z3f8>

The building is currently the highest building in both Wyndham and the Werribee City Centre. The scale of the building means the building has sightlines of various distances, meaning the potential for impact of this project is significant.

Council wishes to engage a First Nations Aboriginal and/or Torres Strait Islander artist to undertake the design aspect of the mural. The appointed artist will only be providing the artwork and design for the project, the installation of the mural itself will be outsourced to a third-party installation company. The design work process also has the capacity for artistic upskilling with mentoring from Council, which can be tailored to the artist's interests and current abilities for the project.

The framework of this project is informed by the themes of Foregrounding, Localism, Habitat and Futurism which are drawn from in Wyndham's 2022-2032 Public Art Plan.

Rationale:

- Opportunity to present highly appealing, visually engaging new artwork which represents and foregrounds First Nations artists, artworks and cultural heritage.
- Our community is comprised of many diverse local groups, including business owners, residents, creatives and arts organisations, this artwork is intended to unify community in an appreciation for and deeper understanding of First Nations stories and cultural knowledge.
- Council's 10 Year Public Art Plan contains the Arts & Culture principles, curatorial themes, strategic priorities, and pillars of approach that form the basis for all public art commissions.

Creative framework:

- A First Nations Aboriginal and/or Torres Strait Islander Artist will be commissioned for this project.
- The successful Artist will respond to and interpret the cultural themes that have been provided for reference on this project.
- The selected Artist will liaise with Wyndham City's First Nations Creative Arts Officer to support best understanding/delivery of the project and to also identify opportunities for further professional development and upskilling.
- The final Artist will also be provided opportunities to liaise with the Bunurong project attaché as part of further thematic and cultural knowledge exchange and to provide an opportunity for authentic relationships to be formed. This will be discussed with the final artist and the First Nations Creative Arts Officer.
- The final Artist will liaise with install team on design translation from artwork to execution including potential minor modifications and time sensitive feedback
- The façade consists of a 42.36-metre-wide wall, which is 40.55 metres tall and features rectangular recesses in the middle and top right sections – see appendix below for images
- The site wall also features linear grooves throughout the façade that may be considered for inclusion in the final artwork design.

Werribee and Wyndham:

- Werribee is the commercial centre of Wyndham City located between Melbourne and Geelong, on the historic land of the Bunurong and Wadawarrung peoples. Wyndham City covers an area of 542km² and featuring over 27km of coastline. At the time of the 2021 Census, the City had 292,011 residents and was home to one of the largest Aboriginal and Torres Strait Islander population in the Western Region of Victoria. The land to the west of the Werribee River is recognised as belonging to the Traditional Owners, the Wadawurrung people, whilst the land to the east of the river is acknowledged as the historical home of the Bunurong people.
- This project is generally situated near landmarks such as the You Yangs, Werribee Mansion, and Werribee Zoo, with the project site itself in Synnot St situated to the east of Wirribiyaluk (Werribee River), on Bunurong Land.
- The Metro trainline that terminates in Werribee connects residents to Melbourne via the newly redeveloped Hoppers Crossing, and Williams Landing stations.
- Project stakeholders include:
 - Bunurong Land Council Aboriginal Corporation (BLCAC)
 - Wyndham's First Nations community as supported by the Wunggurrwil Dhurrung Community Centre
 - Site owners and lead tenants of the building
 - Local Arts Organisations
 - General Public
 - Local businesses & Organisations
 - Local creatives

Project Scope

- 3x (three) selected artists will be given two weeks to undertake a paid artistic response to the dimension of the site and the and artistic brief.
- 1x (one) final artist will be given a further two weeks to deliver a final design for the mural.
- Council will provide support for applicants throughout the design process, including tailored mentoring during the paid design processes.
- No previous experience of mural installation is necessary as artists are able to receive various forms of support in translation of their design to a large-scale mural outcome.
- The final successful artist will need to be available for the design process from September to October 2023 and will be required to liaise with the install team on the design and installation process.
- The final successful artist is expected to participate in media and launch activities.

The selected artists will respond to the themes and concepts from a community engagement process which itself responds to the broader themes of the 10 Year Public Art Plan.

The project will involve the artistic interpretation of themes and ideas from Bunurong Traditional Owners – Bunurong Land Council Aboriginal Corporation (BLCAC) – and local First Nations community groups who have an interest in ensuring appropriate cultural representation and aesthetic outcome of the final artwork. Council will assist in facilitating the understanding of the themes and any further conversations throughout the artistic process for the selected artists.

Council's preferred model is to provide internal support from the First Nations Creative Arts Officer throughout the artistic process and facilitate further input and discussion with a project attaché from the Bunurong community. This might require Council to brief the artist/s, but not attend the conversation.

The information should then be used to further develop the artistic themes and cultural representation during the design process.

Themes

The following curatorial themes from Council's 10 Year Public Art Plan act as guiding principles and reflect contemporary community make up and values, as well as a desired future state.

Foregrounding	Preferencing Aboriginal knowing and being as a way to work with place, story and connection
Habitat	Engaging natural, built and cultural landscapes in the region. Aligning growth and change with ecologically sustainable approaches and diverse senses of 'home'
Localism	Work that reflects past, present, and future communities of Wyndham - and the unique cultural character
Futurism	Engaging new forms of artmaking and expression whilst making space for all future imaginings

Following community consultation with Bunurong Land Council Traditional Owners Corporation and further engagement with members of the local First Nations community, the following responses to the themes will inform the artwork or process:

Foregrounding	<ul style="list-style-type: none"> · Acknowledge culture in its specific context, recognise our people and our diverse communities · Coming together, truth telling, opportunity and a safe place to grow
Habitat	<ul style="list-style-type: none"> · The country we care for · There are 5 clans that make up Bunurong - the Yaluki-Willam are the custodians of this area <ul style="list-style-type: none"> – Bunurong Country is large and variable - The resources specific to this region were different to other regions on Bunurong country and the natural resources that were there shaped how people lived, moved and traded · In a modern context is resembles feet on dirt and in water, family gathering and connecting over food and fire - and songlines that tell how culture interconnects through country and the environment
Localism	<ul style="list-style-type: none"> · Country <ul style="list-style-type: none"> – salt and fresh water, - places of trade and gathering – basalt plains. · People practicing culture on country <ul style="list-style-type: none"> – Culture has been asleep while it has been denied - it is starting to wake up again · Embracing the many First Nations people in the area guided by Bunurong Peoples <ul style="list-style-type: none"> – Celebrating the many local Aboriginal peoples from other lands – Other First Nation's groups that also call the region home and share struggles
Futurism	<ul style="list-style-type: none"> · The foregrounding of Bunurong culture and peoples · The respectful connections and acceptance our children and grandchildren will inherit · The future of all the above themes relies on respect of land, diversity and culture · The next generations are picking up the spear to run with it - this generation is sharpening their tools · Merging tradition with contemporary ideas

Schedule

This project must be completed within the set timeframe. This will be discussed with the selected Artists.

Timeline	Milestone	Description
03 Sep 2023	EOI Closes	Initial expressions of interest close
06 Sep – 20 Sep 2023	Initial Artwork Design Phase – 3x Artists appointed	3x Artists will be selected for a paid design process
20 Sep 2023	Initial Design Delivery	
25 Sep - 08 Oct 2023	Final Artist design development phase	1x Artist will be selected for the final design development
08 Oct 2023	Final Artwork Delivery	
12 Oct – 27 Oct 2023	Artist-Installer Install Liaison	Final Artist will liaise with the installation team for design translation to install
TBC Oct/Nov 2023	Artwork Installation	Installation team undertake mural installation onsite
TBC Nov 2023	Reception / Artwork Launch	Media event and official artwork launch to be held in Werribee

2. REQUIREMENTS

Core to the requirements of this project is a culturally sensitive approach. The project depends on the Artist's interpretation of cultural information and responses which have been generated through a consultative process with Bunurong Traditional Owners and local First Nation community members. The interpretation of thematic responses will require communication between local Traditional Owners, First Nations community and Council. The Artist will be of First Nations Aboriginal and/or Torres Strait Islander background. One of the key themes of the project is the Foregrounding of First Nations Traditional Owners voices, culture and themes, Council wishes to provide this large-scale canvas as a platform for Foregrounding.

3. BUDGET

A \$1500 AUD (Ex GST) design fee is available for the initial artwork development for each of the 3x successful Artists.

A further licensing and commissioning fee is available for the final successful Artist of \$20,000 AUD (Ex. GST) to include all artwork development, liaison and artwork delivery.

The Artist will not be responsible for any of the costs or coordination of the install, including lift hire, materials, labour and permits.

4. DELIVERABLES

Initial EOI Process

Deliverable	Description	Payment
Artist information and images of work	Information about the Artist applying, with images of previous artwork, should be submitted via the online EOI form to express your interest in the project. This is also confirmation that you are able to work to the stated timelines in the Schedule above.	N/A - No payment

The selected Artists will be required to deliver the following key documents:

Deliverable	Description	Payment
Initial designs	3x (three) selected artists will be selected to develop and deliver up to 3 (three) initial artwork concepts each as a response to this brief	\$1,500.00 AUD (ex GST) fee paid on submission of initial artwork concepts
Final Design	1x (one) artist will be selected to further develop and deliver their final artwork	\$10,000 AUD (Ex GST) will be paid on signing of artist agreement
Design liaison / updated artwork	The final artist will liaise with the installation team to provide any further changes or format updates to their artwork for translation to an installation-ready format for the mural	\$10,000 AUD (Ex GST) will be paid on submission on approval of design for install
Artist statement and artwork info	The final artist will provide an artist statement and all artwork information according to the required information specified in their agreement with Council	N/A – No payment

5. FURTHER INFORMATION AND SUPPORT

All enquiries should be forwarded to Steven Rhall, First Nations Creative Arts Officer and/or Roland Henry, Public Art & Collections Officer, of Wyndham City Arts & Culture.

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 Phone: 03 8353 4048

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Appendices – Site Images (further detail and related files will be available on request).

Appendix 1 - Hunter Wall



Appendix 2 - Hunter Wall including car park view



