

Creative Brief: City of Darebin Festive Window Artwork 2022

Project Objectives

Darebin Council is seeking to engage a selection of local artists to develop and apply festive artwork designs on chosen shop windows and vacant shop fronts throughout Darebin for the Christmas 2022 season. Designs which would bring interest, colour and have an inclusive festive feel are strongly encouraged.

Details:

- To apply festive artwork design onto a nominated shopfront window/s or vacant shop window in late November and/or early December 2022, using materials which are quick and easy to apply and remove,
- To bring interest, colour and an inclusive festive feel to Darebin's local shopping centres over the festive period,
- To consider local elements and palettes which reflect the festive summer period,
- To ensure that the business is visible to passersby,
- To work with Council staff to finalise the design for the selected site.

Background

Darebin City Council will support local activity shopping centres throughout Christmas with a mix of decorations and artwork. This will be particularly important as the community returns to the main streets following pandemic restrictions. Council decorations will include fairy lights, bin wraps and Christmas trees in some centres. The window artwork referred to in this brief will complement Council's overall festive program.

Audience

Window artwork to be installed across Darebin's shopping strips. The precincts are frequented by a diverse group of local people and visitors, of different ages, ethnicities and faiths. Artworks are installed in unsupervised public places and as such the artist's must consider Duty of Care in their concept proposal, choice of materials and construction.

Job Specifications

- a brief artist's statement exploring the proposed approach or concept, ideas and inspiration for this festive window project, (maximum 200 words)
- Curriculum Vitae, (maximum 1 page)
- Examples of previous art projects. Digital images of previous art projects saved as jpegs, (please include project dates, materials, dimensions and locations)
- Artist must be able to apply artwork in different sizes, depending on the window, type of shop and business owner needs,
- Artworks to be installed in a medium that is quick and easy to install and remove (note Council will organise and pay for removal). For example, Posca pen or other material as recommended by artist,
- Artists will likely be asked to complete artworks in specific Darebin shopping centres on set days,
- Ability to complete artwork in late November and /or early December 2022,

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- Artist to comply with any imposed COVID-19 restrictions and practice in a COVID-safe manner,
- If selected, confirmation of relevant current public liability insurance cover and footpath management plan.

Project Budget

The total budget allocated for each commission is between \$500 and \$1,000 for each location depending on the size of the artwork. The budget must cover all costs associated with the Commission, including; artist fees, sub-contractor fees if required, materials, design development and all other associated costs for the design and installation of the work.

Council will arrange for the window to be cleaned in preparation of artwork, organise a footpath permit and removal of the image at the end of the 2022 festive season.

Materials

Environmentally safe material practices with durable and weather-resistant materials appropriate for the nature of the commission and the site.

The artist will retain copyright of the work referred to in this brief. The artist agrees to permit Council to publish reproductions of works for any non-commercial purpose, including Council brochures, tourist information, promotional posters, and documentary film. Council will acknowledge the artist as the creator of the work.

Design Acceptance Criteria

Existing, adapted and newly created works are equally welcome. Works must be original works by the artist responding to this brief. Please note Council hopes to engage several local artists to support this project.

Selection will be based on the following criteria:

1. Artist lives, works or studies in Darebin,
2. Understanding of the brief,
3. Artwork concept and final design promote a festive feel, and
4. Artwork celebrates the local Darebin area and community.

Response Requirements

In responding to this project offer, please include:

- Confirmation of your relationship to Darebin,
- Proposed concept for artwork design, including proposed medium for applying to windows,
- Estimated number of windows that could be painted,
- Confirmation of availability to complete the project within the timeframe outlined below,
- Confirmation of ability to deliver across any shopping strip in the City of Darebin,
- Advice on whether GST is to be paid or not,
- Public liability insurance details.

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Timeframe

Please review and consider the below deadlines carefully, it is a condition of this contract that the key deadlines below are met.

Thursday 13 October 2022	EOI brief opens
Tuesday 25 October 2022	Responses to brief close
Tuesday 1 November 2022	Successful artists informed
Late November -December 2022	Artists apply artwork designs to windows

Responses to brief close COB Tuesday 25 October 2022 and must be emailed to activespaces@darebin.vic.gov.au

Enquiries to:

Penelope Le Petit

Place Manager

Penelope.lepetit@darebin.vic.gov.au

0427012008

Inspiration

Note the below is an indication only, Artists are encouraged to search for other local examples of festive window artwork and bring their own creative brand to the design.



Source: -Snap Printing, Darebin Christmas 2019 Soniak.com

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Source: <http://www.louendicott.com.au/>



Source: <https://www.pinterest.com.au/pin/60587557470644554/>



Source: Sydney Road, Brunswick, Festive Art on Windows