



# ARTIST OPPORTUNITY

## **Adelaide Central Market Expansion Public Art Expression of Interest**

Client: Adelaide Central Market Authority (ACMA)

### **1. OVERVIEW**

The Adelaide Central Market is one of South Australia's most loved icons - a bustling, historic marketplace and a vital meeting spot for food, culture and community, for more than 150 years.

This year marks a significant new chapter for the Adelaide Central Market as we welcome over 50 new traders to our community. Each has been carefully curated to complement our existing stallholders, ensuring a rich and balanced mix that both honours our heritage and embraces the future. The expansion will not only enhance the Market experience through greater variety, quality, and innovation but also celebrate the very best of South Australian produce and craftsmanship. The Market will serve as a renewed hub for culture, creativity, and community - where locals and visitors alike can come together in an environment that truly reflects the vibrant spirit of our state.

As the Market enters an exciting new chapter with its once-in-a-generation 2026 expansion, the Adelaide Central Market Authority (ACMA) is seeking artists and creative teams to deliver four murals that will resonate with our Market community and fit our Place Vision and Place and Programming Principles.

#### **Our Place Vision**

One Market, endless stories.

A rich blend of old and new - a place of stories and food celebration, where discovery and delight are found around every corner. It's a place defined by its people and their stories. Where heritage, culture, authenticity and connection come together in a vibrant rhythm of daily life. There's a sense of familiarity and belonging, an energy that feels both timeless and alive.

## Place and Programming Principles



### Principle 1: Surprising, yet Familiar

The Market blends innovation and fresh ideas with the stories, heritage and family traditions that have shaped it for generations, creating a place where past and present sit comfortably together. It doesn't stop there: art, culture, and music moments add surprise and spark curiosity on every visit.



### Principle 2: Traders are our superpower

Traders are the first placemakers of the Market, the everyday custodians who shape its spirit long after events fade. When new and long-standing traders work together, they strengthen the Market's community and authenticity. It's our traders who build trust and loyalty, driving exceptional customer service that gives customers a reason to return time and time again.



### Principle 3: A Place to Gather

Food is the glue that brings people together, and the Market is where those shared moments feel most alive. It's the spot where friends meet, families linger, and visitors instantly feel the warmth of South Australia's culture and way of life. People don't just shop here - they settle in, they connect, and they proudly claim it as their own.



### Principle 4: The Heart of Food Culture

The Market is the beating heart of South Australia's food scene. Our traders champion diverse, high-quality products that showcase South Australia's growers, seasons and regional stories. Food experiences bring people together, offering opportunities for learning, discovery, and connection across cultures and generations.

## Existing Murals & Art

Already a hub of art and culture, our existing murals are an attraction to locals and visitors alike. Find out more about our existing murals and art projects [here](#).

## 2. SCOPE OF PUBLIC ART

Artists and creative teams are invited to put forward an Expression of Interest, to deliver murals across four sites in the Market expansion. **Up to four artists / creative teams will be selected for the opportunities.**

The successful artists or creative teams will demonstrate a strong understanding of the Adelaide Central Market's culture and community. The pieces should bring to life and reflect a sense of community with a focus on fun, joy, colour and Market life. ACMA's place vision and place principles should be considered when responding to this opportunity.



*Green = existing murals*

*Purple = new murals / art (1, 2, 3, 4)*

### **Site 1 - Central Roadway Southern Corner**

Face 1 - 8m (length) x 5m (high), Face 2 - 3.5m (length) x 5m (high). Face 2 (short side) on right hand side of face 1.



### **Site 2 - R10 Lift Wall**

Size: 3m (length) x 5m (height)



### **Site 3 - R1 Stairwell Wall**

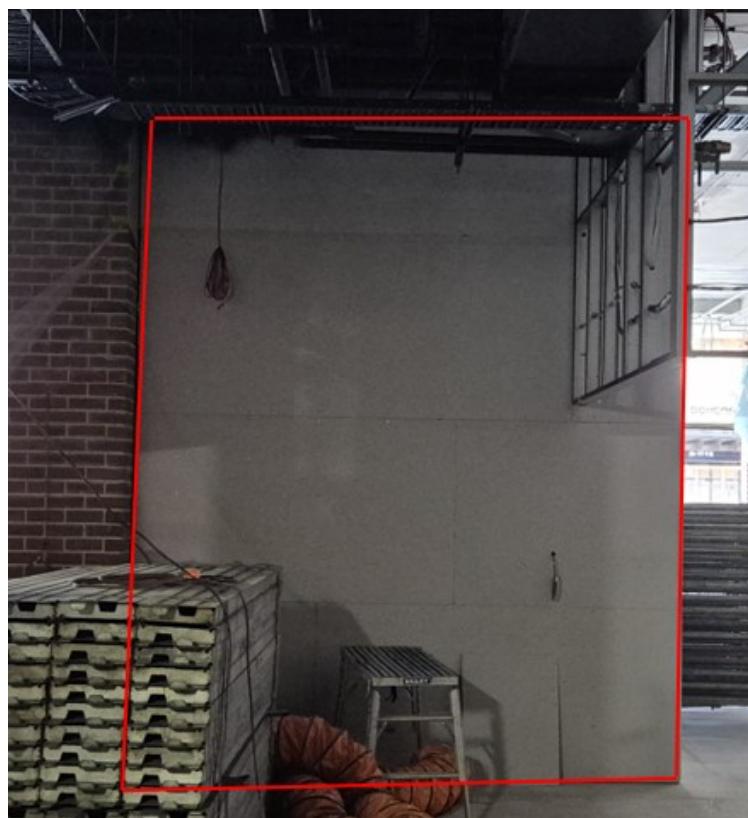
Size: 8m (length) x 5m (height).

Possible option for 1m corner extension 90 degree on left hand side (TBD)



### **Site 4 - R2 Lift Wall**

Size: 3.6m (length) x 5m (height)



*All sizes pending final onsite measurements.*

### 3. COMMISSIONING PROCESS

#### Stage 1: Expression of Interest

The artist / creative team will submit an Expression of Interest (EOI) for the work that demonstrates their capacity, creativity, understanding and 'fit' to deliver the public artwork from ideation, to design, fabrication and installation. This could include the artist's own experiences and motivations for undertaking the work. The EOI should be exciting, concise and relevant, and submitted as one PDF document, that includes:

- **Artist Statement:** Explaining how you will respond to the opportunity, and which site your EOI responds to (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 per artist).
- **Support Images:** Maximum of 10 digital images per artist (showing previous work relevant to the opportunity), including dates, materials, dimensions, locations and if relevant commissioner, collaborative partners (max file size: 128MB, max files: 10)

*The artist or creative team is not required to submit a Concept Design at this stage in the process.*

*Please note: that the commissioner (ACMA) will be under no obligation to accept any of the EOIs presented. If no preferred EOIs is recommended at the conclusion of stage 1, ACMA may choose to explore other options at its discretion.*

#### Stage 2: Artist Commission, Concept & Design Approval

#### Stage 3: Fabrication and Installation

#### Stage 4: Project Completion / Launch / Media Announcement

### 4. ARTWORK CONSIDERATIONS

Concepts that will be strongly regarded include:

- Artwork by First Nations / Kaurna artist/s or creative teams
- Artwork that appeals to children and families
- Artwork that reflects the themes in ACMA's Place and Programming Principles (ref 1. Project Overview)
  - Surprising yet Familiar
  - Traders are our Superpower
  - A Place to Gather
  - The Heart of Food Culture

## 5. CONCEPT DESIGN FEE

A fee of **\$2,000** will be provided for selected artists to develop and present a Concept Design for the project (Stage 2 of the process). This fee includes, artist fees, subcontractors or materials required in preparation of the Concept Design. **Up to two artist/s per site (up to eight) will be selected to present Concept Designs.**

## 6. COMMISSION BUDGET

The total commission budget is outlined below and will be provided to the artists/teams selected to complete the commission. This fee will cover all costs relating to the artwork project delivery as described in this brief including the artist fee, artwork production and all installation costs.

### **Site 1 - R11 Central Roadway Southern Corner**

Face 1 - 8m (length) x 5m (high), Face 2 - 3.5m (length) x 5m (high). Face 2 (short side) on right hand side of face 1.

**\$20,500.00**

### **Site 2 - R10 Lift Wall**

Size: 3.6m (length) x 5m (height)

**\$7,000.00**

### **Site 3 - R1 Stairwell Wall**

Size: 8m (length) x 5m (height) - possible 1m corner extension on LHS

**\$16,250.00**

### **Site 4 - R2 Lift Wall**

Size: 3.5m (length) x 5m (height)

**\$7000.00**

The fee will be provided to the Artist(s) and will cover:

- Artist fee
- Artist's project management and administration costs
- All Materials including paint and equipment
- Wall preparation and priming for murals
- Equipment hires, including elevated work platforms (EWP)
- Site clean-up and remediation after installation
- Artist's fees. Travel, parking, and any sub-contractor fees
- Public liability insurance (\$20 million)
- Installation
- Contingency

## 7. TIMELINE

The following timeline outlines the project milestones and approximate dates.

*Note: these dates are subject to change.*

| <b>Stage 1: Expression of Interest</b>                  |   |                          |
|---|---|--------------------------|
| Closing Date  | Artist / creative team to submit EOI  | 2 March 2026             |
| Artists notified  | Applicants notified of the outcome  | By 20 March 2026         |
| <b>Stage 2: Concept Design &amp; Design Development</b> |   |                          |
| Concept Design Due                                      | During this period, the selected artist/s will develop their concept design, as per the requirements set out in this brief.       | WB 4 May 2026            |
| Concept presentations                                   | Shortlisted artists present Concept Designs to Panel  | WB 18 May 2026           |
| Notification of successful Concept Design               | ACMA will notify applicants of the outcome with preferred artist issued a Letter of Engagement.                                   | WB 25 May 2026           |
| <b>Stage 3: Fabrication and Installation</b>            |   |                          |
| Installation  | Artwork Installation.   | July to October 2026     |
| Practical Completion                                    | Site meeting to inspect and handover artwork from artist to ACMA. Provision of maintenance manual, remediation and documentation. | October 2026             |
| <b>Stage 4: Project Completion</b>                      |   |                          |
| Art completed   | Artist to be available for Media & PR opportunities if required.  | October to December 2026 |

## 8. EVALUATION

An independent panel will assess EOIs and make a recommendation regarding the preferred artists or creative teams to Adelaide Central Market Authority for approval.

The panel will consist of:

- ACMA
- City of Adelaide, Creative City
- Independent Artist (peer representation)
- Arts and Creative industries sector representative(s)

| Evaluation Criteria for EOI  |
|--|
| Artistic excellence, including relevance and uniqueness of the concept design, the aesthetic and conceptual response to the opportunity (ref 4. <i>Artwork Considerations</i> ). |
| Demonstrated ability to meet the requirements of the project brief, as evidenced by the CV, statement of interest and supporting images.   |

**The panel will make recommendation to ACMA of the successful artist/s to move to Concept Design stage.**

## 9. REQUIREMENTS OF THE PROJECT

The commissioned artist/artist team will be required to:

- Hold Public & Product Liability insurance of \$20 million and provide certification of this with the City of Adelaide / Adelaide Central Market Authority as an Interested Party.
- Hold all relevant working at heights tickets, accreditations or training and provide scanned copies to the Adelaide Central Market Authority.
- PPE (Personal protection equipment) will always be required to be worn when working on site.
- A copy of the relevant documentation will need to be supplied by invited artists with the next stage - Concept Design submission.

## 10. SUBMISSION OF EOI

Artist/s must submit responses to this Artist Opportunity via this [link](#) in PDF format by 9am 2 March 2026.

### Contact

If you have any questions about this Artist Opportunity, please contact:

Briony O'Toole  
 Events & Activations Executive  
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