REPORT

TO: CORPORATE AND COMMUNITY SERVICES COMMITTEE – 12 AUGUST 2013

SUBJECT: PUBLIC ART COMMISSIONING PROCESS

AUTHOR: COMMUNITY AND CULTURAL DEVELOPMENT MANAGER – LEON TRIPP

EXECUTIVE SUMMARY

This report profiles the Public Art Commissioning process from Expression of Interest through to Fabrication and Installation. The recent commissioning of a sculptural work for the Waste Management Facility will be used as an example of the commissioning process for the purpose of this report.

RECOMMENDATION

That it be a recommendation to Council:

That the report be received and noted.

REPORT

1. BACKGROUND

In May 2009, the ASTC was successful in securing a Strategic Arts Grant to assist in the professional development of individuals and organisations involved in the commissioning of Public Art works. Pamille Berg, Director of Pamille Berg Consulting Pty Ltd, was engaged to facilitate a 2 day workshop in Alice Springs. Pamille Berg is one of Australia’s most experienced public art consultants, having completed the inception and coordination of major public art programs in Australia and overseas for nearly twenty-five years. Pamille’s first major public art program was serving as the Architect’s Art/Craft Program Coordinator for the $13 million Parliament House Art Program from 1982 – 1988, with commissions involving more than 200 artists and craftspeople, most of whom had never had a public commission prior to that time.

In 2004, Pamille was appointed to the Order of Australia for her service to public art in Australia, particularly with emerging artists and indigenous artists in remote communities. In addition to her various large-scale public art and design projects under way in Australia, Pamille works frequently with local councils to provide advice in the development of public art policy, procedures, public domain planning, and public art coordination.

From this comprehensive background Pamille developed a 2 day workshop that looks at both sides of the Public Art Commissioning process; that of the commissioning agent and that of the artist/craftsperson.
2. **DISCUSSION**

The following four stages map the Public Art Commissioning Process from **Expression of Interest** to **Concept Proposal** to **Design Development** through to **Fabrication and Installation**. These stages were adopted for guiding the Public Art Commissioning Process for ASTC as a direct influence of the Professional Development Workshops conducted by Pamille Berg.

**Stage 1 – Expression of Interest**

An Expression of Interest (EOI) is called for requesting suitably qualified artists or community representatives to provide a concept for Public Art at a specified location based on a general brief describing the overall vision for the Public Art. The EOI will identify the available budget for the work and detail the commissioning process. *(Attachment A)*.

**Stage 2 – Concept Proposal**

This stage sees the review and selection by the Public Art Advisory Committee (PAAC) of up to 3 Artists from respondents to the EOI to progress their concept into a more resolved proposal for review by PAAC. The Artists are paid $2,000 for this stage which will include an *estimated* cost for the proposed work. The Artist receives a letter of offer *(Attachment B)* and Concept Proposal submission requirements *(Attachment C)*.

**Stage 3 – Design Development**

This stage sees the review and selection by PAAC of the Concept Proposal/s that will progress to the Design Development Stage of the Commissioning Process. In this stage the Artist develops the design, guided by a detailed brief, *(Attachment D)* to be ready for fabrication and installation.

**Stage 4 – Fabrication and Installation**

This stage sees the review by PAAC of the Developed Design and its suitability or not to be contracted for fabrication and installation. If suitable a recommendation from PAAC will go to Council that the Artist is contracted to fabricate and install the Developed Design.

**Note:** It is recommended that the administration of the Public Art Commissioning Process is managed by Council through the Community and Cultural Development Manager.

3. **POLICY IMPACTS**

Nil

4. **FINANCIAL IMPACTS**

Nil

5. **SOCIAL IMPACTS**

Nil
6. **ENVIRONMENTAL IMPACTS**

Nil

7. **PUBLIC RELATIONS**

Nil

8. **ATTACHMENTS**

Attachment A - Expression of Interest (EOI) Document
Attachment B - Letter of Offer to Janine Stanton
Attachment C - Concept Proposal Requirements
Attachment D - Design Development Brief

Leon Tripp
COMMUNITY AND CULTURAL DEVELOPMENT MANAGER

Craig Catchlove
DIRECTOR CORPORATE AND COMMUNITY SERVICES
To Whom It May Concern:

RE: EOI PUBLIC ART WASTE MANAGEMENT FACILITY – ALICE SPRINGS TOWN COUNCIL

Thank you for your Expression of Interest in the design, development and installation of Public Art at Alice Springs Town Council's soon to be constructed Waste Management Facility. The total budget for the Public Art component of this development is $70,000 excl GST. The expected timeframe for the construction of the facility is from January – June 2013.

The overarching brief/vision for the Public Art without bias to form, materials or palette is as follows:

'The artwork will enhance the presentation of the facility to the public and encourage recycling within the community by demonstrating creative possibilities. Highlighting the beauty and fragility of the Central Desert and Alice Springs, artworks might address in a playful, instructive and inspiring manner issues such as how to reduce consumption and engender a greater appreciation of the life cycle of the things we use and discard.'

The following stages will guide the commissioning process:

Stage 1 – EOI
An Expression of Interest should include a brief conceptual outline of the intended work including form, materials and palette as well as the design and development process. Also include an up to date Artists CV listing previous commissions if applicable. The EOI should be either emailed to ltripp@astc.nt.gov.au or posted to:

The Community and Cultural Development Manager
Alice Springs Town Council
P.O. Box 1071
Alice Springs 0871
NT

Stage 2 – Concept Proposal
The EOI's will be reviewed by ASTC's Public Art Advisory Committee (PAAC) and up to 3 submissions will be chosen for further development. The successful submissions will receive $2,000 excl GST to develop their concept into a presentation form, i.e. power point display, drawings, artists impression etc, which would also include an estimated cost of development, construction and installation of the Public Art work working within the budget allocated for the commission. The Concept Proposals will be presented to PAAC for assessment and recommendation to proceed to the Design Development stage. Depending on the proposal and estimated cost one, two or all three proposals may be recommended to advance to the Design Development stage.
Stage 3 – Design Development
This stage involves the development of the Concept Proposal into a Developed Design that is ready for Fabrication and Installation. A detailed brief for the requirements of the Developed Design will underpin this stage of the commissioning process and 10% of the overall budget for the proposed commission will be allocated to the Artist for this stage. The Developed Design will be presented to PAAC for review and recommendation to proceed to the Fabrication and Installation Stage.

Stage 3 – Fabrication and Installation
This stage is the final stage of the commissioning process with the Artist being contracted to fabricate and install the Developed Design. The remaining 90% of the allocated budget for the work will be allocated to this stage. A contract with Council will be entered into with established milestones and payment schedule.

Architects Notes
The following list identifies possible placement areas for Public Art within and around the Facility.

Views and opportunities:
- Arriving down Commonage Rd
- Entry gate 15m wide and fence 20m on right hand side
- Median strip up to weighbridge
- Weighbridge building 3m wide
- Turn into Tip Shop
- Gabion retaining wall and slope behind the facility
- Fence around Tip Shop yard – east facing
- Dark coloured eastern wall of Tip Shop
- Space under roof above head height
- Whirly gigs on roof
- Entry point to yard
- Transfer station

This list is not exhaustive and has been developed with consideration to the integrity of the architectural design.

Attachment
Please find attached architectural drawings to assist concept development.

Summary
Expressions of Interest must be received by COB Friday 2nd November 2012 and successful submissions will be notified by 3rd December. Unsuccessful submissions will also be notified by this date. If you have any further queries please contact me on (08) 89500530 or 0427 963 780.

Leon Tripp
Community and Cultural Development Manager
2012-12-12
Janine Stanton
P.O. Box 4964
Alice Springs NT 0870

Dear Janine,

RE: PUBLIC ART — ASTC WASTE MANAGEMENT FACILITY

The Alice Springs Town Council through the Public Art Advisory Committee has selected your EOI to progress to Stage 2 of the commissioning process.

This letter can be taken as a contract between you and Alice Springs Town Council, with the following as terms of the contract:

The scope of work, project budget, deliverables and date of submission will be as described in Annexure A

Payment
The payment for this stage is $2,000 plus GST (if applicable) to be paid after a full submission has been made by the required date, and on delivery to the Community and Cultural Development Manager of a tax invoice made out to the Alice Springs Town Council.

Publicity
You will not communicate any information relating to the commissioned work or the procurement process for the art program to any person or organization except as authorized by the Alice Springs Town Council. You will direct all media enquiries to the Community and Cultural Development Manager.

Presentation
You are required to present your schematic design to Alice Springs Town Councils Public Art Advisory Committee (PAAC) on 20th February 2013. If it is not possible to present on this date alternative arrangements should be organised with the Community and Cultural Development Manager as the inability to respond to direct enquiries from PAAC members may diminish the potential of you progressing to the next stage of the Public Art Commissioning process.

If you have any further questions please don’t hesitate contacting me.

Yours sincerely

Leon Tripp
COMMUNITY AND CULTURAL DEVELOPMENT MANAGER
CONCEPT PROPOSAL

Submission Requirements:

The Artists' Concept Proposal shall include the following elements:

- **Drawings, sketches, or models** at a minimum scale of 1:5 (or larger) sufficient to express the Artist's design intent and intended detailing of the design and the method of construction.

- A **brief written description** of the design, describing the Artist's intent with respect to the way the design is meant to be "read" and seen by passersby.

- A **description of the intended materials**, finishes, fabrication method, and method of transport and installation of the work.

- A **cost breakdown** for the Design Development, Fabrication, and Installation Stage of the commission, including a description of the scope of work and the Artist's fee/costs during the Final Design Stage, an itemisation of the Construction and Installation Stage costing including the Artist's salary, materials costs, workshop overheads, packing and shipping costs, etc;

- A **Time Program** for the Final Design and Construction and Installation Stages, consistent with the Artist's other professional and family obligations;

- A **1:1 scale sample** of the proposed material, finish, and detailing of the mosaics, sufficient to provide the Assessment Group and ASTC Public Art Advisory Committee with an understanding of the Artist's intent for the artwork; and

- A **brief description of the annual maintenance** requirements for the artwork.

- **Life span & maintenance**
  
The Artist should recognise that the ASTC has very limited budgets for the ongoing development, maintenance, and enhancement of Public Art.

  The work should be designed to have a **minimum lifespan** of ten years in the Alice Springs environment, where winter frost, relatively high summer temperatures, extremes of temperature change within periods of a few hours, and high levels of ultraviolet radiation from the sun are normal. The required maintenance of the work during the minimum ten-year lifespan should be as low as possible, and surfaces should be as resistant to abrasion, damage, or intentional vandalism as possible.

- **Timeline**

  **Concept Proposal due:** - 13 February 2013  
  **Notification of successful submission/s:** - 1 March 2013  
  **Fabrication and instillation of commissioned work:** - March -- July 2013

The Concept Proposal must be complete and submitted on time to the Community and Cultural Development Manager if it is to be considered for selection, and must be consistent with the Commission Budget of $70,000 excluding GST. **No Design Fee will be paid to the Artists for incomplete or late submissions, or submissions which do not give a scope of work possible within the budget of $70,000.**
ANNEXURE A – DESIGN DEVELOPMENT BRIEF FOR ARTWORK AT THE ALICE SPRINGS TOWN COUNCIL WASTE MANAGEMENT FACILITY

This Design Brief should be read concurrently with the Design Development Agreement and the Expression of Interest Document (attachment A) issued previously for full understanding of all requirements.

1. SCOPE OF WORKS AND LOCATION

The Artist is to provide support material as Design Development for an artwork based on the accepted Concept Design. The artwork is to be installed at Alice Springs Town Councils new Waste Management Facility. The artwork will address the theme of recycling, in the construction of a fun, Dr Seuss style recycling machine sculpture called the 'Recyculator'.

Location
The location for the installation of the artwork within the Waste Management Facility is to be confirmed in consultation with the project managers CAT Projects, the Architect for the Waste Management Facility, Councils Director of Technical Services and Manager of Community and Cultural Development and the Artist.

Materials
Materials, finishes, and any coating systems selected by the Artist shall not be subject to 'run-off' and staining of surrounding surfaces except for rusted steel which may be used. The materials shall not be subject to excessive fading or other wear and tear due to exposure to the elements. Selection of materials should take into account the flammability of the material and its suitability for use in the harsh desert environment. Materials used should not pose any danger to the public either through dangerous surfaces or toxic emanations.

Installation & Fixing
The developed design must show how the artwork will be securely and permanently fixed and the process by which the artwork will be brought to the site and placed in position. This may include the development and execution of a Traffic Management Plan.

Safety & Functionality
The developed design should recognise and respond to the fact that the artwork will be in a public area. The design and fixings may be subject to review by a qualified structural engineer to ensure public safety, especially if the design is relatively 'closed', incurring a high wind load on the artwork.

Life Span & Maintenance
The artwork should be designed to have a minimum lifespan of ten years in the Alice Springs environment, where winter frost, relatively high summer temperatures, extremes of temperature change within periods of a few hours, and high levels of ultraviolet radiation from the sun are normal. The required maintenance of the artwork during the minimum ten-year lifespan should be as low as possible, and surfaces should be as resistant to abrasion, damage, or intentional vandalism as possible.

2. CONCEPTUAL BASIS FOR THE DESIGN

In developing the design the artist should:
Consider the way in which the public will engage with the artwork and how well it can convey its message of recycling.
If there is an interactive component to the artwork, there should be no potential for injury to the public. In this regard there should be no climbable protuberances or surfaces. Ensure that the artwork will not collect leaf matter, dirt or rainwater in a way that may jeopardise the structural integrity.

3. COMMISSION BUDGET

The total remaining budget for the artwork `The Recyculator` is $69,400 excl GST, to be divided into stages as follows:
- The Artists fee for design development is $6,940 excl GST
- The budget for fabrication and installation is $62,460 excl GST

4. TIME PROGRAM

The time period for this stage is 8 weeks from the date of issue of this contract.

5. SUBMISSION REQUIREMENTS UNDER THE BRIEF

The Artists’ Design Development Submission shall include the following:

a) **Develop the design** of the proposed artwork in response to the feedback arising from the Concept Design submission, as advised by the CCDM.

b) **Resolve and document** the final details of the artwork with respect to the architectural and buildability advice provided by the CCDM.

   Provide large scale drawings of all artwork and construction details.

c) **A Prototype** at 1:5 scale of the artwork using the proposed material as much as is practicable OR a 3D digital video presentation of the proposed artwork preferably positioned in a stylised representation of its actual positioning.

d) **Sample of finish** - If the prototype above does not include the actual proposed finish (ie, type of paint), provide a separate sample at minimum of A4 size of the actual finish.

e) **Sample of colour** - If the sample above or the prototype do not provide all the actual colours proposed, provide a minimum A4 sized sample of each of the colours proposed.

f) **Describe in detail the complete sequence of installation** of the artwork on site from the point of arrival through to completion. The description provided of the installation process shall clearly specify the personnel required, the items of equipment required on site, and any preparatory work to be overseen by the CCDM in collaboration with the Builder and/or Councils Project Manager. The purpose of the provision of this description is to allow Council to be certain that the art work can be properly installed without OH&S implications or an uncertifiable result.

g) **Provide the proposed full draft of a Maintenance Manual for the Work** which the Artist will deliver to Council as part of the completion of the Fabrication/Installation Phase of the proposed Work. This Manual will contain the required detailed information (to the extent which can be known at this preliminary phase of the Work) for the Councils consideration pertaining to the level of required monthly or annual maintenance to keep the artwork in a presentable condition during the designated minimum 10-year life-span for the artwork specified in the Design Brief.
The submission of the draft Maintenance Manual is required so that Council can consider in advance the viability of the Artwork from a building management maintenance perspective, prior to any decision for the Artwork being approved to proceed into the Fabrication/Installation Phase;

h) **Submit the Artist's proposed Time Program for the Fabrication/Installation Phase**, including an allowance for "float time" or extensions to accommodate any possible slippage by Artist or any Sub-consultant Fabricators' time sequences or delays to shipment; and

i) **Provide the final confirmed detailed quotation and detailed costing** for the artwork, including a proposed Payment Schedule during the Fabrication/Installation Phase of the work, should it be approved to proceed. This costing shall clearly demonstrate how the Work can be fully developed as a design, prototyped, fabricated and delivered to site **within** Councils specified budget covering the work under the Design Development and Fabrication Phases.

The Design Development Submission must be complete and submitted on time to the CCDM, and must be consistent with the Fabrication/Installation Budget of $62,460 excluding GST.

6. **QUERIES DURING THE DESIGN DEVELOPMENT PROCESS**

Any technical or design queries which the Artist has should be directed to the CCDM as follows:

Leon Tripp  
Community and Cultural  
Development Manager  
Alice Springs Town Council  
Tel: (08) 8950 0530 Fax: (08) 8953 0558  
M: 0427 963 780  
itripp@astc.nt.gov.au  
www.alicesprings.nt.gov.au