

Kingston District Council

# Moving Pictures Mural Project

---

# ARTISTIC BRIEF



# OVERVIEW

Kingston District Council is seeking artist(s) to design and install a mural on a wall in Charles Street, Kingston, South Australia as part of their Moving Pictures Bushfire Recovery Project. The project includes an augmented reality component with the selected artist required to collaborate with our technology partner JumpGateVR in the development of animated elements for the mural.

Expressions of Interest (EOI) are welcome from suitable experienced individuals or groups to work with Council and its partners to develop and paint the mural by December 2020. EOIs including the required information (detailed) below are to be submitted to Kingston District Council by 5pm Monday 7 September 2020.

## PROJECT AIM

This project has been funded through the Federal Government's Bushfire Recovery Program. The key aim of the project is to create a captivating and interactive augmented reality mural artwork that:

- Celebrates the culture and identity of the Kingston District Council area.
- Encourages visitors to stop and enjoy a unique augmented reality art experience unlike anything else in South Australia.
- Engages the community in art and storytelling.
- Contributes to the broader vision of Kingston District Council Public Art Strategy 2020 – 2030.

## PROJECT SITE

The mural will be created on a wall near the corner of Charles and Agnes Streets in Kingston. It is situated on the side of a brick building currently occupied by the Kingston Electrical & Renovator Centre and has an adjacent 3.5m footpath. The ideal viewing position for the mural will be from the opposite side of the street, on the footpath outside the Crown Inn Hotel.

The wall space allocated for the mural is 16m x 5.12m (approximately 82m<sup>2</sup> in total). The wall is painted white brick and there are a couple of minor pipe obstructions that shouldn't impinge on the artwork development in any major way. Refer to the image below for visual specifications – the Kingston Electrical & Renovator Centre sign will be moved prior to the project commencing.



## PROJECT BACKGROUND

Enhancing the town centre with mural artwork has been discussed by Kingston District Council and members of the community for some time. Mural initiatives in other parts of Australia both rural and urban have proved to be very successful – enhancing the physical landscape and engaging local residents and visitors to the region in stories and imagery that celebrates character and identity. Like other Council's, Kingston District Council is interested in developing captivating artworks that provide a focal point within its town centre and beyond.

In March 2020, Kingston District Council endorsed a newly developed Public Art Strategy as part of its Public Art Framework <https://www.kingstondc.sa.gov.au/our-services/arts-and-culture/public-art-framework>. The development of mural artworks within the Kingston Town Centre was identified as a key project in this strategy, with a focus on creating iconic works with a significant point of difference. With this in mind and with appropriate funding available, Council recruited a tech-based media company to add an augmented reality component to the artwork.

This project is the first of its kind in South Australia and the mural will be the first to have an AR component in this state.

## Augmented Reality

Augmented reality or AR as it is generally called is technology that superimposes a computer-generated image on user's view of the real world, thus providing a composite view. In this instance, viewers of the mural will be able to hold up a compatible device with the designated application, up to the artwork (ideally from across the road) and see further moving embellishments or animations

that enhance the artwork. The AR component is designed to add a further element to the original artwork – not detract from it and can include a variety of sequences or a loop of moving components.

The AR component is designed to:

- Provide an interactive component that relates to the original static image;
- Change the tone of the original artwork
- Add a 3D element
- Tell a story
- Provide movement and/or
- Increase the length of time / frequency people engage with the artwork.

We anticipate subscribing to the EyeJack App to host the AR components of the artwork, which can be downloaded free of charge by the viewer. This will be confirmed during the project in conjunction with our tech partner, Adelaide based JumpGateVR

[https://eyejackapp.com/?gclid=CjwKCAjw4MP5BRBtEiwASfwAL1wzJ0HI30ID3hwXf-LLMEXF\\_ds3iyEr4On8bn2fk6YhqlHq1alcMxoCrIYQAvD\\_BwE](https://eyejackapp.com/?gclid=CjwKCAjw4MP5BRBtEiwASfwAL1wzJ0HI30ID3hwXf-LLMEXF_ds3iyEr4On8bn2fk6YhqlHq1alcMxoCrIYQAvD_BwE)

It is important to note that the AR component will not be essential to the enjoyment of the mural and that it should be designed in a way that ensures it can be appreciated both with or without the AR component.

The following provides some examples of AR murals from Australia and around the world.

- LARA Augmented Reality Mural in Hungary  
<https://www.youtube.com/watch?v=hnR7kVH7Lis>
- Bond Truluv AR Mural Hagen, Germany <https://www.youtube.com/watch?v=dNHOoepTJ4g>
- Re+Public, San Diego AR Mural <https://www.youtube.com/watch?v=efzKkkz8znc>
- Leon Keer 3D AR Mural in Pessac France. <https://www.youtube.com/watch?v=efzKkkz8znc>
- Looking Glass Fish in the Deep Hue Sea - AR Mural Sunshine Coast Queensland  
<https://www.youtube.com/watch?v=Gjdvzr91wKA>
- Dreams Diaspora and Destiny Mural in Philadelphia  
<https://www.youtube.com/watch?v=i9ZokRbgccU>

## PROJECT THEMES

The themes for the project align with the themes outlined in the Kingston District Council Public Art Framework <https://www.kingstondc.sa.gov.au/our-services/arts-and-culture/public-art-framework>.

The themes including Maritime History, Regional Biodiversity, Kingston People and Aboriginal Heritage are outlined in the document and should be referenced during the design and development process of the artwork.

In this instance there is a preference to include an Aboriginal cultural element in the artwork but this will need to be developed in conjunction with representatives from the local Aboriginal community and will be dependent on the outcomes of that engagement / collaboration.

Other themes or icons suggested by the artist are welcome but must reflect authenticity and be relevant and accessible to the local community. Any thematic inclusions outside those detailed in the Public Art Framework must be discussed with the project manager during the mural design and development stage and research and consultation will be necessary

## PROJECT PARTNERS + CO-ORDINATION

**Project Owner:** This project is a Kingston District Council with the successful artist entering into a contract with Council. The key contact at Kingston District Council is Nat Traeger, the Chief Executive Officer. Council will utilise its arts focus group to provide a direct link to the community in terms of project development and design approval.

**Project Manager:** Council have appointed an independent contractor, Maz McGann, to manage the project on their behalf. Any direct inquiries relating to this brief or the project in general should be directed to her in the first instance and she will act as the liaison between Council, the artist, project partners and provide support as required. Project Manager contact details are included at the conclusion of this document.

**Tech Partner:** JumpGateVR have been appointed as the Technical Support agency who will manage the development of the AR component of the project. They will collaborate directly with the artist and provide support in the development of the AR component. Anton Andreacchio is the JumpGateVR representative working directly on this project.

**Community Stakeholders:** The artist is not expected to undertake in-depth consultation and engagement with the community broadly but they will be encouraged to make contact with key community people as required. These stakeholders can provide insight into the local character, heritage of the region and how people interact with the landscape in Kingston in general and at the sight of the mural.

Other project partners may emerge during the project delivery including local project sponsors.

# EXPECTATIONS / REQUIREMENTS OF THE ARTIST

The following details what is expected of the artist in relation to the completion of the Kingston Moving Pictures Project. The artist will:

- Have a strong track record of mural development at the scale indicated in this project and be able to provide examples of previous work and the contact details of at least two referees that can speak directly to their previous work as a lead artist on an outdoor mural project.
- Develop and present at least three design options for the arts focus group and Council to choose from. These may be presented in digital or hard-copy format at a suitable scale. The presentation of these to the arts focus group may be in person or online and must include background information regarding the design development and how it directly relates to the design.

The artwork must:

- Be thematic in nature and be relevant to the culture, heritage and character of Kingston.
- Potentially include an Aboriginal cultural element – depending on engagement with local Aboriginal community.
- Be suitable for the development of AR component see “AR requirements below”
- Include additional design elements developed in conjunction with JumpGateVR to be included as part of the AR element.
- Be coated in an industry standard UV and anti-graffiti coating.
- Be willing to adapt their design to fit with the parameters of the AR technology and to consult with the project Tech Partner JumpGateVR.
- Be able to collaborate effectively and communicate with Project Stakeholders and the general public when working on site.
- Be able to travel to Kingston for a site briefing and familiarisation and to complete the artwork.
- Source and supply all materials and equipment required including paint, brushes, spray apparatus and personal protective equipment required to prepare the site and complete the artwork.
- Be available for media promotion as required.
- Undertake the necessary research and consultation with community to ensure their design(s) is appropriate and relevant as per the thematic requirements.

- Have the appropriate “working at heights” qualifications and operate according to Kingston District Council’s Workplace Health and Safety Policy and Procedures.
- Undertake the work within the parameters of the project Budget. \$10,000 has been allocated for the artist to design and create the work and for the purchase of materials and equipment (refer project budget below).
- Not sub-contract any component of work required by the artist to a third party without the approval of Council.
- Have the appropriate public liability insurances and provide evidence of these to accompany the project contract.

Experience using technology relevant to the AR component and animation skills are desirable but not essential.

## **AR Requirements**

To be conducive with the inclusion of an AR component, the following is necessary in relation to the design and development of the artwork.

- High contrast, detail rich with the avoidance of symmetry and repetitive patterns.
- The AR will be layer on top that brings the artwork to life, which can go outside the extents of the original image.
- The original image can be left intact or replaced with animated events.
- Technical consultation will be required throughout the project.

## **COUNCIL RESPONSIBILITIES**

Kingston District Council will:

- Provide accommodation for the artist whilst they are working on the Mural and for required / agreed meetings / presentations.
- Provide access to the necessary scaffolding and/or scissor lift platform to support the completion of the artwork.
- Manage any necessary road closures as required during the artwork development.
- Provide a \$1500 travel and Living Expenses payment to the artist for the agreed trips to Kingston to complete the project if the artist’s permanent residence is further than 75kms from Kingston.
- Provide support and advice for the project as required – this will be through the Project Manager in the first instance.

# PROJECT BUDGET

Council will pay an amount of \$10,000 to the artist for the development and creation of this artwork. This will be paid in instalments that are linked to agreed project milestones. This will be documented in the project contract.

This fee will cover the following:

- Research and community consultation as required
- Creative development of three design options presented to Council and other project stakeholders
- Preparation of the mural site including cleaning if required
- Creation of the final artwork
- All materials
- All labour and installation costs
- The development of a risk assessment plan in collaboration with the Project Manager
- Attendance at nominated meetings / presentations
- Personal protective equipment required by the artist
- Insurance
- Meals and living expenses other than accommodation whilst working on the project in Kingston (see additional travel fee below)

As detailed above Council will provide a one-off travel and living expenses payment of \$1500 to the artist if they live further than 75kms from Kingston.

# EXPRESSION OF INTEREST REQUIREMENTS

In submitting an expression of interest to deliver this project the artist must provide the following:

- A Cover letter outlining the Artist's interest in being part of this project and their preferred contact details including a phone number and an email address
- A detailed CV no longer than four A4 pages
- Evidence of previous work including at least eight images of 3 – 4 previous works completed or links to work that can be viewed online
- The names and contact details of at least two referees that have direct experience with engaging the artist to create murals on their behalf
- A short statement – 200 – 500 words explaining how the artist will approach the project including addressing key project themes and any initial ideas they may have
- Evidence of their "working from heights" qualifications
- A high level budget outlining how the \$10,000 fee will be used to create the artwork. This should include things such as labour, a design fee, materials and equipment and any other relevant costs

## **EOI Due Date**

**The Expression of Interest must be received by email by Friday 11 September 2020 at 5pm .**

Send EOI materials to:

- [mmcgann@internode.on.net.au](mailto:mmcgann@internode.on.net.au)

If due to the size of the files email is not a suitable means for submitting EOI materials contact the project manager for alternative file sharing options e.g. Dropbox.

## **PROJECT TIMELINE**

The following timeline is provided as a guide for the completion of the project. This may be negotiated with the successful artist if necessary.

Expression of Interest Closing Date	Friday 11 September 2020, 5.00pm
Successful Artist notified	Friday 25 September 2020
Design Development	Monday 28 September – Monday 26 October 2020
Supply / Presentation of three draft concepts	Monday 26 October 2020
Selection of final design	Monday 2 November 2020
Artwork creation	Monday 9 November – Friday 4 December 2020
Artwork completed	Friday 4 December 2020
Project Launch	TBC December 2020
Artist Feedback Statement for Project Acquittal	Sunday 31 January 2021.

## **ASSESSMENT CRITERIA**

- Artistic merit of proposal in line with Artistic Brief 35%
- Artistic merit of previous work 35%
- Proven capacity to deliver the work to the required standard within budget and on time 30%

## **COPYRIGHT**

Copyright and intellectual rights remain with the artist. Kingston District Council reserves the right to photograph the artwork and document the project for unlimited use within publications promoting Council and the region.

## FURTHER INFORMATION

Further information relating to the project and provision of answers to relevant questions is available until 5pm Monday 7 September 2020.

Further information is available by contacting:

Maz McGann  
Project Manager  
[mmcgann@internode.on.net](mailto:mmcgann@internode.on.net)  
0438 807 973

