

Blacktown City Council

PUBLIC ART COMMISSIONING PROCEDURES 2014

What is excellence in public art?

Excellent public art requires careful planning, appropriate strategies and attention to detail. Collaborators need to be coordinated and visionary site-specific design briefs must be prepared for artists and trained professionals. Public art must also be allocated a budget.

Excellence is achieved through orderly processes and appropriate contracts. The most effective public art is usually created through site-specific design with the artist working alongside a project team of design professionals.

The artist designs and makes the work of art for a specific place, responding to its history, current functions, and expected future uses. The artist's vision and skills are supported by and integrated into the design and construction processes of architects, landscape architects, builders and artisans. The artist works closely with design professionals at all stages of the commission. This ensures the work of art is integrated within the project's overall design.

This collaborative approach is much more likely to result in the creation of a rich, vibrant 'whole place'; a work of art that is respected and loved by the community. It is a more effective approach than Council merely purchasing a work of art from time to time and installing it in a public location.

Engaging a public art coordinator or design professional to oversee each commission will contribute to high quality results and ensures the artist receives proper administrative and technical support. Taking a risk management approach protects Council. This is particularly important for artists undertaking their first commission.

Why do we need public art commissioning procedures?

Public art commissioning procedures will enable Blacktown City Council to:

- Select artists and assess their work carefully according to professional standards
- Establish appropriate budgets to enable artists to achieve high quality in the fabrication and installation of their works
- Ensure public art is properly maintained over time
- Prescribe simple, respectful methods for the removal of works of art in public spaces at the end of their specified lifespans
- respect artists' moral rights and intellectual property

What public art proposals does Blacktown Council support?

Blacktown City Council supports public art that:

- Is integrated into the fabric of the city in ways that reflect, respond and give meaning to the City's unique environment, history and culturally diverse society
- Achieves excellence, innovation and diversity in the design and aesthetic of Blacktown City's public domain
- Contributes to the city as a creative environment
- Provides opportunities for artists, especially local and Aboriginal and Torres Strait Islander artists, to flourish and expand their roles in engaging with the community
- Supports artists to contribute to the design and development of the public domain through collaborations between artists, architects, landscape architects, urban designers and planners in relevant Council capital works projects
- Includes Blacktown City's diverse communities in creative planning processes to encourage civic pride and distinct local character
- Increase community understanding, appreciation and enjoyment of public art
- Creates a Blacktown City-specific and suburb-specific sense of place
- Encourages artists to question, comment on and provide diverse and respectful representations of Blacktown City's communities
- Creates employment and development opportunities for artists
- Prioritises the engagement of local and Aboriginal and Torres Strait Islander artists.
- Enhances and links open space areas with art and culture.

How is public art commissioned?

Stage 1. Feasibility

1. Develop project scope and plan
2. Develop artists brief
3. Identify project partners
4. Consult with partners and community
5. Identify site and potential risks
6. Identify project manager(owner)
7. Establish project working group
8. Inform the Public Art Panel

Stage 2. Expressions of Interest

1. Advertise and call for expressions of interest (according to procurement thresholds)
2. Assess expressions of interest received against the criteria
3. Short-list preferred artists
4. Invite short-listed artists to present concepts
5. Select successful artist(s). The engagement of local and Aboriginal and Torres Strait Islander artists will be prioritised where the selection criteria are met to a high degree
6. Develop contractual agreements for the design commission.

Stage 3. Design approval

1. Ensure compliance with design brief and criteria
2. Assess environmental impact
3. Assess for development application requirements (if any)
4. Assess engineering and safety risk
5. Assess proposed budget
6. Assess maintenance strategy
7. Set up time lines for delivery of the works
8. Set up reporting time lines to the project owner and working group.

Stage 4. Fabrication, construction and installation

1. Begin fabricating and constructing
2. Prepare regular reports to project owner and working group
3. Ensure compliance with design brief and criteria
4. Ensure adequacy of construction
5. Ensure compliance with workplace health and safety standards
6. Prepare the site for installation
7. Begin installation.

Stage 5. Hand-over and maintenance

1. Artist(s) hand over the complete public art works to Council
2. Project owner reviews and finalises maintenance strategy
3. Artist submits final project report
4. Project owner assesses the acquittal and finalises documentation.

Stage 6. De-commissioning

1. Consider relocating the work
2. Seek agreement from the artist to relocate the work
3. Seek agreement from the artist to de-commission and dispose of the work, or return it to the artist.

What rights do the artists have?

At all times artists retain copyright and moral rights over their art work

The work cannot be modified, relocated or decommissioned without seeking the agreement of the artist.

Every time the work is reproduced in print or electronic media, Blacktown City agrees to reproduce the name of the artist as author of the art work