



MURAL EOI

CARLSON RESERVE MULTI-FUNCTION COURT

1. BACKGROUND

Monash City Council, in partnership with MAMAM, invites Expressions of Interest (EOI) from artists to create a mural at Carlson Reserve, Clayton. This project seeks to celebrate the rich biodiversity of Clayton's flora and fauna, enhancing the local environment, community space, and fostering a deeper connection between residents and nature. Through this initiative, the aim is to not only beautify the area but also to instil a sense of pride and stewardship among community members towards their natural surroundings.

2. ARTWORK OBJECTIVES

- Showcase Clayton's diverse plant and animal life, highlighting the unique ecological tapestry of the region.
- Engage the community and foster appreciation for local ecosystems.
- Enhance the visual appeal of Carlson Reserve, contributing to the vibrant outdoor gallery in the City of Monash that inspires and captivates visitors of all ages.

3. CLAYTON

Clayton is located in the City of Monash, surrounded by vibrant precincts including Oakleigh, Chadstone, and Mount Waverley. The area boasts a unique village atmosphere, with a variety of retail and hospitality outlets, including delis, cafés, and restaurants.

With over 63% of its residents speaking in languages other than English at home, Clayton is a testament to cultural diversity, enriching the community fabric with its mosaic of traditions, languages, and customs.

4. WALL SPECIFICATIONS

The wall designated for the mural is located adjacent to the newly constructed multi-function courts at Carlson Reserve. It is a two-sided structure, with one side facing the street and the other facing the courts. The mural will be applied to the street-facing side, with the possibility of wrapping around to the court-facing side of the wall.



The primary focus will be on the street-facing side, but the design should also extend seamlessly to the court-facing side. Additionally, the court-facing side will feature a white hit-up line, which the successful artist must install and ensure the design takes this into consideration.

- **Location:** Hit-up wall adjacent to the multi-sport courts at Carlson Reserve.
- **Dimensions:** Approximately 15m wide x 3m high. (each side)
- **Surface:** Classic brick wall construction, offering a traditional and textured base for the artwork.
- **Preparation:** Consideration should be given to base preparation to ensure excellent paint coverage.
- **Materials:** High-quality, durable paints and anti-graffiti coatings must be used for longevity and sun exposure resistance.



5. BUDGET

\$17,500 (+GST) total

- \$1,500 (+GST) will be allocated upfront to the artist for the creation of two designs that will be put towards the local community.
- \$16,000 (+GST) will be allocated to the artist for the painting of the mural, encompassing artist fee, materials and any other resources required from the artist for installation.
- Designs are not required for the submission of this EOI. No payment will be made to any artist who provides designs upfront in their submission.

6. TIMELINE

31/03/24: All submissions due by 5pm.

01/04/24 - 12/04/24: Evaluation and confirmation of artist.

15/04/24 - 03/05/24: Design development, artist to create two different designs.

The artist is commissioned for two designs.

06/05/24 - 24/05/24: Designs to be put towards Community Engagement to select the final design.

27/05/24 - 07/06/24: Community feedback updates.

10/06/24 - 28/06/24: Installation of mural.

7. COMMUNITY ENGAGEMENT

The selected artist will be commissioned to design two different concepts, which will be paid for and put towards the Monash community. The concepts will be displayed on Council's Shape Monash page for the community to vote on and provide feedback. Considering the community feedback, the chosen design will be updated and finalised for installation.



8. MURAL MAINTENANCE AND LIFESPAN

The expectation is that the mural should last for at least 5 years. The materials chosen should meet current industry standards and be durable, high quality, colour fast and low maintenance to ensure the expected lifespan. An anti-graffiti sealer is to be paid for and installed by MAMAM after the mural completion this is not part of the artist's budget outlined.

9. OWNERSHIP AND COPYRIGHT

- An original artwork is required, not to be reproduced elsewhere.
- Council will acknowledge the artist by displaying the artist's name near the installed artwork.
- In the case of significant damage or vandalism, Council will determine the course of action in consultation with the artist where possible.
- In the event the artwork is to be decommissioned, Council will consult with the artist prior to removing the artwork and ensure it is appropriately documented.
- Council will acknowledge the artist as the creator of the work in Council publications in which the works are included.
- The artist agrees to allow Council to publish reproductions of the work for any non-commercial purpose, including Council printed materials, promotional posters, social media and documentary photography and film.

10. ARTIST RESPONSIBILITIES

- Work alongside MAMAM Curator and extended team to project manage the artwork design and installation.
- Attend a site visit/meeting with before installation.
- Meet key timelines and be available for the whole duration of the project.
- Ensure project complies with public and personal safety requirements.
- Prime the wall prior to mural installation and provide all paint materials.
- Supply a short artist biography, artist statement, artist social media handles, website links and photographic imagery of current works for promotional activity.



11. SELECTION CRITERIA

Applications will be evaluated based on demonstrated experience (40%), capacity to respond to the brief (30%), and artistic merit (30%).

We are excited to receive your expressions of interest and collaboration on this transformative community project.

12. SUBMISSIONS TO INCLUDE

Curriculum Vitae: Outlining your history as an artist.

Portfolio: 10 digital images of previous artwork.

Artist Statement: Outline your idea for the project (up to 500 words).

Insurance: Copy of current public liability insurance certificate.

Location: This project is for residents of Metropolitan and Greater Melbourne.

13. SUBMISSION DETAILS

Expression of Interest submissions sent by **5pm, 31 March 2024**.

14. CONTACT INFORMATION

All submissions to be sent through to Curator, Nick Gatenby.

Name: Nick Gatenby

Position: Curator

Email: hello@mamam.co