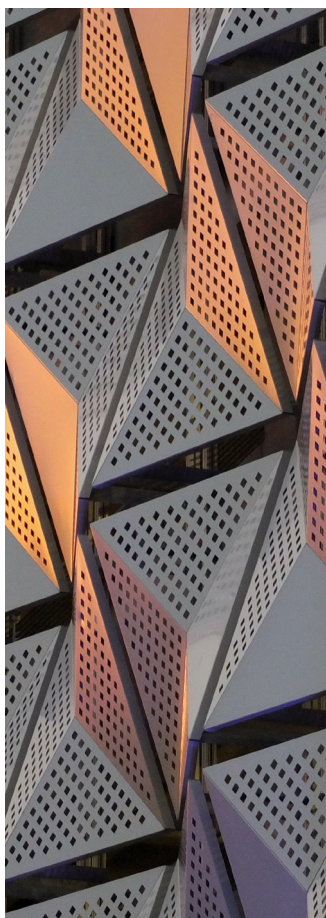


HEDLAND ARTISTS, MAKE YOUR MARK.

We're seeking expressions of interest from Hedland based artists to create a design, which will be transferred onto new metallic shade structures at the redeveloped JD Hardie Youth and Community Hub in South Hedland.



• I'M INTERESTED!

Please read the contents of this booklet to learn more about what you need to do to submit your expression of interest.

Submissions close 5pm 16 December 2020

The opportunity

The JD Hardie Youth and Community Hub is part of the Town of Port Hedland's Hedland Recreation Hubs, the biggest public infrastructure project in decades. The JD Hardie site is one of three masterplan sites across Hedland, which include the Port Hedland Sports and Community Hub and the South Hedland Integrated Sports Hub.

Part of the JD Hardie site's upgrade includes constructing more shade over outdoor recreation courts, improving amenity for outdoor sports enthusiasts. These shade structures will also be constructed over paths and open spaces, improving sun safety.

We're turning these shade structures into a canvas which could include your art! We are seeking expressions of interest from Hedland based artists to create an artistic design that will be transferred onto metallic shade structures on site. The chosen design will be translated into perforated holes in the metal shade structures.

This is your chance to make your mark on one of Hedland's biggest public infrastructure developments - your vision can be a part of Hedland's built environment for decades to come.

What are the shape of the metal panels?

Please be mindful that the metal panels are a particular shape (a trapezoid shape). This should be taken into consideration when you submit your design.

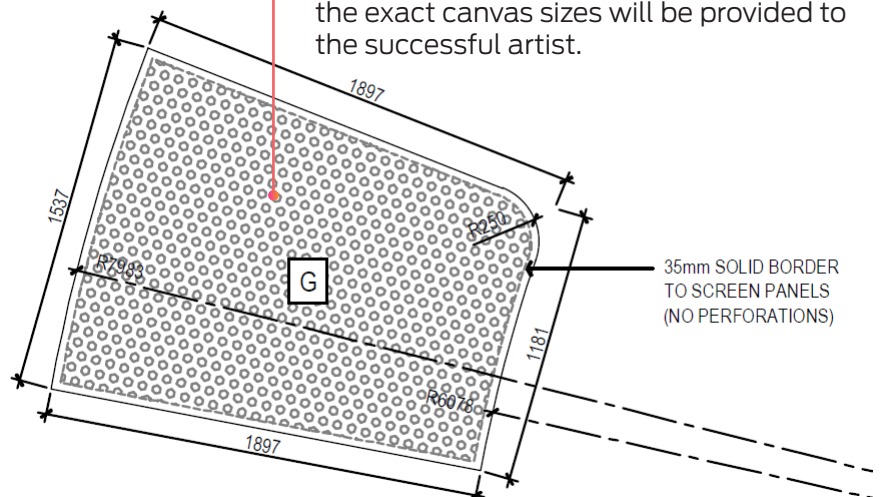
What are we looking for?

The concept design which will be used on the metal should follow these principles:

- **Be monochromatic**
Your design should be black on a white background, not multicolour.
- **Be clear**
Your design should be able to convey your creativity without complex detail. For example, a black marker drawing of a tree as opposed to an oil painting with internal detail of the bark.
- **Be meaningful**
Your design should reflect one or more of the following themes: Hedland's and surrounds landscape, industry and/or youth and young people.
- **Be original**
Think outside the box! Perhaps you have an idea of giving a traditional concept a contemporary twist.

- The design will be translated onto perforated metal, where the chosen fabricator will render the designs onto the metal with the following applications types:
 - solid – solid areas on the panel
 - open – open areas on the panel
 - small perforations (7.5mm minimum) – small holes creating an aesthetic shadow effect (expected to be the majority of the panels)

These designs will need to cohesively fan across multiple trapezoidal shapes, where the exact canvas sizes will be provided to the successful artist.



Why are we doing this?

The Town is eager to engage Hedland based artists to enhance the impact of the JD Hardie Youth and Community Hub. We believe it's important for local creatives to have the opportunity to make their mark on public projects.

This project seeks to activate space, add vibrancy and provide a visual celebration of space in South Hedland.

The Town's public art policy, adopted in January 2020, compels the Town to spend at least two percent of infrastructure project costs on public art.

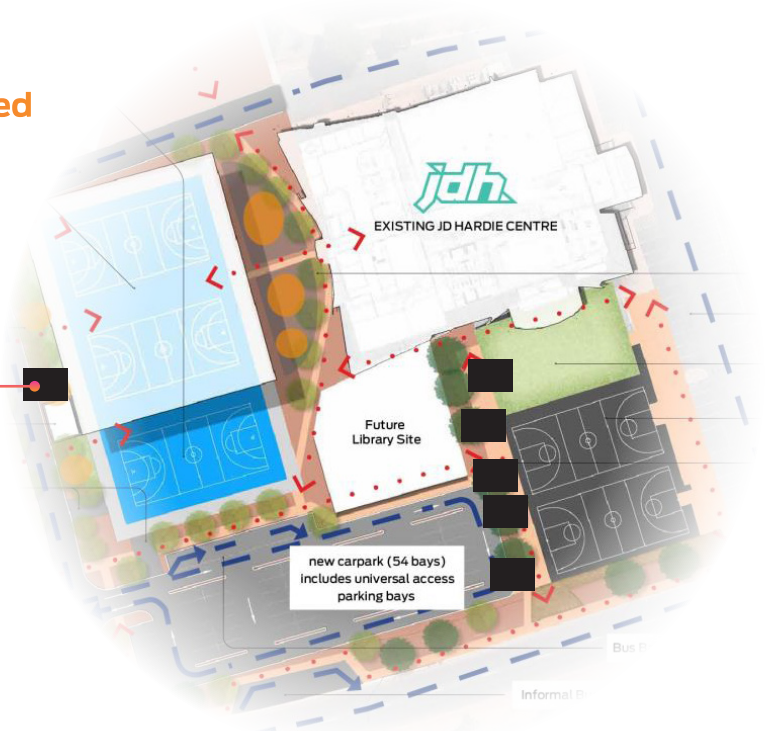
Further, the Town's *Arts and Culture Strategy 2019-2022* compels the Town to consider opportunities to use existing urban form / infrastructure as a canvas for art.

What are key artwork specs?

- Must be either a digital artwork or drawn artwork piece which has been scanned
- Must be saved as a high resolution JPEG file accessible on a computer
- Must be able to be either emailed or placed on a USB / harddrive
- Applicants are encouraged to use the online form on the Town's website

Where will the designs be located on the Hub site?

The selected design will be applied to six of the shade structures, adjacent to the multi-use sports courts. Not only will the design add to the site's aesthetics, but will also contribute to sun safety.



Ok, I'm getting a better idea about the project - what's the timeline?

27 Nov
EOI released
to obtain
submissions

16 Dec
EOI period
closes 5pm

8 Jan 2021
All artists
notified of
outcome

22 Jan 2021
Final design
completed
by artist

More information

The individual whose design is chosen will receive a \$10,000 contract fee, plus a negotiated price for Intellectual Property. Payment will be made 30 days from the payment claim being received. Payment claims should be submitted within 30 days from the works being completed by the artist.

Once the concept design has been chosen, the Town will contact the artist to organise a meeting to discuss contractual arrangements.

Following the finalisation of the contract, another meeting will be organised for the selected artist to meet with the metal fabricator. This is for the purpose of determining how to translate the concept design into the actual fabrication.

Terms and Conditions

Please visit
www.porthedland.wa.gov.au
to view more details about
the artist contract.

Submissions

Please submit your concept design/s to
Amber Evans, Senior Arts and Culture
Officer, via:
aevans@porthedland.wa.gov.au by
5pm Wednesday 16 December.

For more information, please call
08 9158 9300.