



Artist Brief: Aboriginal Mural

Client: Adelaide Central Market Authority (ACMA)

Project: Aboriginal mural

Location: Gouger Street lift façade

Project Overview

The Adelaide Central Market is more than a fresh produce market, it is a meeting place, a place in the heart of our city and a place that respects and celebrates cultural diversity through its vibrant community of customers, traders and visitors.

The Adelaide Central Market Authority is committed to meaningful and respectful inclusivity, a welcoming place for locals and tourists alike.

The Adelaide Central Market has identified an opportunity to engage an Aboriginal artist to commission a mural that acknowledges and celebrates the Aboriginal cultures.

Artwork Opportunity

The proposed location for the artwork is in a high profile Market entrance on Gouger Street (SW corner), and adjacent to the Market's event activation area and largest common dining area which seats approximately 100 people when at full capacity.

The area was selected as an opportunity to create a strong entry statement and for its high foot traffic, prominent location. The location also allows for ongoing annual activations that recognise and respect Aboriginal cultures.

The opportunity is open to Aboriginal artists with experience in mural work. Kurna artists are encouraged to apply. This could be an opportunity for a collaborative piece or mentorship between an emerging artist and an established artist.

The piece should bring to life and reflect a sense of welcoming and belonging, inclusivity and community gathering.

Opportunity Considerations

The piece (a mural), will be located at the Gouger St lift wall.

Wall measurement: 12sqm (approx. 3.6m x 5m, with void for lift doors)

ACMA will prepare the area, including removing all signage and cleaning the walls, ready for the commissioned work.

(Note: works to be completed at times as negotiated with ACMA to ensure works can be safely completed outside peak Market trading times)



Artwork Objectives & Considerations

A common-sense approach is also required regarding artwork content. The artwork will need to meet the following safety/practical criteria:

- Contemporary
- High quality and strong artistic integrity
- Inspiring, educational, and engaging to Adelaide's diverse population
- Visually appropriate and of a scale relevant to the site
- Sensitive to the cultural significance of the area
- Appeal to first time and repeat audiences
- 'Whole of life' energy and limiting environmental impact
- Where possible, locally sourced materials
- Works are to be environmentally managed to ensure that any products used (paints, solvents etc) are managed on site and do not contaminate the surroundings or end up in Council's stormwater system
- Works are to utilise materials (paints, solvents etc) and methodologies (aerosol etc) that are suitable to their respective location; ensuring Occupational Health and Safety standards are maintained. (ie. no spray-painting processes in enclosed spaces.)

The ongoing maintenance of the artwork should be a key consideration. The artwork must:

- Be easily cleaned
- Minimise potential vandalism, including graffiti
- Require minimal ongoing maintenance and include a protective graffiti management coating (to be supplied by ACMA for the artist to install)

As the space is within the public realm, the approach is the same as that of public artworks elsewhere (i.e. no overt nudity, profanity, racism etc.) Propaganda advocating either war or hatred based on race, religion, language, sexuality, ability or nation of origin will not be accepted.

The commissioned artist/s will be required to provide guidelines and estimated costings for the ongoing maintenance of the work, including a graffiti management plan. The artwork must not infringe the Intellectual Property Rights or copyrighted materials.

Budget

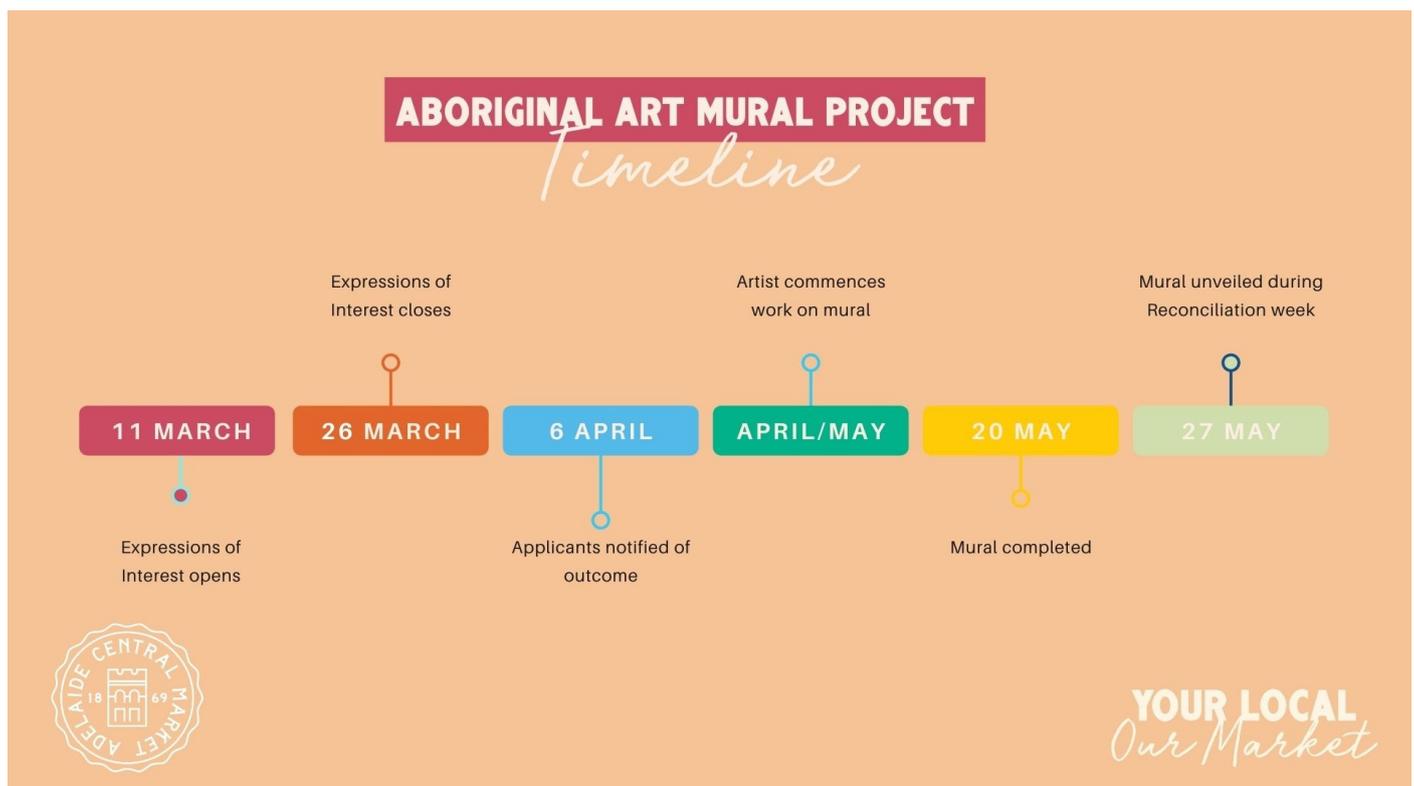
The fixed project budget for the commissioned mural artwork is **\$8,000 (GST exclusive)**.

The budget is to cover all costs associated with the concept and design development, execution, and delivery, including:

- Risk assessment
- Work permits
- Concept and design development drawings
- Materials
- Fabrication
- Pedestrian and Site management
- Installation
- Documentation
- Protective graffiti management coating
- Site clean-up and remediation after installation
- Artist's fees (including travel, any sub-contractor fees etc)
- Work in Progress and Work in Transit insurance
- Public liability insurance (\$20 million)
- Contingency.

Please note Equipment hires (ACMA will supply any hire equipment required to complete the piece)

Timeline



Project Contact:

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Submission Assessment

Each submission will be assessed by a panel of stakeholders to the project, including:

- A representative from the ACMA
- An Aboriginal community member
- An industry professional

Submission Details

Artists / artist teams are to complete the submission form including support materials and submit their response by 5:00pm (ACST) 26 March 2021 to admin@adelaidecentralmarket.com



Expression of Interest

Artist(s) to complete:

Name/s	First:	Surname:
	First:	Surname:
Email address:		
Mobile / Phone:		
Postal Address:	Street:	
	Suburb:	
	State:	Postcode:
ABN:	If you do not have an ABN you will need to complete a 'Statement by Supplier' form if your application is successful (available from the ATO)	
Are you registered for GST:	Y/N	
Do you have the capacity to work to the proposed budget and timeline? Y/N		
Is this a partnership / collaboration / mentorship? Please provide further details.		
Please explain how the piece will reflect Kurna and / or Aboriginal culture:		

Responses to the Request for Expressions of Interest must include:

Artist Statement: Explaining how you will respond to the opportunity (up to 1 page)
Artist/s CV: A curriculum vitae (CV) of the individual artist (or in the case of a team there must be a CV for everyone on the team, 1 page max each artist)
Support Images: Maximum of 10 digital images per artist (showing previous work relevant to the opportunity) saved as jpgs and provided in PowerPoint presentation with an image list indicating dates, materials, dimensions, locations and if relevant commissioner, collaborative partners
Proposed Budget: A proposed indicative budget outlining the Engagement, Fabrication, and Installation stages, materials, project management and other associated expenditure. A cover letter indicating confirmation of ability to comply with the proposed time schedule, budget and project goals, should also be included.