HURSTBRIDGE LINE
PUBLIC ART PROJECT
Stage one - Expression of Interest
30 September 2017
01 Introduction

The Level Crossing Removal Authority (LXRA) invites Expressions of Interest (EOI) from practising artists for public artwork proposals at sites on the Hurstbridge Line.

This is an opportunity to be part of a significant infrastructure project for Victoria with the new public art projects enhancing and contributing to place and local identity. The new artworks will be outstanding examples of contemporary art responding to a curatorial process focused on engagement with the community. The context is local but the themes explored can be particular or universal.

Melbourne’s railway network is a well-used public transport asset that is being substantially transformed by the State Government’s Level Crossing Removal Project. For the selected artists this is a chance to respond creatively and artistically to these contexts and for these responses to be experienced in a highly-used public domain.

Images shown are illustrative only.

Image credits: Pierre Soulages, Peinture 30 Avril 1972, oil on linen RRLCMR, Light Boxes at Festival Hall p16
Alexander Knox, Maxims of Behaviour, 2008, light projection
Shaun Gladwell, Storm Sequence, 2000, digital video
Russell Anderson, Apparatus for Transtemporal Relocations of Impending Space, Gardiner Station
RRLCMR, Light Boxes at Festival Hall p17.

Victoria is a leader in arts and design. Creative design and planning – streetscapes, renewal of public, community and internal spaces and a stronger commitment to the integration of art into new developments – is a key component of pushing our advantage further.

Level Crossing Removal Authority Creative Strategy Guideline
02 Purpose and scope

The LXRA is responsible for the Level Crossing Removal Project across Melbourne. This EOI is focussed on sites along the Hurstbridge line. The purpose and scope of the EOI is to seek a wide range of responses by individuals or groups with the capacity to deliver appropriate public artwork outcomes. The projects are suitable for emerging, mid-career and established artists across a broad spectrum of artistic practices.

Expression of Interest Stage One

This EOI document is for Stage One in a two-stage selection process sponsored by the State Government of Victoria through the Level Crossing Removal Authority and framed by the LXRA Creative Strategy Guideline.

From the EOI – Stage One submissions, the Steering Committee will select a shortlist of five or six artists who will be invited to develop concepts for particular sites in an EOI – Stage Two.

*Images shown are illustrative only.*

*Image credit: Cracked Vine, MGS Architects, 87 Chapel Street.*

Expression of Interest Stage Two

For Stage Two, each shortlisted artist will be provided with a more detailed brief and will be paid an honorarium to develop and submit an artistic concept.

Following the Stage Two submissions, the Steering Committee will select concepts to be realised as public artworks. The successful artist[s] will be appointed to work with the North Eastern Program Alliance (NEPA) and the Creative Strategy Coordinators to develop and deliver an outstanding project[s].

NEPA will formally engage artists on behalf of the LXRA. Full terms and conditions will be provided during Stage Two.

Respondents must comply with the following conditions:

- Be an Australian citizen or an Australian permanent resident
- Have appropriate public liability insurance if commissioned to do the work.
03 Background

The State Government’s major transport infrastructure program represents one of the most significant investments in transport infrastructure in Victoria’s history.

The program includes projects that are being undertaken by the LXRA and the Melbourne Metro Rail Authority (MMRA) and are more than just road or rail projects – they are city-shaping projects that will create a lasting legacy for Melbourne.

Incorporating the principles and practices of great urban design and place-making is, therefore, a priority if this investment is to deliver a full range of benefits for current and future Victorians.

The LXRA was formed in May 2015 to coordinate the Level Crossing Removal Project and associated projects such as the Mernda Rail Extension and the Hurstbridge Line Duplication. The LXRA has commenced the planning, design and procurement process for 50 sites across Melbourne.

These level crossing removal projects will be significant infrastructure assets for Melbourne with a functional life of more than 100 years. As a major legacy project, it is critical that the best possible outcome for the transport network is achieved, and that all users benefit through the experience of better public places.

The LXRA is committed to a program of creative works that make a significant contribution to the overall project outcomes across their sites. The procurement of these works will be in accordance with the LXRA -Creative Strategy Guideline – refer Appendix B.

Images shown are illustrative only.

Image Credit: Epping Station, p26 LXRA Creative Strategy Guideline.

The objectives of the Creative Strategy Guideline are to:

- Ensure a curatorial process that results in works that are of the highest standard and responsive to the place and community in which they are located
- Create high quality visual interest in the stations and station precincts, bridges and underpasses that fosters an inclusive and safe environment
- Ensure that the local community is informed about the Creative Strategy Guideline
- Deliver projects that provide a positive engagement with the local community and promote a sense of local ownership
- Promote creative works in a manner that enhances the reputation of the LXRA and its partners.

Refer to page 4 of the Creative Strategy Guideline.
04 Objectives

The project objectives are to ensure the procurement of engaging public artworks that will enrich the public domain and complement the new and existing urban fabric of the Hurstbridge rail corridor.

They will make an important contribution to transport users as well as to the wider suburban community and environs. To this end, the LXRA has appointed Creative Strategy Coordinators – Eli Giannini and Sue Buchanan – to provide curatorial direction for the project and facilitate the selection process.

The appointed coordinators are assisted by the Steering Committee:

The project objectives are:

1. Demonstrate artistic excellence in public art through:
   - Conceptual strength and artistic merit
   - Complementary to both context and site
   - Global interest, destination quality and local attraction.

2. Include a broad range of artistic typologies and approaches for example:
   - Installations – multi-media, video, sound and light projections or other works
   - Murals, wall art – work that is fixed to selected areas of the built fabric
   - Artist-lead community artworks
   - Interactive artwork
   - Object or stand-alone artworks
   - Works that are varied in scale
   - Artwork integrated with the station building or landscape design process.

3. Consider thematic narratives such as:
   - Transit – railway themes and the concept of journey
   - Reuse of railway infrastructure ie ‘boom gates’, lights, talk of local context and history
   - Community engagement that considers the local history, as well as the current environment
   - Sustainability.

4. Engage with the community and local placemaking by:
   - Considering the wider demographic – the multiple voices that make up a community
   - Contributing to a welcoming place, with the opportunity to build relationships, collaborate and share different ways of seeing across ages and cultural backgrounds
   - Extending the journey experience beyond the ‘station walls’
   - Recognising the night-time/day-time needs of the various areas of the sites, as well as each site’s various characteristics – station, parkland, landscaped areas, shared user paths.

Images shown are illustrative only.

05 Potential sites

Project vision
The overall corridor Level Crossing Removal Project and Hurstbridge Rail Line Upgrade will deliver an integrated transport asset to the north-east suburbs of Melbourne, and contribute positively to the amenity and local character of each site.

Project Zones 1 – 3 are the areas where level crossing removal projects and construction works are underway, and potential sites for public artworks.

Images shown are illustrative only.
06 Selection process

Expression of Interest

Stage One
- Request for submissions
- Evaluation of submissions.
Selection of shortlist (five or six artists) to participate in concept development for selected sites on the Hurstbridge line: Project Zones 1-3.

Stage Two
- Request for concept proposals for Project Zones 1-3 from short-listed artists
- Evaluation of submissions and selection of one or multiple proposals to proceed
- Endorsement of selected proposals by relevant authorities
- Public announcement of selected proposals.
07 Assessment

Creative Strategy/Procurement Coordinators

Eli Giannini
egiannini@mgsarchitects.com.au

Susan Buchanan
sbuchanan@mgsarchitects.com.au

All queries to be emailed with the project title – LXRA Public Art Program.

Steering Committee

The committee is comprised of nominally eight members and is responsible for:

- Shortlisting artists to proceed to Stage Two
- Evaluating Stage Two artistic concepts for commissioning.

Chair: Creative Strategy Coordinators
Level Crossing Removal Authority: one member
North-Eastern Program Alliance: one member
Office of the Victorian Government Architect (OVGA): one member
Creative Victoria: one member
Local Government Art Advisor: one member per municipality.

Assessment criteria > EOI – Stage One

- Capability
- Experience delivering similar public design and installation projects
- Quality of portfolio
- Proven ability to interpret a scope of work and meet deadlines
- Proven ability to work collaboratively with other creative design and engineering disciplines
- Willingness to participate in media/promotional events.

Assessment criteria > EOI – Stage Two

LXRA aspires that all works of art will be commissioned specifically for the site and relate to the site. However, direct acquisition may occur if:

- The artwork has particular relevance to the site and/or is able to be fully integrated into the public domain, and
- The artwork is of exceptional artistic merit.

Site specific response assessment:

- Conceptual framework: the underlying principles, ideas, and philosophy of the proposal
- Clear statement of how the proposal will reflect the local community, contribute to a strong sense of place, and enliven and enhance the public space
- Propose a budget for commissioning (artist fees, materials, installation)
- Include consideration of durability and anticipated ongoing maintenance costs (artists will be asked to submit concepts with minimal maintenance requirements)
- Show awareness of any site specific issues, heritage and environmental policies, and other related local urban design principles.

Images shown are illustrative only.

Image credits: WMA Architects, Mercabarna Flor Market, 2008, Spain
Ralf Kempken, mural, H V McKay Pedestrian bridge p21
Bridget Riley, Gaillard, 1989, oil on linen
Carlos Cruz Diez, Physichromie Panam 144, 2014, chromography on aluminum and plexiglass.
08 Project details

Ownership and maintenance
All projects are envisaged as permanent works. Permanent works are defined as enduring, site specific works commissioned with an expected lifespan of at least 10 years. It is envisaged that artworks would be managed and maintained by the relevant municipalities, however this will be confirmed at a later stage in the process.

Budget
- The budget for the project is a total of $150,000 + GST for the sites listed as Zones 1-3. This includes:
  - The artist fees for EOI – Stage Two
  - The cost of the commissioned work/s
  - Installation and delivery of the commissioned work/s.

Project timeline
30 August 2017
Expressions of Interest – Stage One open

30 September 2017
Closing date for Expressions of Interest
EOI – Stage One

02 October 2017
Announcement of shortlisted artists

06 November 2017
Closing date for EOI – Stage Two submissions

17 November 2017
Announcement of selected concepts

March, 2018
Completion of all works

EOI – Stage One submission requirements
Submissions will be accepted in electronic format only.
You will need to prepare the following information for your on-line submission:
- A current CV including website, maximum two pages as a pdf
- A brief description of your current artistic practice and why this project is of interest to you, maximum 300 words
- Four (4) images as pdfs of relevant work. This can include internal and external projects. The images should be maximum size 1MB and captioned as follows: Last name_First name_Title of work_Year
- Brief descriptions pertaining to the four (4) images including project details – materials, location, dimensions, referees [if applicable], maximum 600 words in total
- A description of your capability and experience in delivering projects in the public realm, including ability to work effectively with local government or similar clients and a range of stakeholders, maximum 300 words
- Also refer to Assessment Criteria.

EOI – Stage One submission lodgement details
Closing time: 5.00pm, 30 September.
Please submit all tenders via email [maximum attachment size 10mb] to procurement@nepalliance.com.au
All submissions to be emailed with the project title – LXRA Public Art Program.

Project conditions
It is the LXRA’s policy not to accept tenders received after the specified closing time. No tender submissions by facsimile or hardcopy will be accepted.
We reserve the right, without explanation and for any cause:
- Not to proceed with this EOI
- To change the terms and procedures relating to the EOI
- To reject or accept any EOI.