



LET'S CREATE

EXPRESSIONS OF INTEREST

Charlestown CREATE projection mapping
Applications will close Sunday 9 June 2019

About the opportunity

We are inviting proposals from artists to develop a projection mapping based artwork.

Lake Macquarie City Council is creating a link from Pearson Street Mall to Charlestown Skate Park through a series of technology-based artworks as part of the Charlestown CREATE activation project. The theme for this piece is broad and based around **technology and nature**. The artwork can be static or interactive.

Objectives

CREATE is a City-wide art activation project targeting specific areas within Lake Macquarie.

The Charlestown CREATE project will ensure Charlestown continues to be a people-friendly, attractive and vibrant public space, while at the same time encouraging evening activity and improving the profile of Charlestown to the wider community.

Site

The artwork will be installed on Pearson Street, Charlestown. The site is located near a shopping centre, a skate park, sports oval with associated amenities and parking spaces. The area has a high rate of pedestrian activity and motor vehicles passing by. The medium will utilise a plant-covered wall and a projector placed adjacent. The artwork will take into consideration the wall treatment (plants) and the surrounding trees. Sound will not be included within the projection.



Specifications

Site specific projection design must meet the following specifications:

- › artwork has a strong visual impact
- › given its location the artwork will be suitable for all ages (G-rated)
- › take into consideration its effect on traffic and pedestrians e.g. minimise fast rhythms and sudden movements that may disorientate the viewer
- › artwork will add to the audiences sense of place
- › if the proposal features any Aboriginal elements, consultation with the relevant registered Aboriginal parties will be required
- › must reference the cultural, environmental and historical themes of the site
- › This project will utilise projector mapping technics

Budget

A commission of \$10,000 plus GST
Council to supply/install hardware

Responsibilities

The artist will:

- › attend a minimum of two project management meetings with Lake Macquarie City Council staff
- › provide insurance while off-site
- › cover all costs involved in developing the work
- › carry out works in accordance with the design brief, the Australian Standards and the National Construction Code
- › complete all works required for the project

Council will:

- › provide interpretation signage or panel
- › manage the installation of the artwork in collaboration with the artist
- › supply onsite installation equipment and personnel (based on discussion with designers and project manager)
- › photograph the process and final artwork
- › organise the opening/launch event

- › develop and distribute media and marketing materials
- › oversee risk management
- › approve due diligence of the site
- › consult with businesses and residents

Selection criteria

A judging panel will assess applications against the following criteria:

- › originality of the concept
- › relevance to proposed location and audience
- › quality of visual representation
- › ability to articulate a sense of place and community identity
- › how the design will enhance the precinct and profile of the City
- › ability to complete the commission within budget, timeframe and complexity of installation

Key project dates

Detail	Deadline
EOI application opens	13 May 2019
EOI application closes	9 June 2019
EOI application assessed	Week commencing 10 June 2019
Artists contracted / notified	Week commencing 17 June 2019
Installation	November 2019

What to include in your EOI

- › artist contact details and CV
- › relevant experience and examples of previous work
- › concept design with a maximum of two designs (no longer than 45 seconds long) / or 5 images
- › up to 500 words describing your concept, construction process and implementation requirements
- › proof of relevant insurances, including public liability insurance

- › work program and payment schedule
- › two referees

Submit your application

Applications will close **Sunday 9 June 2019**.

Any application received after the closing date may be deemed non-compliant and disqualified from the assessment process.

Applications may be lodged electronically by email or in hard copy format.

Electronic submissions (preferred method)

Expressions of interest submitted electronically must be sent to **publicart@lakemac.nsw.gov.au**

Artists are responsible for ensuring that any documents or information sent electronically is in an acceptable format (such as PDF, Excel or Word).

Hard copy submissions

Hard copy submissions can be delivered:

- › in person to Lake Macquarie City Council's Administration Building, 126-138 Main Road, Speers Point NSW 2284
- › by mail to Lake Macquarie City Council PO Box 1906 HRMC NSW 2310

Contact

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