



Footpath Mural Town of Bassendean – Expression of Interest (EOI)

31a Old Perth Rd

INTRODUCTION

The Town of Bassendean invites artists to submit expressions of interest for the creation of a street art mural along a stretch of footpath on Old Perth Road.

This commission aims to create an artwork that brings colour and vibrancy to the town and will be valued by the local community.

We welcome artists to respond to this EOI by putting forward their innovative ideas in the format of a proposed design. We encourage submissions that will enhance and enliven the area, bringing a vibrant burst of life and colour to the street.

LOCATION

The path area is located at 31A Old Perth Rd, Bassendean.

There is an existing business at this address – *Bambino's Coffee & Icecreamery*.

The mural is to be on the footpath either side of their exit driveway.

The design can extend out from the driveway – left hand side- from 3-6m (length of car bay) and 3m on the right side (from edge of driveway up to light pole).

The artwork can also extend up the low wall against the path (left hand side) and up the light pole on the right hand side

Street Mural 31a OPR, Bassendean



AESTHETIC OBJECTIVES

The Town is looking to commission a mural artwork for the nominated pathways either side of the driveway.

The Town seeks to achieve the following outcomes:

- Enliven and enhance the public space;
- Increase the understanding and enjoyment of mural and street art by the community; and
- Contribute to the overall aesthetics of the area and to foster a sense of place within the town centre.

LIFE OF THE WORK

We hope that the mural will be iconic and remain for a number of years. However, the Town reserves the right to re-paint over the work in the future, especially in the instance that it falls into disrepair. The Town will consult the artist and community where possible prior to this happening.

BUDGET

Applicants are asked to register their interest and submit a design.

The budget for this mural is \$2000.

This should cover all costs associated with design, the production of the work, including artist fee, all materials (must be suitable for footpath surface – we can assist with this information), and appropriate public liability insurance.

Anti-graffiti coating will be the responsibility of the Town of Bassendean along with pedestrian/traffic management.

The successful artist will receive payment in full at agreed project milestones.

EOI

Submissions to include CV and can be up to 2 images, in pdf, jpeg or png via www.bassendean.wa.gov.au/forms/?formId=29

SELECTION PROCESS

Applicants' designs that best meet the criteria set out in this document, will be assessed by a panel including the Town of Bassendean's Recreation & Cultural Services Manager, Cultural Development Officer and the Coordinator of the Old Perth Road Vibrancy Project.

The Town of Bassendean is committed to supporting its creative community, therefore local Artists are encouraged to submit for this project.

If required, selected artists may be asked to further develop their design proposal.

Successful artists must be available to paint these murals from 21-28 June, 2019.

Assessment will be based on the selection criteria relating to the outcomes.

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PROPOSED TIMELINE

Thursday 16 May	EOI's open
Friday 31 May	Submissions close 5pm
Wednesday 5 June	Design Selection & Assessment.
Thursday 6 June	Successful artist notified
Friday 21 June	Painting commences
Friday 28 June	Artwork completion

Timeframes in negotiation with artist, to coordinate surface preparation, sealing (at completion) and pedestrian access.

For more information and other enquiries please contact Gabriella Filippi, Cultural Development Officer, Town of Bassendean on 9377 8020 or gfilippi@bassendean.wa.gov.au