

Expression of Interest for Westerfield Drive Mural (Notting Hill)

Scope of Works

Monash Council is seeking Expressions of Interest (EOI) from artists to design and implement a mural on an existing wall within Westerfield Drive Reserve. The mural aims to assist in the beautification of Notting Hill and create an engaging visual in the reserve.

Up to three (3) artists will be selected to develop a Concept Design for which they will be paid \$600 each, after which only one concept will be selected for development and implementation. This EOI, the Westerfield Drive Mural Artist's Brief and the Community Engagement Report, provides the project context and the objectives and requirements of the proposed artwork.

Site location

Corner of Westerfield Drive and Samada Street, Notting Hill.

Mural size

The existing brick wall is approximately 7 metres by 2.4 metres.

Installation

The installation will take place in March 2022.

Budget

The mural has a budget of \$12,000 (including GST).

Eligibility Requirements

Applicants must have a current ABN and Public Liability Insurance of \$20 million. The selected artist will need to show evidence of double vaccination for COVID-19 by February 2022, as installation will be on a construction site (as per State Government requirements).

Background

Council received funding from the Victorian Government through the Department of Environment, Land, Water and Planning's Pocket Park Program to create a pocket park at Westerfield Drive Reserve. The pocket park includes a mural on an existing brick wall, with construction to take place in early 2022.

The upgraded reserve includes innovative sensory play elements and discovery trail, as well as enhanced family and social recreation opportunities through a new playspace, landscaping improvements, local art and natural shade. The mural will be located in the Village Green area, on the Samada Street side of the playspace. The Village Green area includes a two swing-set, open lawn area, seating for casual play, picnics and quiet relaxation.

There are well documented benefits of murals. A mural can create belonging and a sense of pride, helps make a neighbourhood stronger and safer, reduce graffiti and tagging.

The concept design for Westerfield Drive Reserve can be viewed here:

shape.monash.vic.gov.au/westerfield-reserve

EOI Process

Interested artists are encouraged to provide Council with the following as part of your Expression of Interest:

- a Curriculum Vitae, including three (3) relevant referees
- up to three (3) digital images of previous mural work
- up to 500 words indicating your interest in the project and/or proposed approach
- Copy of current public liability insurance certification. (Note: applications will be accepted if this is not currently available but will be required prior to signing of the contract if your proposal is selected.)

We do not necessarily expect fully realised designs at this stage, but would like to get an idea of what you plan to do, why you plan to do it and your experience in similar projects.

No fee is offered for the Expressions of Interest phase. Artists will retain copyright in submitted designs throughout the selection process.

Applicants are encouraged to read the Westerfield Drive Mural Artist's Brief and Community Engagement Report before submitting an EOI.

Expressions of Interest must be submitted to kate.bolaffi@monash.vic.gov.au by 5pm on Thursday 2 December 2021.

Selection criteria for EOI

The selection criteria for the Expression of Interest process will include:

- Demonstrated experience (40%)
- Artistic merit (30%)
- Capacity to respond to brief and context and including timeframes and implementation (40%).

Applications will be assessed by the Notting Hill Mural Selection Panel. The panel includes Council Officer representation from a range of Departments including City Design, Community Services, Arts, Culture and Events, Capital Works, Active Monash and Sustainable Monash.

Project timeframe

Milestone	Date
Expression of Interest opens	15 November 2021
Expression of Interest closes	2 December 2021
Up to 3 shortlisted artists notified	13 December 2021
Concept Design submitted by up to 3 shortlisted artists	12 January 2022
Successful artist notified	31 January 2022
Community engagement workshop	February 2022
Artwork installation	March 2022
Launch of playspace and mural	Late March/April 2022

The wall where the mural will be installed:

