



# Melrose Park

*Public Art Project Brief*

*and Request for Expression of Interest (EOI)*

Closing Date for Expressions of Interest: Friday 29 May 2019 AEST 17:00

## KEY INFORMATION

Peter Day Environmental Art+Design has been appointed by mProjects to manage the selection of an artist to create a high-quality work of public art that will enhance the Melrose Park development.

Stage one of the Expression of Interest (EOI) does not require a concept. Following the Public Art Review Panel's assessment of the EOI submissions, up to three (3) Artists will be shortlisted. The shortlisted Artists will each be engaged and paid an honorarium of \$2,500 to develop and present their concept design for the Site.

These three artists are welcome to develop and present more than one concept design if desired.

The preferred concept design for the Site will be selected and the Artist engaged to further develop the design and fabricate the work ready for site delivery by June 2020 or earlier.

Please note that mProjects reserves the right not to proceed with the project, it also reserves the right to delay the project and / or stage the implementation.

mProjects also reserves the right to accept all, one or none of the concepts.

Responses to this request for Expressions of Interest are to be submitted by no later than Friday 29 May 2019, AEST 1700 hours, and must be submitted according to this Public Art Brief and the EOI requirements.

## BACKGROUND

Melrose Park is an inner middle west suburb of Sydney, approximately 17km north west of the Sydney CBD (Central Business District), and 6km east of the Parramatta CBD. Previously Melrose Park was in the local government area of the City of Ryde and is now part of the City of Parramatta. It is located on the northern side of the Parramatta River; surrounding suburbs include Ermington, West Ryde, Meadowbank and Denistone West.

Since the early 1950's, this land has been used for industrial purposes and as such currently there is little in the way of structure to support a community. However, development plans also account for infrastructure required for future community use.

In 2016, the City of Parramatta adopted a structure plan which identified Melrose Park as suitable for large-scale urban renewal. In keeping with the Smart City Masterplan for Parramatta, it is envisaged that the development will be a best practice example of a smart and sustainable development, including high speed internet, public Wi-Fi, renewable energy generation, water recycling and electric charge points for cars.

## SITE

The Melrose Park site consists of four parcels of land and is approximately 25 hectares in size, bounded by Hope Street in the south, Victoria Road in the north, Hughes Avenue in the west and Wharf Road in the east.

The planned multi-staged development proposal is for 4,900 dwellings and 145 affordable housing apartments. It will also include a town centre comprising of commercial (15,000 sqm), retail (15,000 sqm), community facilities and child care space. A number of pocket parks, a central park and a playing field to be shared with a proposed new School will make up over 4.5 hectares of open space.

The proposed public art work will be located in The Boulevard, a pedestrian precinct that connects to a new north south road turns east west at its junction in The Boulevard.

## THEME

Melrose Park was named after aviator, Charles James Melrose and mProjects have requested that the artwork have an aviation theme. “Jimmy” Melrose, was born on the 13 September 1913, at Burnside, Adelaide. In May 1930, aged 16, Melrose took his first flight. Three years later, at the age of nineteen, he made his first solo flight, and gained his pilots licence and in August 1934, he set off in his new plane to break the round Australia record. Melrose flew the trip in five and a half days, breaking the former record by forty-five hours. Three days after his twenty first birthday, on the 16 of September 1934, Melrose left Parafield Airport, South Australia, to compete in the England – Australia Centenary Air Race. He flew the journey to England in eight days and nine hours and broke the record time for this distance.



Streets in Melrose Park have been named after famous aviators including:

J C McIntosh (1896 – 1921) and Ray Parer (1894 – 1967), Captain Bill Lancaster (1898 -1933), Alan Cobham (1894 – 1973), Jean Batten (1909 – 1982), and Amy Johnson (1903 – 1941).

## THE WORK

Artists are encouraged to exercise their artistic expression and freedom to create an individual site-specific work.

It is anticipated that the artwork will be:

- Sensitive to the cultural significance of the area
- A reflection of the heritage of the area (see 'Background' and 'Theme' for more information)
- Of high quality and strong artistic integrity
- Engage with a broad audience and have the capacity to attract people's attention through its dynamic and engaging presence.
- Visually appropriate and relevant to the site
- Complies with all relevant Australian Standards and building codes and avoid dangerous protrusions, trip hazards, and sharp edges;
- Robust, durable, non-slip and structurally appropriate for their application.
- Easily cleaned and require minimal ongoing maintenance.

## PROJECT BUDGET

The total commissioning budget for this project is \$50,000 exclusive of GST and honorarium for the concept.

Commissioning budget includes all requirements to design and fabricate the art proposals including but not limited to the following:

- Professional fees including artist's fees and engineering fees for the design development and documentation
- Technical support, project and construction management
- Prototyping, materials samples and testing
- All travel, transportation and disbursements for the project
- Public Liability and Professional Indemnity insurance
- Cost of all materials and fabrication
- Preparation and submission of an artwork maintenance manual
- 12 months defect rectifications from date of installation/commissioning
- Delivery to site
- Supervision of installation

# APPLICATION AND SELECTION INFORMATION

## STAGE 1 – REQUEST FOR EXPRESSION OF INTEREST (EOI)

Each artist or team will submit via email or file transfer, an EOI, that is essentially a presentation of the artist's credentials and ability to undertake the work.

Closing date: Wednesday 29 May 2019, AEST 1700 hours.

Submit PDF via email to [eoi@environmentalartanddesign.com.au](mailto:eoi@environmentalartanddesign.com.au) or file transfer via Dropbox.

Please note:

- the maximum file size accepted for this email address is ten (10) megabytes. If your single electronic file is larger than ten megabytes, please split the file and submit it over multiple emails, labelling all emails clearly, or submit via Dropbox;
- on receipt of the Artist's submission a return acknowledgement of receipt email will be sent to the Artist. If you do not receive an acknowledgment email, please contact EAD to ensure your submission has been received.

Submission requirements:

- Three hundred-word (300) word response to the brief detailing your interest in this project.
- Five hundred-word (500) description of your practice, experience, achievements and career highlights as a professional practitioner in your art form/practice.
- One (1) page CV
- Two (2) references or referee contact details
- Six (6) images of relevant examples of recent work
- ABN and appropriate insurance details

The EOI will be open for four weeks, and at this stage artists will not be required to submit a design or concept. Selection to the shortlist (Stage 2) will be based on the assessment of the above. Three artists will be shortlisted to progress to Stage 2.

## ASSESSMENT STAGE 1

Applications will be reviewed by the Review Panel and assessed against the criteria mentioned below, which includes artistic and cultural merit, engagement and participation and viability.

The Selection Panel will provide a recommendation to mProjects for a shortlist of artists to be progressed to the competitive Concept Proposal stage.

When selecting the shortlist of Artists to develop the concept designs, the Public Art Review Panel will select those Artists who in their EOI submission most clearly demonstrate the following criteria:

- Artistic merit of previous work as evidenced in the material provided
- Relevance to Melrose Park
- Experience of the scale suitable for a medium sized infrastructure project or art installation including public art experience in; the public realm, and/or major developments.
- Ability to develop permanent, durable and robust artworks
- Ability to deliver artwork as part of a large development, to budget and schedule.

*The criteria all have equal weighting.*

People with disability, Indigenous and CALD artists are encouraged to apply.

## STAGE 2 - CONCEPT DESIGN PROPOSAL

Three (3) shortlisted artists will be invited to develop a concept for the site.

Closing date: 7 August 2019 AEST 1700 hours.

Shortlisted artists will be paid an honorarium of \$2,500 for Stage 2 to assist in the development and presentation of their concept.

Artists will be required to present their concept to the Public Art Review Panel in the first week of August.

Submission requirements:

- Concept drawings and / or a model of the proposed work as required to convey the concept, scaled and presented in a professional and artistic manner
- An indicative site plan showing the proposed location for the art work
- Indication of materials and fabrication methods
- Design development, fabrication timeline
- Sub contracted artist/s and key personnel/contractors (if applicable) websites URL
- Attendance at project briefing (if feasible)
- A proposed indicative budget outlining the design development stage, fabrication and installation stage, materials, project management and other associated expenditure.
- An indication of any known ongoing maintenance requirements associated with the proposal. A comprehensive maintenance schedule will be required from the artist commissioned to fabricate the project.

## ASSESSMENT STAGE 2

When assessing the concept proposals the Public Art Review Panel will consider the aesthetic, conceptual and technical expertise demonstrated and select the Artist who in their submission most clearly demonstrates the following criteria:

- Artistic excellence, relevance and uniqueness of the concept design for the proposed work, including the aesthetic and conceptual response to the Site and the brief
- Demonstrated ability of the project to meet the various requirements of the briefing paper, including its appropriateness in terms of scale and material
- Ability of the artwork to communicate its concept and underpinnings
- Ability to meet the proposed budget and timeline
- Demonstrated consideration of public safety and risk management issues
- Durability and longevity of the concept design for the proposed artwork, in materials (including consideration of maintenance issues)

## PUBLIC ART REVIEW PANEL

A Public Art Review Panel, comprising of experts in their field will be established for this project to oversee the artist selection process.

Members will include:

- a commercial gallery Director or arts academic.
- a public gallery, council arts/cultural officer or similar.
- Peter Day (EAD) – an experienced public artist and consultant.

The client may elect to also take a seat on this panel.

## STAGE 3 – DESIGN DEVELOPMENT AND COMMISSIONING OF ARTWORK

Once selected the Artist will be engaged by mProjects with a contract to develop and produce/fabricate their concept design.

## EOI PROCESS AND TIMELINE

STEP	DESCRIPTION	DATE
<b>STAGE 1</b>		
Issue Request for Expression of Interest ('EOI')	Artists invited to submit a response to this Request for Expression of Interest.	1 May 2019
EOI Close		29 May 2019
EOI Assessment	Responses to this EOI assessed by the Public Art Review Panel. Up to three Artists shortlisted.	12 June 2019
<b>STAGE 2</b>		
Site briefing	Selected shortlisted Artists will be briefed at the Site. Each shortlisted Artist is engaged to develop concept designs.	2 <sup>nd</sup> week of July 2019
Concepts Submitted		7 August 2019
Concept design proposal presentation	The shortlisted Artists will present their concept design proposals to the Public Art Review Panel  The Public Art Review will select a preferred concept design for the Site.	3 <sup>rd</sup> week August 2019
Concept design approval	The preferred concept will be presented to mProjects/Payce for approval.	1 <sup>st</sup> week September 2019
<b>STAGE 3</b>		
Commission Agreement and design development	The selected Artist will be engaged by mProjects to develop their artwork	2 <sup>nd</sup> week September 2019
Project Completion	The project will be completed and installed.	June 2020 (firm)

## CONTACTS

All enquiries should be directed to:

Environmental Art + Design

[www.EnvironmentalArtandDesign.com.au](http://www.EnvironmentalArtandDesign.com.au)

[EOI@EnvironmentalArtandDesign.com.au](mailto:EOI@EnvironmentalArtandDesign.com.au)

**PETER DAY**  
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