

SOUTH GIPPSLAND SHIRE COUNCIL

Korumburra Railway Precinct Mural Project ~ Expression of Interest



South Gippsland
Shire Council

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Korumburra Railway Precinct – Mural Project

South Gippsland Shire Council (SGSC) is calling for expressions of interest from suitably qualified visual artists or art collectives to create a mural on the external wall of 42 Commercial Street that leads into the railway precinct underpass. The mural will complement the existing work within the underpass.

Key Dates:

- EOIs open 18 September and close 08 October 2023.
- Mural must be completed by 31 December 2023.

Expression of Interest

This EOI process calls for artists with experience in both delivering high quality murals and liaising with stakeholders.

Artists will be invited to complete the EOI and will be assessed on the following criteria:

- Capacity to respond to the site and relevant experience to develop a well-considered concept.
- Demonstrated capacity to create artwork that is innovative and engaging.
- Experience working with various stakeholders.
- EWP licence up to 11 metres and boom lift experience.
- Public Liability of at least \$20,000,000 and a White Card.



Overview

The Korumburra Railway precinct holds a heritage listed railway station, and a nearby underpass that was built in the late 1800's as part of the rail station planning.

More than 120 years later, in 2020, a mural was painted in the arched tunnel of the underpass as part of the Council's, Girls Own Space initiative, funded as part of a VicHealth Gender Equity Through Arts program in 2020.

Council is now calling for a suitably qualified artist or art collective to design and create an immersive, creative and fun mural on the external wall of 42 Commercial Street, to complement the vibrancy and contemporary nature of the existing mural and highlight the entrance to the underpass.

The Great Southern Rail Trail (GSRT), which is an important asset for the local community and the region's economy, passes through the Korumburra Railway Precinct. The GSRT, once a historic railway line, is now an immersive outdoor experience that takes people on a 130km winding journey through the region's unique rural towns and villages.

The Korumburra Railway Precinct Underpass Mural Project seeks to transform the external wall that leads into the underpass from a plain surface to one that immerses and engages the local community and visitors alike, activating the space providing a joyful experience for all.

The theme for the mural project is the local community, landscape, flora and fauna. This theme has been developed from feedback provided by students at the Korumburra Secondary College. The theme should incorporate immersive imagery with a local connection, that allows visitors to interact and become part of an imaginative landscape.



Background

South Gippsland Shire Council (SGSC) recognises that arts, culture, and the creative industries are integral to the health, prosperity, and vitality of our communities. They help us to connect to each other, appreciate our natural environment, unique heritage, and encourage personal growth. They foster creativity and innovation, and provide employment.

Council recognises that the creative sector can enhance community identity, contribute to well-being, cultural tourism, and economic development.

South Gippsland has several historically significant sites including the Korumburra Railway precinct. These sites are currently in the spotlight for renewal, redevelopment and repurposing. The mural project aims to engage the regions creative sector.

Objectives



To build on the existing artistic elements in the public spaces of Korumburra.



To create a genuine drawcard for the town, encouraging visitation to Korumburra and its surrounds.



To support the promotion of arts in the region.



Specifications and Site Considerations

- Wall space – approximately 30 metres long and up to 4.6 metres at the highest point however it is not expected the entire surface will be covered. The objective is to connect with the artwork from the Commercial Street to the underpass.
- High quality exterior water-based paint only to be used for the mural to encourage longevity of the artwork.
- Site access available at all times.

Artist and SGSC Responsibilities

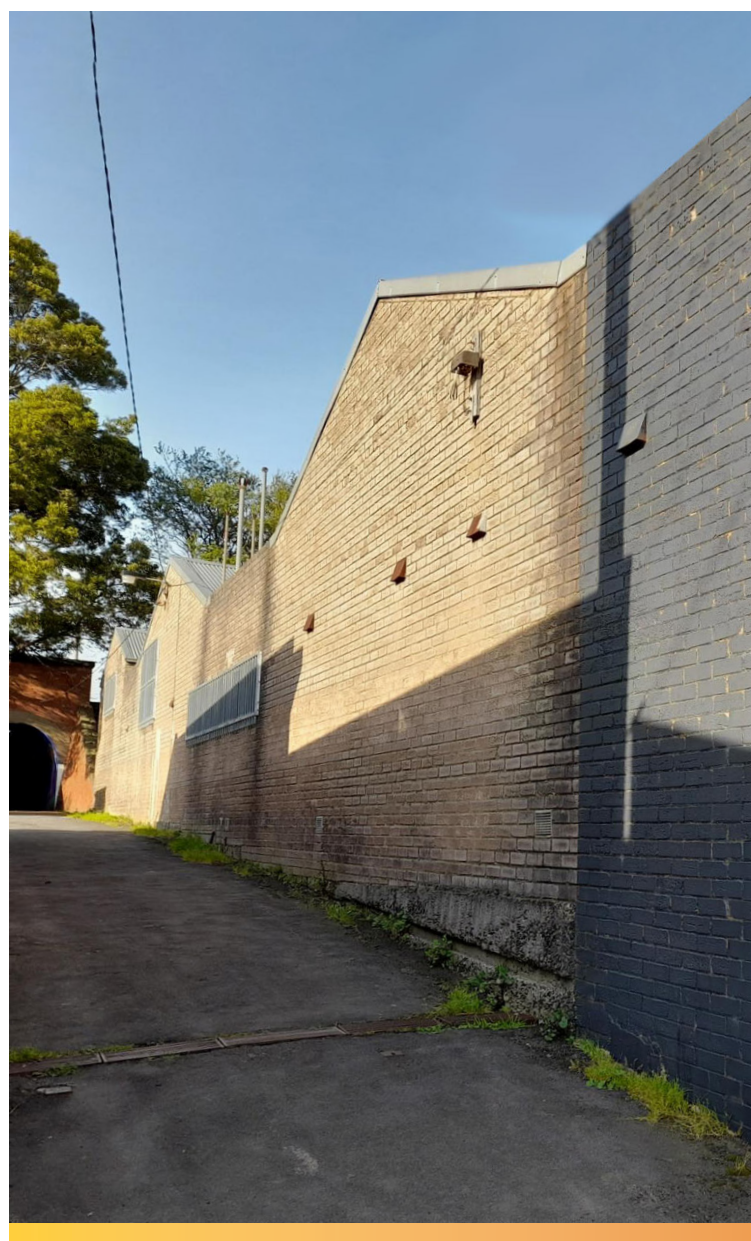
The selected successful artist/s will be responsible for:

- Mural concept for approval – including research undertaken and engagement with relevant local stakeholders to strengthen thematic concepts.
- Acquiring all paint and painting materials required including anti-graffiti coating
- Appropriate insurance cover and licences.
- Accommodation and travel costs.

SGSC will be responsible for:

- Stakeholder management.
- Managing the EOI process, shortlisting process, and artist procurement.
- Providing offsite location for mural development.

- Providing painting surface and anti-graffiti coating on completed mural.
- Artists' contracts and ongoing maintenance schedule.
- Media and marketing promotion of the project, including information panels to allow visitors to read about the inspiration behind the mural.



Design Considerations

The local community, landscape, flora and fauna. Incorporating these themes with fantastical and immersive imagery.

The project is specifically aligned to actions in Councils strategic policies including;

- Arts, Culture and Creative Industry Strategy 2022-2026: Establish and fund a recurrent Public Art Program within townships, along selected areas of the Great South Rail Trail (GSRT) and in the environment.
- Visitor Economy Strategy 2021 – 2031: Develop public art along the Great Southern Rail Trail.



Timeline

September 2023 – Artist EOIs developed and promoted.

13 October 2023 – Three shortlisted artists invited to develop preliminary sketches and present detailed concept framework.

October/November 2023 – Public voting process undertaken of shortlisted concept.

November 2023 – Successful artist/s develop detailed concepts and finalise mural design. Final mural designs submitted.

December 2023 – Mural installation takes place (must be completed by 31 December 2023).

January 2024 – Project celebration.

Project Budget

From the EOI process, three shortlisted artists will be paid a \$1000 (ex GST) fee to develop their concepts for consideration.

From this, either an artist/s will be selected to undertake the project and paid a fee of \$32,000 (ex GST).



Shortlist Selection

Artist EOIs will be assessed by the SGSC Arts Officer, representatives from Council's Arts Advisory Committee and two students from Korumburra Secondary College.

Artists are invited to respond to this EOI and submit the following for assessment:

- Artist Bio.
- Artist CV
- A short response (500 words max) to the Artist Brief, outlining the proposed approach to the project and addressing the selection criteria.
- Up to six images of previous work.
- Preference will be given to local artists

Enquiries and Submissions

All expressions of interest / questions to:

Penni Ellicott – Coordinator Arts, Culture & Visitor Economy – council@southgippsland.vic.gov.au / (03) 5662 9200

Submissions will close midnight Sunday 8 October, 2023 and must be emailed to:

council@southgippsland.vic.gov.au

Please contact Council if you would like to be considered but have difficulty submitting a proposal by the closing date.

