



Artist Brief: Grote Street entrance mural

Client: Adelaide Central Market Authority (ACMA)

Project: Grote Street entrance mural

Location: Grote Street western entrance

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 creating a diverse and exciting cultural shopping experience that enhances our precinct, city and state.

The Adelaide Central Market has identified an opportunity to engage a local artist to commission a mural that acknowledges, inspires, and celebrates our Market community.

ARTWORK OPPORTUNITY:

The proposed location for the artwork is in the high-profile western Market entrance on Grote Street and is an opportunity to create a strong entry statement, synonymous with our Market for years to come. The location has both street and Market presence and will be visible from the newly redeveloped Her Majesty's Theatre.

The opportunity is open to all local artists with experience in mural work. This could be an opportunity for a collaborative piece or mentorship between an emerging artist and an established artist. The artist should have a South Australian connection.

The piece should bring to life and reflect a sense of community with a focus on fun, joy, colour and Market life. It should attract and be a 'must see' piece for locals and tourists alike. It is imperative that the piece will photograph well for Instagram and other social media platforms and be immediately recognisable as the Adelaide Central Market. The piece could include a 3D feature that would entice and welcome people to interact with the piece and share their experience. The piece should be attractive to young families.

OPPORTUNITY CONSIDERATIONS:

The piece (a mural), will be located at the western Grote Street entrance.

ACMA will prepare the area, including removing all signage and cleaning the walls, ready for the commissioned work. The artist should be aware that a semi-outdoor seating area is planned for the area.

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

The artist will be responsible for any hire equipment required to complete the project.

Artwork location, under cover
atrium Grote St, opposite
Her Majesty's Theatre



Wall measurement: 7800 x 2800m h (21.84 square metres).

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 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

ACMA will retain rights to reproduce the artwork image and to use the image in marketing activities as required. ACMA will support the project by providing photography, public relations and video services for promotional purposes.

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

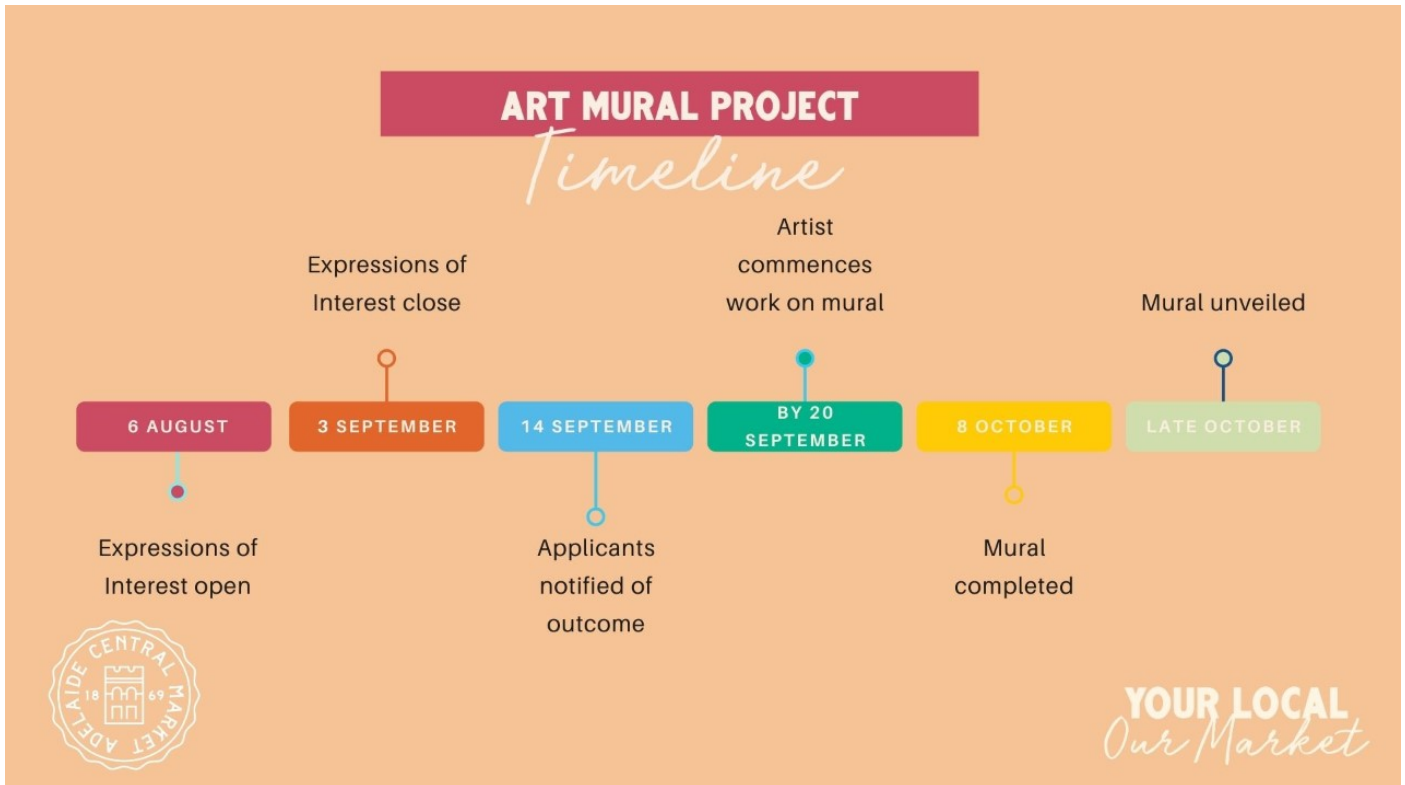
The fixed project budget for the commissioned mural artwork is **\$10,000 (GST exclusive)**.

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 and hire equipment
- 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

TIMELINE:



PROJECT CONTACT / ENQUIRIES:

Briony O’Toole

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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
- A community / precinct member
- An industry professional

The shortlist of applications may be subject to a vote or comments by the public, at the discretion of the ACMA.

SUBMISSION DETAILS:

Artists / artist teams are to complete the submission form including support materials and submit their response by 9:00am (ACST) 3 September 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.		

Responses to the Request for Expressions of Interest must include:

<p>Artist concept & statement: A visual concept of the mural idea (this may be used for public voting). Please supply in jpg or png format. A statement explaining the concept (maximum 1 page).</p>
<p>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)</p>
<p>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</p>
<p>Proposed Budget: A proposed indicative budget outlining the materials, project management, hire equipment and other associated expenditure.</p>
<p>Letter of Reference: A reference from a previous employer / curator</p>