

Transporting Arts Pilot Program

Expressions of Interest & Artists' Brief



Tram Stop 31, Northcote Town Hall

[V2]

A collaboration between:



Expressions of Interest – Tram Stop 31

The Department of Transport and Planning (DTP) in partnership with Yarra Trams and Darebin City Council are inviting Expressions of Interest (EOI) from artists in Victoria (individuals, groups or collaborations) to provide creative design artwork for Tram Stop 31, outside Northcote Town Hall in Northcote, Melbourne.

1. About Northcote

The area now known as Northcote is on the traditional lands of the Wurundjeri people, and sits 7km north-east of the CBD.

Northcote hosts arts events and neighbourhood festivals throughout the year and is vibrant with cafes, boutiques, restaurants and events.



2. About Artists' Submissions

Artwork submissions are encouraged to respond in their own way to the vibrant Northcote Town Hall Arts Centre precinct.

All artwork mediums will be accepted for this commission, including existing artworks that are completed. The successful artwork that is selected will be professionally photographed and digitally rendered on to vinyl for application on the tram stop. The final outcome for the project will be a digital reproduction of the work which will be adhered to the tram stop on vinyl wraps.

The artist of the selected artwork will receive \$3000 (AUD) as payment.

Submissions close Friday 23 August 2024. The artist of the selected artwork will be notified in early September 2024.

3. About the Transporting Arts Pilot Program

The Transporting Arts Pilot Program is revitalising transport hubs across metropolitan Melbourne and regional Victoria in partnership with Metro Trains, Yarra Trams, VicTrack and local councils.

The Program aims to enliven the community and passenger experience at tram stops and train stations across Victoria with public art installations by local artists.

To date, the program has transformed six sites including tram stops at the Royal Botanic Gardens, Melbourne Museum and Carlton, and train stations in Wyndham Vale, Pascoe Vale and Wallan.

Learn more by visiting our website: <https://dtp.vic.gov.au/about/dtp-corporate-and-communitypartnerships/transporting-arts-program>

4. Tram Stop 31 – Wider context to the art site

Tram Stop 31, part of Melbourne's Route 86 tram line, is located on the vibrant High Street in Northcote. It is positioned directly outside the Northcote Town Hall Arts Centre and is frequently used by visitors attending events and activities at the venue.

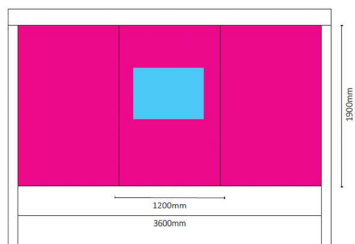
The Northcote Town Hall Arts Centre is a vibrant arts and cultural venue situated 7km north of the Melbourne CBD. The venue is a dedicated arts centre, staging a broad range of performance work in partnership with local, national and international artists. The Northcote Town Hall Arts Centre site features Uncle Ray Thomas' stunning mural of intensely vibrant colours adorning the rear wall of the square and the access ramp supports.



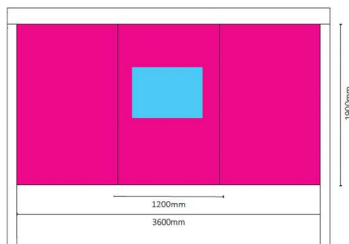
5. Tram Stop 31 – Installation

The selected artwork will be installed on the main panels of the two tram shelters (north and south bound lines) using vinyl wraps. The side wings will remain transparent for safety. The measurements of the main panels are: 3600mm W x 1900mm H.

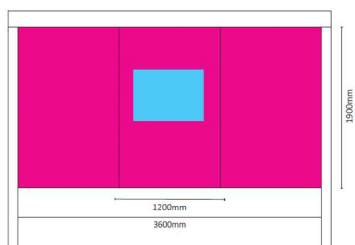
SHELTER 1 ROAD-FACING



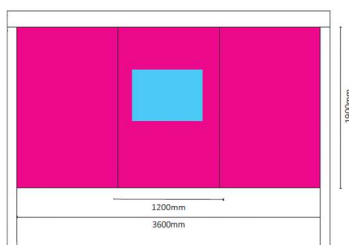
SHELTER 1 TOWN HALL-FACING



SHELTER 2 ROAD-FACING



SHELTER 2 CAFE-FACING



TYPE	LOCATION	SCALE
Bespoke shelter	Stop 31 Northcote	1:40
No Ad	Town Hall	

 No vinyl / obstructed area
 Artwork area

6. Eligibility

Artists (individuals, groups or collaborations) who apply must:

- Currently live, work, or have a connection to Darebin.
- Be able to complete the artwork by Monday 7 October 2024
- Submit their own work or have permission from all participants to include their work in their submission.
- Be willing to be filmed and photographed at the site once completed.

Aboriginal and Torres Strait Islander people, as well as multicultural communities, are strongly encouraged to apply.

Students may apply however the proposed activity must not be associated with the completion of a course of study.

7. Submissions

Submissions that contribute positively to Melbourne's public transport infrastructure while considering the historical, community, and distinctive characteristics of the local areas will be highly regarded.

Submissions from artists who live, work or study in Darebin, or hold another significant connection to Darebin, will be prioritized.

The artwork can be new or existing, and we welcome all visual art representations for consideration.

There is no specific size or resolution needed for submissions, however the artwork will need to be scalable for installation.

If you are using Aboriginal or Torres Strait Islander stories or cultural material, you must be a traditional owner of the land. Please provide evidence of community consultation and cultural permissions in the Support Material section of your application.

8. Timeline

Action items	Lead	Deadline
Community engagement	City of Darebin	Friday 5 July 2024
Artist EOI opens	City of Darebin	Tuesday 16 July 2024
Artist EOI closes	City of Darebin	Friday 23 August 2024
Shortlist and selection	City of Darebin, DTP, Yarra Trams,	Monday 26 August 2024 – Friday 30 August 2024
Notify artist of selected artwork	DTP	Wednesday 4 September 2024
Artist agreement	DTP	Monday 23 September 2024
Artist submits final files	Artist	Monday 7 October 2024
Production and installation	Yarra Trams	Friday 18 October 2024

9. Assessment

Submissions will be assessed by a committee of representatives from the Department of Transport and Planning, Yarra Trams and Darebin City Council based on the following criteria:

- Strength of creative vision and design

- Technical and logistical feasibility, including suitability of the artwork for the proposed format of a 2D vinyl wrap.
- How the artwork responds to the context and reflects local community
- Originality of the design
- Connection to Darebin

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
- 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 (this will reduce risk of graffiti)
- Include logos, overt branding or QR codes
- Appear to look like graffiti

10. Installation

The selected artwork will be printed on vinyl and attached to the shelter panels by an approved graphics supplier/ contractor. The artwork may need to be cropped to allow for successful installation.

DTP will engage a photographer and graphic designer to work with the artist, if needed.

11. Artist acknowledgement

The artist will be acknowledged at the stop, with the title of the artwork, the year and description affixed as part of the artwork installation. The Department of Transport and Planning, Yarra Trams and Darebin City Council will acknowledge the artist in relevant marketing and promotional material specific to this project.

12. Artist agreement

The successful artist will meet with the Department of Transport and Planning to discuss and enter into an agreement signed by all partners.

13. Artwork copyright

The copyright of the artwork will always remain with the artist. The Department of Transport and Planning, Yarra Trams and Darebin City Council will retain the right to use images and videos of the installation in future promotions of the Transporting Arts Program or other community activity promotion. Every effort will be made to acknowledge the artist when images of the work are used.

14. Artwork maintenance

The artwork will be maintained by Yarra Trams for a minimum of 12 months following installation.

15. Enquiries

If you have any questions please email ActiveSpaces@Darebin.vic.gov.au

16. Making a submission

Please email your completed application form (see next page) and supporting material to: ActiveSpaces@Darebin.vic.gov.au

If applying as a group, please nominate one representative as a primary applicant and person of contact.

The artist of the selected artwork will be notified in early September 2024.

Transporting Arts Program (Tram Stop 31) – Application Form



Applicant full name	
Address	
Email	
Contact number	
Your connection to Darebin <i>Tell us about your connection to Darebin.</i>	
What is your art form? <i>Eg. Painting, drawing, photography</i>	
Artwork description <i>Please describe your artwork (100-150 words)</i>	
Supporting material	<i>Provide a minimum of four images that are reflective of the artwork you're proposing. You can attach these images to your email when submitting this application form.</i>
Artist biography <i>Tell us about yourself and your journey as an artist (50- 100 words)</i>	
Website/ social media handles	
Would you like your artwork to be considered for future opportunities as part of the Transporting Art Program?	Yes <input type="checkbox"/> <input type="checkbox"/> No