

# POWER BOX STREET ART COMMISSION 2020

- ▶ Artist's Brief
- ▶ Expressions of interest due  
24 November 2019



# PROJECT OVERVIEW

Melton City Council is calling for emerging and/or experienced visual or street artists aged 18-25 years who reside in the Greater Melbourne area to register their expression of interest in the Power Box Street Art commission. Four artists will be selected to create a temporary power box artwork which responds to the achievements of young people in the City of Melton.

Artists will be provided with an artist's fee of **\$2000.00 + GST**

Expression of Interests due by **24 November 2019**

## More information

Once you have fully reviewed all pages of this brief, you are welcome to seek further information about the application process by contacting the Arts Team.

Email: [artsandculture@melton.vic.gov.au](mailto:artsandculture@melton.vic.gov.au) Phone: **03 9747 5300**

## **BACKGROUND**

Melton City Council is committed to the development of a vibrant arts community, providing opportunities for arts participation, engagement and appreciation.

Since 2017, Melton City Council has been developing street art opportunities in selected urban spaces in our local government area. This resulted in the commission of several new works, including large mural works by Sydney artist PHIBS, and Melbourne artist George Rose, as well as mural works by local artists and a series of artworks on power boxes. Melton City Council is again seeking to engage artists to paint a series of power boxes throughout the region in 2020.

The City of Melton is a place where everyone belongs, and is enriched by cultural, linguistic and social diversity. This season, Melton City Council is focussing specifically on the achievements of our young people and their contribution to the City. Each selected artist will be paired with a young person with the aim to listen and reflect on that person's story, achievements and experiences.

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## **CONCEPT**

Concepts will be developed based on the information provided by the young person with whom each successful artist will be matched. Artists will be encouraged to respond to the achievements of the individual - for example, a story of their impact on the community or a broad response to their individual story. Artists are encouraged to think creatively about the information provided by the young person, and avoid literal translation of their story.

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## **AIMS**

- To provide new commissioning opportunities for young artists.
- To ensure a broad representation of our community in our shared public spaces.
- To provide professionally executed street artworks that complement the existing public artworks in the City of Melton.
- To improve community respect and value of young people.

## **YOUTH ENGAGEMENT**

Melton City Council is dedicated to building a proud and inclusive community. Four young people have been selected for representation through this project. Artists will collaborate with one of these individuals to assist with the development of their concept. It is recommended that artists respond creatively, and avoid illustrative or derivative explanations of the individual's stories. Assignment of individuals will be final, and negotiation will not be entered into.

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## **LOCATIONS**

Four sites within the City of Melton have been selected. Specific locations will be provided to the artists upon a successful application. Dimensions, images of the site, access points, and an aerial map will also be provided at this time.

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## **SELECTION CRITERIA**

Artists will be selected on merit according to the criteria below:

- Demonstrated experience working with community
- Ability to engage with young people
- Quality of previous artwork
- Capacity to complete work within given budget and timelines

## DESIGN

If selected, artists will be expected to deliver a finalised design to the provided location dimensions, taking into consideration the features of the location and power box. This design will be reviewed by the Public Art Working Group, comprising relevant staff from Melton City Council, a representative of Powercor, and the young person with whom the artist is paired.

Should the design not meet the approval of any of the above, the artist will be expected to provide a revision of their work, reflective of feedback provided by the working group.

Designs must:

- Be original
- Represent the engagement you have had with your matched young person
- Involve high contrast to ensure good visibility
- Be presented on the provided template by the designated due date. Please note that boxes vary in size and shape, and artists will be provided a template upon a successful application.
- Be executed with acrylic outdoor paint

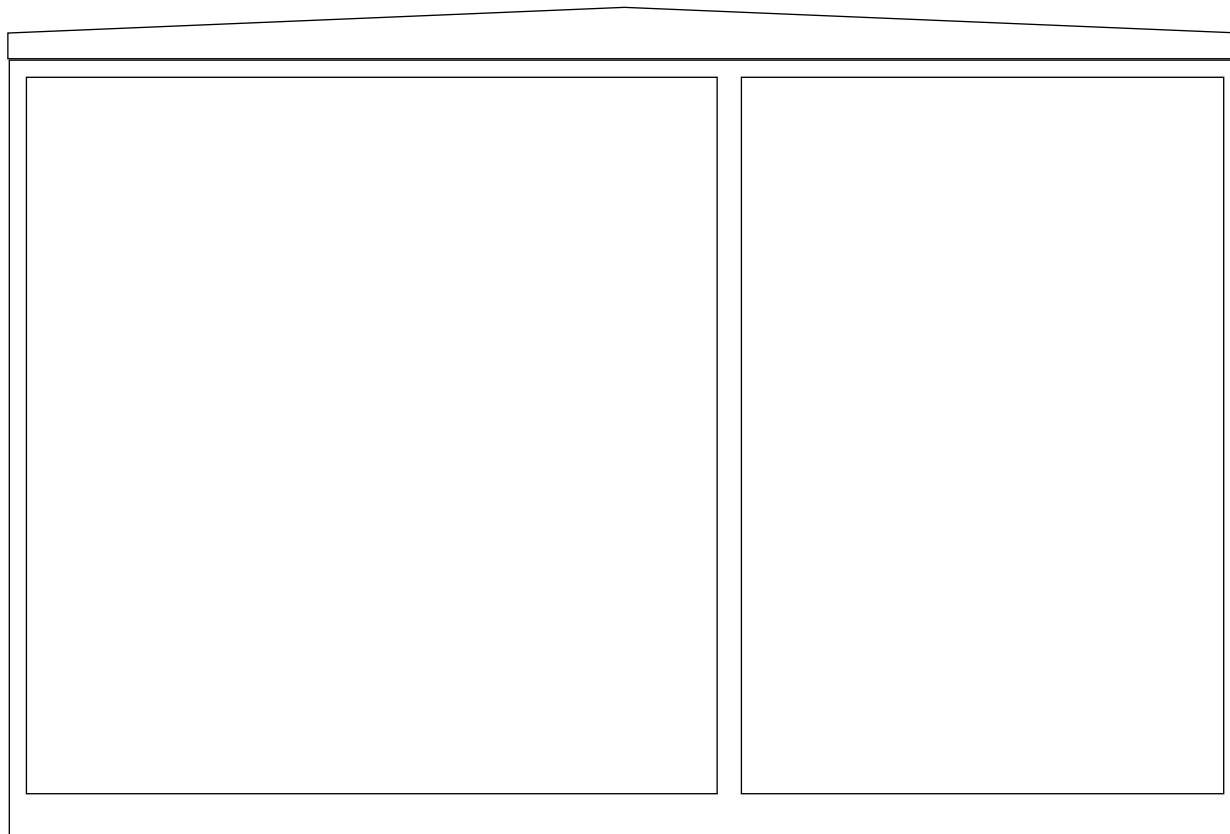
Designs must not use:

- Aerosol paint, due to safety restrictions from the asset provider
- Large areas of blank colour leaving space for graffiti tags
- Lots of dark colour (as dark colours can cause the box to overheat)
- Trademarks, brands, business names, logos or copyrighted images
- Images that are political or religious
- Offensive or vulgar imagery or text (eg. nudity or violence)
- Collage or fixtures on the box

\*Powerbox signage and labels cannot be covered.

**TEMPLATE :**

For selected artists, designs must be provided by the due date on the provided template similar to that shown below. Please note that the template is indicative of a typical box only, and that your box may be different in size and shape from the below.



Front view



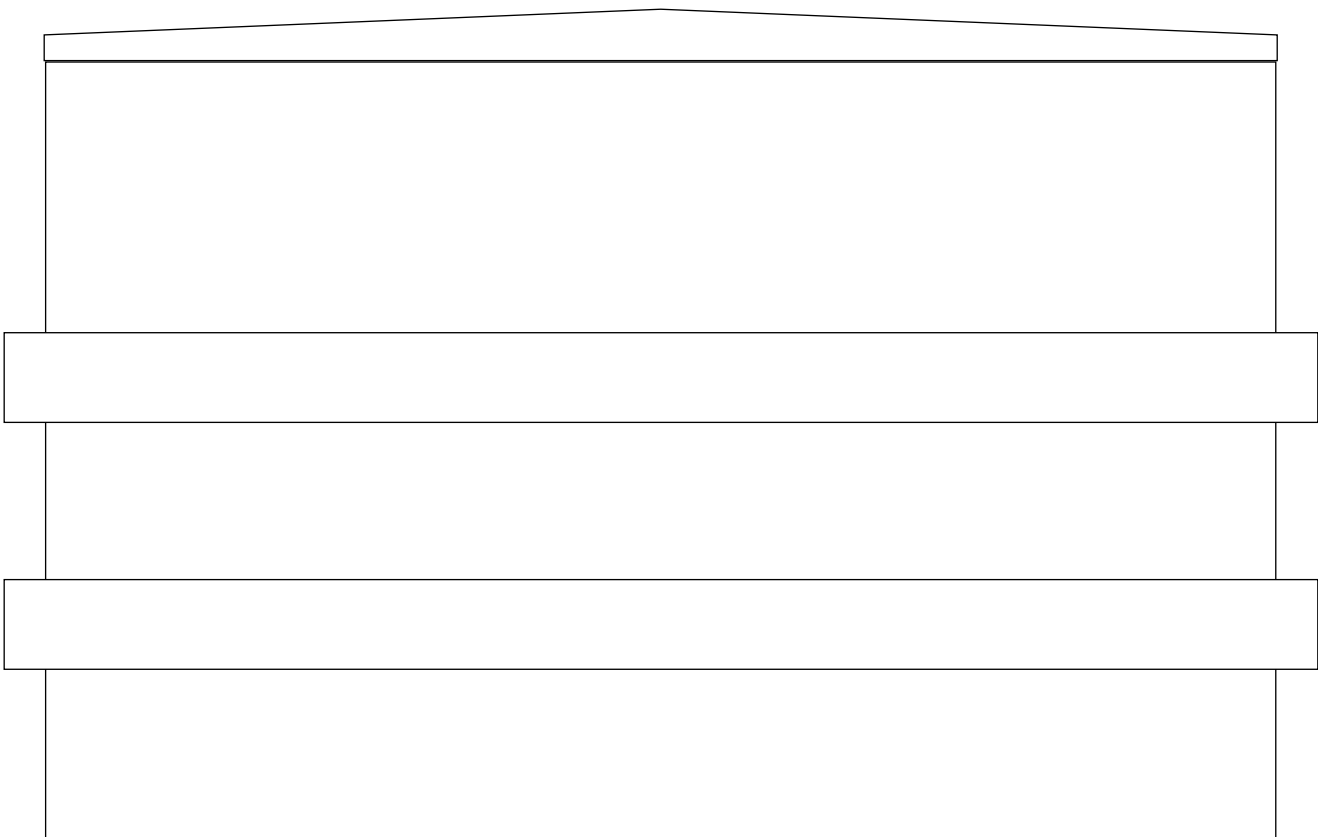
Height: 138cm

Width: 204cm

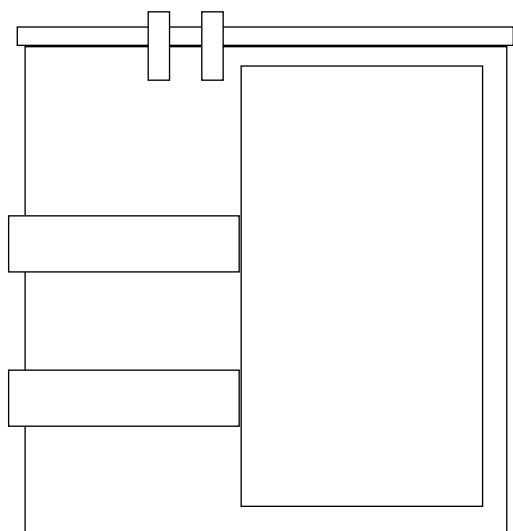
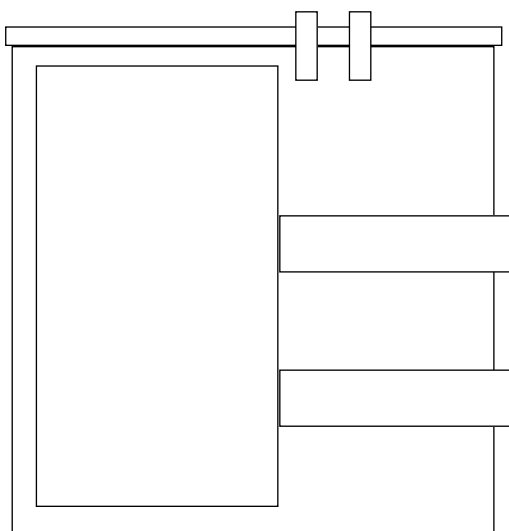
Depth: 148cm

\*dimensions are indicative only  
- power boxes vary in size and shape.

**TEMPLATE :**



Rear view



Side view 1

Side view 2



1



2



3



4



5

Image credits (from left to right):

1. George Rose, *Untitled [floral emblems]* 2019, Ravenhall
2. 2choey, *Indian Service Club* 2019, Caroline Springs
3. Elizabeth Dalton-Hooker, *Women Making It Happen* 2019, Taylors Hill
4. Luna Tunes, *Kirrip House* 2019, Melton South
5. Jak Rapmund, *Melton Men's Group* 2019, Thornhill Park



## MATERIALS

It is expected that the artist designs their final artwork to be executed with materials suitable for outdoor use, understanding the constraints of weather in the region. Artists will be required to use paints from Council's preferred brands, and this will be discussed with successful applicants.

**\*Due to safety restrictions provided by Powercor, no aerosol paints will be accepted for use.**

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## KEY DATES

ITEM	DATE
EXPRESSION OF INTEREST DEADLINE	24 NOVEMBER 2019
NOTIFICATION TO SUCCESSFUL APPLICANTS (40% OF COMMISSION)	6 DECEMBER 2019
YOUTH ENGAGEMENT PERIOD	JANUARY - FEBRUARY 2020
DESIGN DUE	15 MARCH 2020
DESIGN ACCEPTANCE	27 MARCH 2020
WORK COMMENCEMENT	14 APRIL 2020
COMPLETION AND ARTWORK ACCEPTANCE (60% OF COMMISSION)	30 APRIL 2020

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## BUDGET

Melton City Council is offering successful artists a fee of \$2000.00 + GST for the development of their design in consultation with their paired young person, and the execution of the final work on the provided power box. This includes but is not limited to transport, materials, equipment, and safety gear where required.

Melton City Council will provide site safety bollards and conduct initial risk assessment meetings.

## OWNERSHIP

Copyright of the final design will remain with the artist, who will grant Melton City Council non-exclusive licence to re-produce the final work for marketing and promotional purposes. The work will remain the property of Melton City Council and Powercor upon completion.

Artists must acknowledge that these boxes are critical infrastructure and therefore emergency removals and replacements may need to be undertaken at short notice. Similarly, to comply with safety standards, Powercor conducts regular maintenance and replaces unsuitable boxes without notice. Therefore, these works are deemed temporary and no guarantee can be made for the longevity of their display period.

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## EXHIBITOR RESPONSIBILITIES

The artist will be responsible for their own safety, and must comply with all laws, regulations, mandatory standards (including safety standards) and the directions of regulatory authorities that may relate to the project including industry codes and guidelines.

Artists will be responsible for ensuring they have adequate public liability insurance for the duration of the project.

## MELTON CITY COUNCIL RESPONSIBILITIES

Melton City Council will:

- Provide safety bollards on site during the creation of the work
- Undertake documentation of the work, and make this available to the artist upon request
- Act as liaison with artists and contractors
- Maintain the temporary artwork where necessary and practical.




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**Thank you for reviewing Melton Arts and Culture's Power Box Street Art Commission Artist's Brief.**

**To discuss your application prior to submission, or for further information about the application process, please contact the Arts Team.**

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## CONNECT WITH US

-  @imaginemelton
-  artsandculture@melton.vic.gov.au
-  9747 5300

We acknowledge that our works are created on the traditional lands of the Bunurong, Wurundjeri and Wadawarrung peoples. We pay our respects to all Aboriginal and Torres Strait Islander Elders, past, present and emerging.