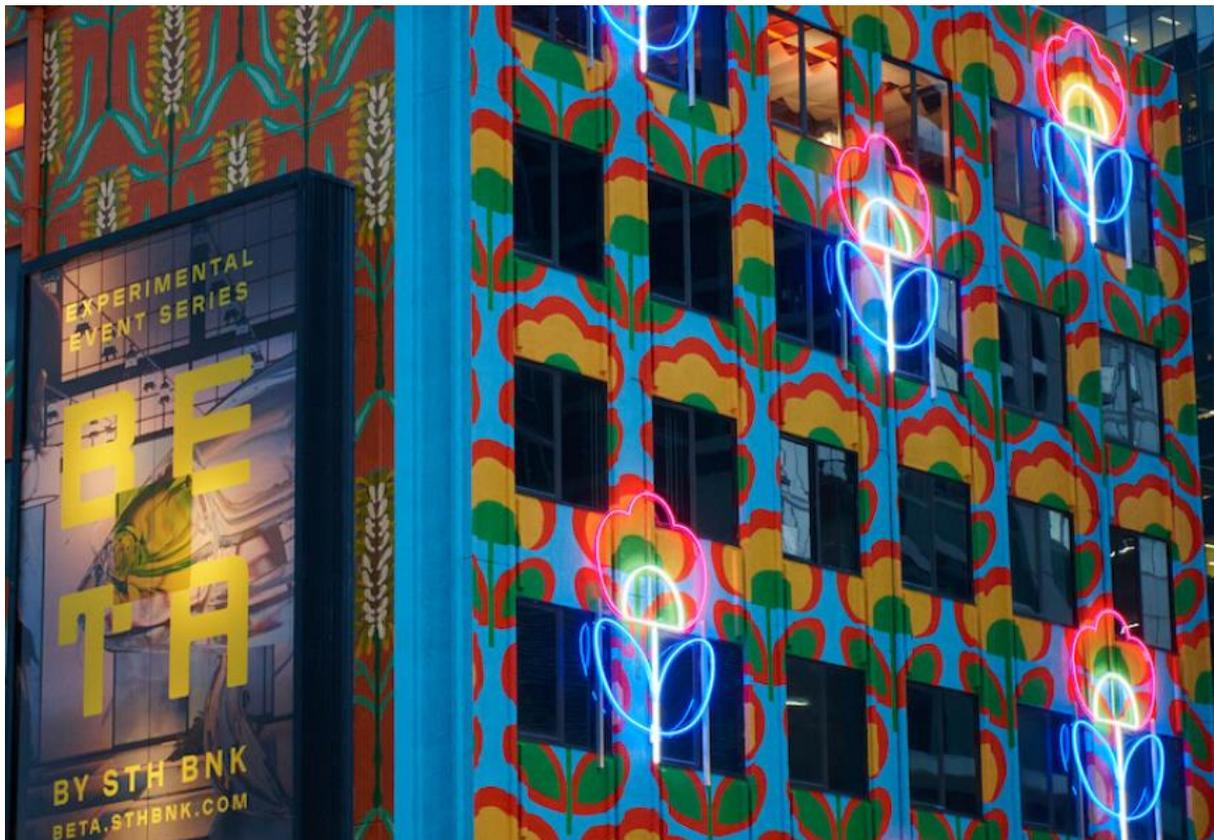


Artist Expression of Interest

REIGNITE CROYDON - LANEWAY LIGHTS



Benchmarking Image: Atong Atem, *Outdoor Living*, 2021, image courtesy Mars Gallery

COMMISSION OPPORTUNITY

Maroondah City Council is seeking expressions of interest from suitably experienced contemporary light artists to develop and install light works in the laneways that run adjacent to Main Street Croydon, as part of a project jointly funded by the Victorian Government and Maroondah City Council. A total of \$144,000 is available for up to four commissions. We encourage representation from a wide range of artists, including but not limited to, Aboriginal and Torres Strait Islander Peoples, those from multicultural backgrounds, representatives from LGBTQIA+ communities, and people who identify as a person with a disability or with a lived experience of mental illness. Artists working collaboratively are also welcome to submit a proposal.

Acknowledgement of Traditional Owners

We, in the spirit of Reconciliation, acknowledge the Wurundjeri People of the Kulin Nation as traditional custodians of the land now known as the City of Maroondah, where Indigenous Australians have performed age-old ceremonies. We acknowledge and respect their unique ability to care for Country and their deep spiritual connection to it. We pay our respects to their Elders, past, present and emerging.

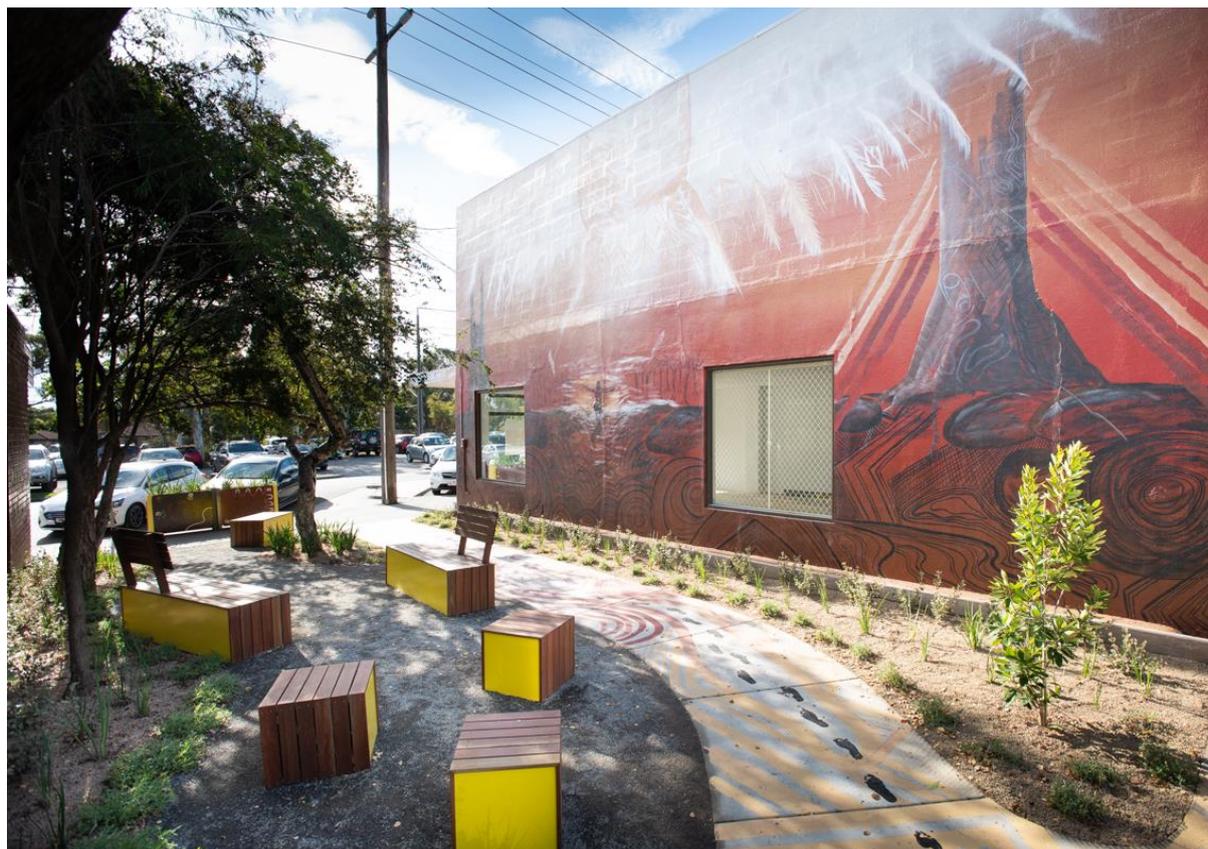


Image: Robert Young, Simone Thomson, Chris Hume and community from Mullum Mullum Indigenous Gathering Place, *Dancing with Creation*, Ringwood East, 2021

Council's Support for Public Art in Maroondah

Maroondah City Council supports public art throughout the community to enhance the municipality's cultural vitality. Guided by Maroondah's Public Art Policy and the Arts and Cultural Development Strategy 2020 - 2025, public artworks respond to the community's desire for traditional and contemporary art forms in public places. Maroondah's growing collection of indoor and outdoor public art enriches the public realm and the community's experience of and connection with these spaces.

PROJECT CONTEXT

REIGNITE CROYDON - LANEWAY LIGHTS

Croydon is located 28 kilometres east of Melbourne's Central Business District, within the City of Maroondah local government area. As part of Maroondah City Council's vision for the creation of vibrant and connected communities, the *Reignite Croydon - Laneway Lights* project sits within the broader context of enhanced infrastructure and public art in the Croydon precinct, including the recently completed Devon Street car park and the future Level Crossing Removal project.

The proposed activity focuses on light-based installations by contemporary artists in up to four laneways adjacent to Croydon Main Street, situated between the Devon Street car park and Main Street. The aim of the project is to create commission opportunities through an open call to artists to provide dynamic lighting installations in the laneways that add vibrancy and colour to the area and improve safety for pedestrians at night.



Benchmarking Image: Meagan Streader, *Transfer*, 2021, image courtesy MARS Gallery and ADA

COMMUNITY FOCUS

The project is supported by a wide range of partners and stakeholders including local organisations such as Croydon Main Street Traders, Mullum Mullum Indigenous Gathering Place, Orange Door, Anglicare and Victoria Police. Final designs will need to be approved by Council and laneway property owners and will be shared with relevant partners.



Benchmarking Image: ENESS, *AEye*, 2020, image courtesy ENESS

PUBLIC ART ELEMENT

The key public art features of this project will be light-based contemporary artworks situated in the laneways between Main Street Croydon and the Devon Street car park. It is suggested that each commissioned artist will focus on one of these laneways. At this stage of the project, artists are not required to nominate a particular lane.

The works are intended to bring light into areas within Croydon that may be perceived to be unsafe. The lighting works might include one or more of the following forms:

- Works situated in lightboxes
- Embedded lighting in the footpath
- Exterior lighting at a height
- Interactive lighting
- Embedded lighting in the architecture
- Solar lighting
- Electrical lighting
- LED or Neon works

Given the aim of the project is to provide enhanced perceptions of safety and increased activation in these areas at night, it is recommended that the artist focus during the concept design period on lighting that will last between five and ten years in these spaces.

The commissioned artists will be required to attend a CPTED (Crime Prevention through Environmental Design) site tour with Victoria Police to inform their work. For more information about CPTED principles, please refer to the following document:

<https://www.crimeprevention.vic.gov.au/resources/urban-design-and-crime/fact-sheet-designing-better-lighting>

In addition, artists are encouraged to give consideration to the presence of the work both during the daytime and the evening.



Benchmarking Image: Reko Rennie, *Neon Natives*, 2011,
artist represented by Station Galleries

MENTEE OPPORTUNITY

Mullum Mullum Indigenous Gathering Place is a community-led Aboriginal organisation based in the Eastern Metropolitan Region of Melbourne. A professional development opportunity will be offered to an artist nominated by the Mullum Mullum Indigenous Gathering Place. This opportunity will take the form of the mentee partnering with one of the selected artists to gain the skills to execute public art works of this scale and complexity.

This will be a paid position consisting of 40 contact hours during the Detailed Design, Fabrication and Installation phases of the project. It is expected that the Mentee will be available from mid-May to participate in key stages of artwork development. The menteeship will include introductions and briefings with the commissioned artists to gain an overview of their working methods and regular communication with nominated Mentor Artist and participation in the design development, fabrication and installation phases of the project.

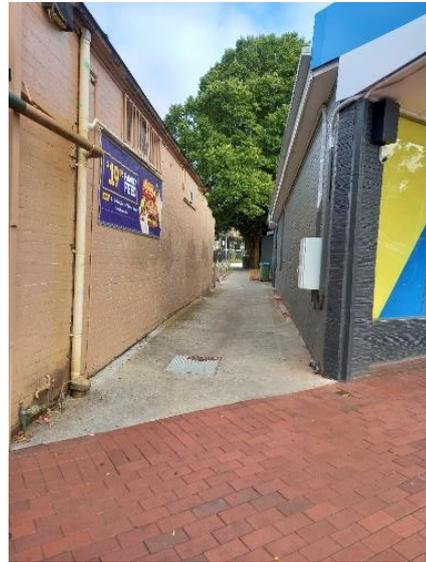
Working with a Mentee is not a mandatory requirement however artists are invited to indicate in the proposal if they are open to working with a Mentee artist.

SITE IMAGES

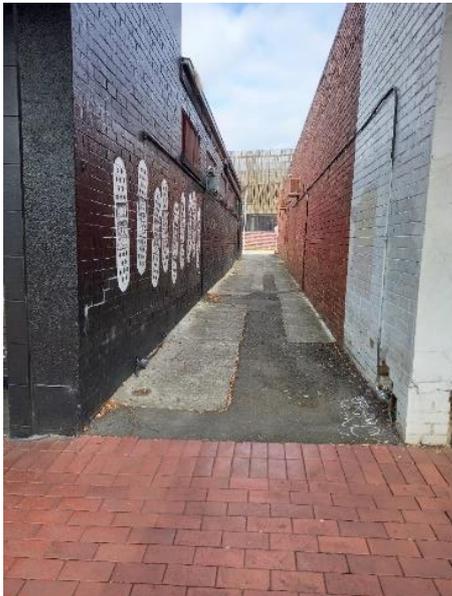
Lane 1 'ANZ Lane'



Lane 3 'Subway Lane'



Lane 2 'La Bocca Lane'



Lane 4 Briens Lane



SITE VIDEO

For a comprehensive video walk-through view of each of the laneways, please refer to the following link:

https://youtu.be/Xg_9zDAokow

SELECTION CRITERIA

- Originality and creativity in previous work (include up to four examples)
- Response to the context of the location (this may take the form of architectural, historical, social, spiritual or geographical references: please refer to the research links and video link of site below)
- Ability to present a practical design that takes into account the site-specific logistics and feasibility
- Experience completing outdoor public art lighting projects
- Ability to work efficiently as part of a larger team and within the timeline and requirements of Maroondah City Council which includes:
 - Public Liability Insurance
 - Ability to deliver a workplan using materials and methodology that minimises future wear and tear

DESIRABLE CRITERIA / OPTIONAL

- Ability to work as a Mentor alongside a Mentee artist nominated by Mullum Mullum Indigenous Gathering Place to provide a professional development opportunity
- Please note that whilst the commissions are not required to comply with street lighting standards for pedestrian safety, Council would welcome submissions from artists who can demonstrate the ability to meet Australian lighting standards
- Ability to deliver a comprehensive risk assessment and safety plan for the project

TIMELINE

Key dates include:

Artist Brief opens	Wednesday 25 January 2023
Recommended site visit - RSVP prior to publicart@maroondah.vic.gov.au	10am, Thursday 16 February 2023
Artist Expressions of Interest close - due to publicart@maroondah.vic.gov.au by 11.59pm	Thursday 23 February 2023
Selection panel process	24 Feb - 9 March 2023
Shortlisted artists confirmed	Tuesday 14 March 2023
Concept proposals due	Tuesday 18 April 2023
Final commissioned artists confirmed	Thursday 18 May 2023
Mentee Artist commences	Thursday 18 May 2023
Onsite CPTED workshop for commissioned artists and Mentee Artist onsite	Thursday 1 June 2023
Design development	Thursday 18 May - Thursday 17 August 2023
Fabrication	Friday 18 August - Thursday 16 November 2023
Installation	Tuesday 21 November - Thursday 21 December 2023
Launch	Thursday 15 February 2024

EXPRESSION OF INTEREST INFORMATION

Applicants interested in applying for this opportunity are encouraged to attend the site visit at 10.00am on Thursday 16 February 2023 (RSVP to publicart@maroondah.vic.gov.au), prior to sending an Expression of Interest in response to this Artist Brief, which should include:

- CV demonstrating appropriate experience and skills
- Contact details for two referees
- One page letter addressing the selection criteria above
- 4 x images of relevant previous work, with emphasis on works in public space

to Maroondah City Council Public Art Program Lead, Jane O'Neill at publicart@maroondah.vic.gov.au Any telephone queries can be made to 0436 442 036.

Applications close at 11.59pm on Thursday 23 February 2023.

Maroondah City Council is committed to supporting you in planning for the proposal. We offer many levels of support including phone and email advice, to more specialised support depending on your needs.

SELECTION PROCESS

A panel of Maroondah City Council representatives will assess Expressions of Interest to shortlist a number of artists. Shortlisted artists will be paid a \$1,000 fee to develop a Concept Proposal including budget between March and April 2023 for consideration. The final artists will be confirmed and commissioned in May 2023.

BUDGET

Artists will only be required to submit a proposed budget during the shortlisting process. The fee will need to outline a detailed breakdown of costs including materials, artist fee, insurances and installation. In some cases, Maroondah City Council may be able to assist with circuitry costs to realise the work.

The total maximum fee available per commission is \$47,000 (excluding GST).

FURTHER RESEARCH

<https://www.maroondah.vic.gov.au/Explore/About-our-city/History-of-Maroondah/Indigenous-history>

[Home - MMIGPMaroondah Public Lighting Policy - Maroondah City Council](#)

* These documents are provided as a reference only.