



Rural City of
Wangaratta

Public Art Commission Artist Brief

**E36082 - Prosecco Road – Gateway
Entrance Public Art Project**

**Stage One Expression of Interest closes:
2pm July 20, 2022.**



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Introduction

The Rural City of Wangaratta's Public Art Policy, 2019, supports the development of a program of commissioned works of art, including permanent site-specific works of art and temporary and ephemeral installations. The Rural City of Wangaratta (RCoW) acknowledges the unique nature of its public spaces and is committed to enlivening its public and open spaces through the development of a Public Art Collection, and through community led public art projects.

Council is seeking Expressions of Interest from suitably qualified artists or groups of artists to develop sculptural works for two sites that provide a sense of arrival to the King Valley 'Prosecco Road' tourism trail. The artworks will be highly visible and must fulfill the criteria of beautifying the space, being sensitive to driver distraction and be site specific.

There are two sites identified for artwork:

Site 1. Oxley – budget allocation \$400,000 (ex GST)

Site 2. Whitfield – budget allocation \$150,000 (ex GST)

Artists may submit Expressions of Interest for one or both sites outlined in this brief.

This is a three-stage commissioning process.

Stage 1. Expression of Interest - Concept

Stage 2. Shortlist and Concept Development

Stage 3. Commission and Delivery

Members of the RCoW Public Art Acquisitions Advisory Panel and Council Staff will select concept designs from three artists from Stage One (EOI) to proceed to Stage Two (concept development). Each of the shortlisted artists who proceed to Stage Two will receive a development fee of \$2,500 for a detailed concept design and/or Maquette.

One of the selected artists for each site will be awarded the commission and commence Stage Three.

More detail is included in the Selection Process part of this brief.

Background

The King Valley is a hidden gem of Victoria, located in Victoria's High Country. The King Valley has potential to become one of Australia's leading wine regions. The Activating King Valley Prosecco Road Project has been commissioned to establish a shared vision for the King Valley's visitor economy offering. The plan identifies priority tourism investments that enhance the visitor experience and optimise economic outcomes for the region.

The Prosecco Road – Gateway Entrance Signage project is informed by the concepts presented in "*Activating King Valley – Prosecco Road*" and is guided by the RCOW Public Art Policy 2019 (appendix 2). The public art components of the project are funded by Victorian Government under Tourism Infrastructure Program – Flagship Projects.

Public Art Vision for the Prosecco Road – Gateway Entrance

The King Valley is an area of exceptional beauty, extending from the plains around Wangaratta through to the Alpine National Park. The King Valley has developed a reputation for quality wine, with a strong emphasis on Italian varieties and in particular Prosecco. The extent of the King Valley has been determined by the boundaries of the Geographical Indication (GI) region, as defined by Wine Australia. Milawa and Whitfield are the hero towns of the King Valley, defined by their locations on key arterial roads of Snow Rd (Milawa) and Wangaratta-Whitfield Rd (Whitfield). Oxley acts as northern entry point for King Valley, while Whitfield acts as a southern gateway for King Valley.

When you venture to the King Valley in Victoria's High Country, you could be forgiven for thinking you'd been transported to the picturesque hills of northern Italy. The vineyards, perched on the fertile slopes that rise above the King River, are home to great wines and their makers. First, second and third generation Italian migrant families continue a tradition, today treating the Australian palate with their Mediterranean-inspired wines. Pinot Grigio, Arneis, Verduzzo, Sangiovese, Tempranillo and Barbera formed their first wave.

With a growth in the popularity of Prosecco and the boom in visitors to the region, the King Valley is ripe for development and investment, to become a leading wine tourism destination in Australia.

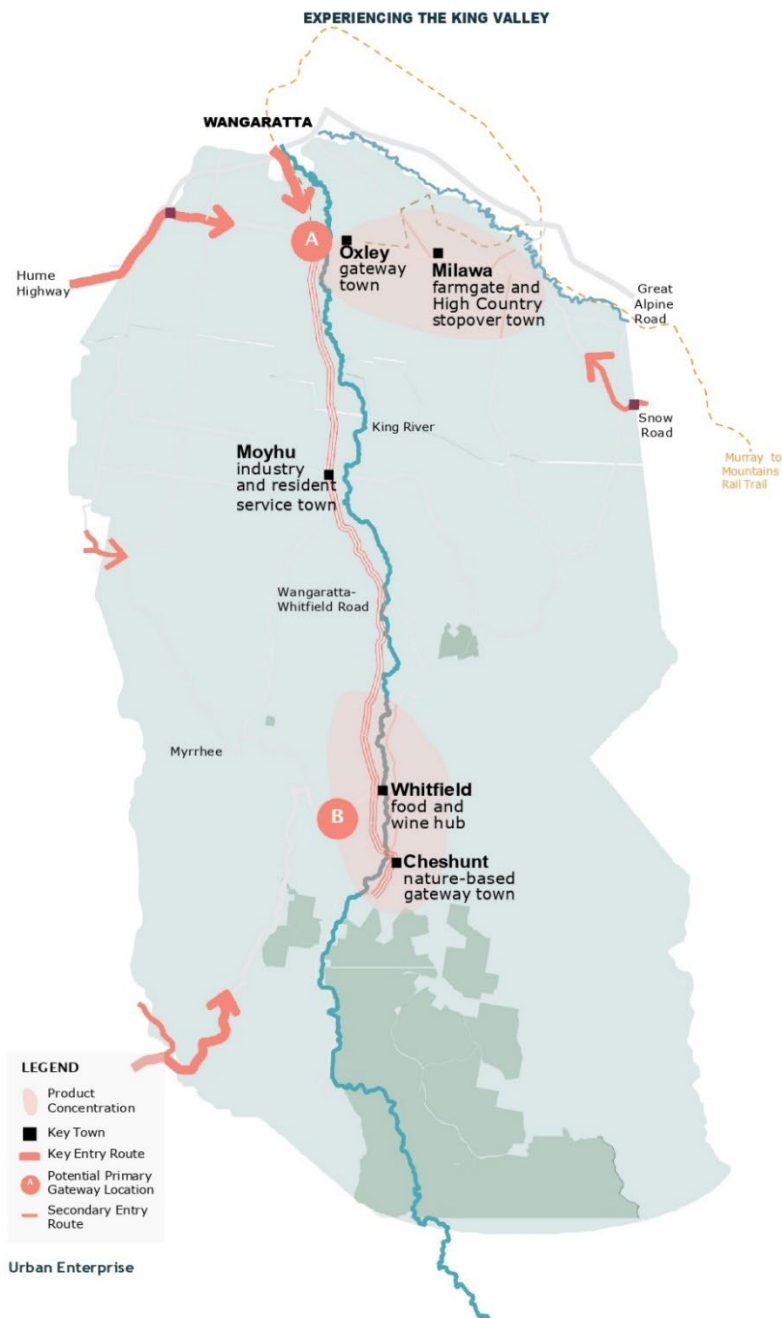
Objective

To design and Construct two Entrance Gateway artworks, one on each end of the King Valley. The artworks will:

- Evoke a distinctive sense of arrival to the King Valley 'Prosecco Road' tourism trail,
- Enhance the visitor experience and journey through the region,
- Provide a visual connection throughout the King Valley 'Prosecco Road' townships, and
- Align with the tourism branding for the King Valley.

PROJECT SITES

The Prosecco Road Gateway artworks will be installed in two locations, Oxley and Whitfield, with the artwork acting as gateways at each entry point to King Valley.



Site 1. OXLEY GATEWAY

An important gateway to the region of Oxley is the roundabout located at the intersection of Wangaratta – Whitfield Road and the Snow Road. Through this gateway 39% of visitors enter the region. This includes visitors entering from Wangaratta and from Melbourne from the Hume Highway.

Visitors travelling into the area via the roundabout experience the change in landscape from the urban areas of Wangaratta and the Hume Freeway into the agricultural and winery landscape. The roundabout also marks the point of divergence between the Upper and Lower regions of the King Valley.



The gateway artwork will sit in the south-east corner of the intersection and will be clearly seen from both Snow Road and Wangaratta - Whitfield Road (south Wangaratta entrance).

The site is at the agricultural end of the Wangaratta – Whitfield Road, a flat pasture with scattered trees and a backdrop of mountains. The Sam Miranda vineyards sit at the north-east corner of the intersection, and Oxley Primary School is close to the roundabout

Oxley Gateway Vision

A The Oxley Gateway artwork announces the arrival to a special part of the world.

It is transformative, signifying the journey from the highway and urban areas to a place of artisanal produce, family vineyards and a slower pace of life.

The site is vast and open, the artwork should be large enough to hold a significant presence in the landscape.

As the King Valley continues to grow, the artwork will continue to be relevant to the identity of the region.

The Oxley Gateway Artwork objectives:

- Large scale to have a significant visual impact on the landscape,
- Be viewed up close by people on foot, and from vehicles travelling through the intersection,
- Convey a sense of arrival, and
- Act as a sculptural marker that “heralds” the beginning of the trail.

More information about the scale and location of The Oxley Gateway is attached.

Site 2. WHITFIELD GATEWAY

The site for this artwork is at the first opening vistas of the King Valley upon descent from Whitlands. The artwork should not compete with the breathtaking landscape but rather mark or complement the moment of arrival.

The site is at the base of the valley, where the landscape ties together qualities of bushland, rolling pastures, undulating hills and viticulture.



This site sits at the low point of the valley and just after the initial vista of Prosecco Road. The artwork will be situated at the threshold between bushland and the first view of the valley.

This sculpture will be viewed mainly from vehicles while driving through. It sits as a moment just prior to the opening vista to Prosecco Road - within a clear landscape but just after consistent road vegetation. This gateway artwork may be installed on both sides of the road.

Whitfield Gateway Vision

The Whitfield Gateway artwork signifies a threshold to the southern end of the King Valley.

It brings a feeling of arrival from the mountains into the agricultural landscape of vineyards and wineries.

The Whitfield Gateway Artwork objectives:

- Convey a sense of arrival from bushland into the agricultural landscape,
- Frame the opening vista of the King Valley, and
- Be safely viewed from moving vehicles without creating driver distraction.

More information about the scale and location of the Whitfield Gateway is attached.

Themes

A specific theme has not been identified for the artwork for the King Valley Gateway Entrance Project.

This project will position the King Valley as a premium visitor destination, through enhancement of the visitor experience. The experience of the King Valley is akin to no other wine region. The King Valley could be described as a little piece of Italy set amongst the hills of North-East Victoria, bustling with wineries, rolling hills, festivals and cooking classes. Visitors are immersed in a mix of warm Italian hospitality, a sense of family and belonging, generous and abundant produce, quality unpretentious wine and a High-Country landscape that both engulfs and calms.

The public artwork at the Entrance Gateways of King Valley will enhance the way people perceive the place and create a visual sense of arrival at King Valley for locals and visitors.

This project is divided into 2 separate Gateway artworks for one destination. Artists may submit concepts for one or both sites.

The concept may reference:

- Our First Nations stories and history,
- The natural landscape of the area and native wildlife,
- The environmentally significant waterways of the King River,
- The Prosecco Road Rail Trail,
- The social culture of the King Valley, past, present and future.

Shortlisted artists proposing to engage with First Nations cultural material, imagery or activity will be required during the Concept Development phase to demonstrate relevant approvals:

- If you are a First Nations applicant and are delivering a project outside your community, you must provide appropriate letter/s of support from that community.
- If you are a non-First Nations applicant, you must demonstrate you are working in partnership and provide appropriate letter/s of support.

The artwork will:

- have a clear visual impact on the landscape at each site,
- be clearly viewed from a distance and up close,
- be convivial and appealing to people of all ages.

Safety and Maintenance

The artwork must be robust and as resilient to vandalism and damage as possible. Shortlisted artists will be required to submit a maintenance schedule as part of their proposal. The artwork should have a minimum expected lifespan of 20 years.

The artwork will need to comply with National Playground safety standards, even if it is not intended for play or interaction. The Australian Standards reference is AS4685.0. Certified playground inspection businesses may have guidelines available on their websites.

The artwork needs to comply with the current VicRoads 10 point Safety Guidelines.

Project Budget

Site One – Oxley:

Artists are invited to submit concepts within a budget up to **\$400,000** ex GST for the Oxley Gateway Entrance design, construction and installation.

Site Two – Whitfield:

Artists are invited to submit concepts within a budget up to **\$150,000** ex GST for the Whitfield Gateway Entrance design, construction and installation.

Project Timeframe

Stage One	Date
Expression of interest for artist design advertised	June 2022
Concept Assessments by selection panel	July 2022
Stage Two	Date
3 Artists shortlisted for each site by Selection Panel	July 2022
Stage Two detailed concepts submissions close	August 2022
Stage Three	Date
Successful Artist/s Awarded the commission	August / September 2022
Detailed Design accepted – Fabrication commences	September / October 2022

Selection Process

STAGE ONE – EXPRESSION OF INTEREST

Artists' responses to the EOI will be reviewed by the Rural City of Wangaratta's Public Art Acquisitions Panel, Council Staff. Rural City of Wangaratta's Public Art Acquisitions Panel comprises of professional practicing artists and arts professionals who have a demonstrated knowledge of visual arts, representatives from the Arts and Culture and Heritage Advisory Committee and Friends of the Gallery Association, and the Manager of Arts Culture and Events. It also engages appropriately qualified council staff and members of the Wangaratta community. Council staff from departments including Arts and Cultural Services, procurement and infrastructure may be included.

A maximum of 3 artists for each of the sites will then be shortlisted and invited to submit a public art proposal for the Stage Two of the selection process. Shortlisted artists will receive a fee of \$2,500 each to prepare a detailed design.

The selection panel may convene a briefing session or arrange site visits to supplement the artist brief, prior to the close of EOIs.

Required Submission Material for Stage One - Concept

Artists submitting an Expression of Interest may include the following in their proposal:

- A clear statement identifying which of the two sites is chosen.
- Preliminary drawings or other images of the proposal that show the artistic concept.
- A statement that describes the concept and rationale for the artwork and its relevance to the site and the project as a whole.
- A description of materials used and proposed construction.
- An artist CV and examples of previous relevant work that shows an ability to deliver this project.

Expressions of Interest submissions will not be returned.

All submissions are treated as confidential between the artist and Council. Council reserves the right to cancel this competitive process and/or call for further submissions should the response be considered unsatisfactory or insufficient.

SELECTION CRITERIA – Stage One

Selection of a concept to be shortlisted will be based on the following criteria:

- The artist's response to the themes and references suggested in this brief,
- Appropriateness to site: impact and suitability,
- Experience offered by the concept and its ability to engage the audience,
- The artist's capacity to deliver major public artworks.

STAGE TWO – CONCEPT DESIGN

A StageTwo Artist Brief detailing requirements and more information will be forwarded to artists who have been shortlisted to submit a detailed concept.

Shortlisted submissions will receive a fee of up to \$2,500 (ex GST) each to prepare detailed designs.

Shortlisted artists' submissions will be assessed by the RCoW Public Art Acquisition Panel.

Up to three artists will be shortlisted for each site.

Artists submitting a detailed design must include the following in their proposal:

- Detailed Drawings, digital presentation or maquette of the artwork
- Materials used
- Construction and installation schedule and recommendations
- Maintenance schedule
- A statement that describes the concept and rationale for the design and its relevance to the site and project
- A detailed budget for all costs related to the design, construction and installation of the artwork including:
 - Artist fee
 - Fabrication
 - transport
 - Installation
 - Professional and contract services
 - Travel and other related costs

Maquettes and other materials submitted for Stage Two may be returned to the artists following assessment.

The Panel reserves the right not to select any submission for commissioning. No correspondence will be entered into with respect to the decision of the Panel.

All submissions are treated as confidential between the artist and Council.

STAGE THREE – CONSTRUCTION AND INSTALLATION

The Panel will award the commission to the successful artist or group of artists for each of the gateway artwork projects. The selected artist/s will enter into an agreement with RCoW to deliver the commissioned work according to the project timeline and budget.

All costs for the engineering, road management, scaffolding, materials, fabrication, lighting, transport to site, installation, additional consultants, insurance, permits and contingency will be delivered through the Stage Three delivery process.

The Rural City of Wangaratta will be responsible for the following costs related to the project:

- Promotion of the public art project.

- Public display and community engagement.
- Project management for the Prosecco Road Gateway Entrance Signage Project.
- Launch of the completed artwork.
- Normal ongoing maintenance, on advice from the artist with financial support from Regional Roads Victoria.

HOW TO SUBMIT AN EXPRESSION OF INTEREST

To respond to this Expression of Interest, register via the e-tendering portal below, registration is free:

<https://www.eprocure.com.au/wangaratta/>

Support is available via eProcure if you experience difficulties registering, logging on or downloading documents. Once registered, you will have access to the EOI submission requirements, the questions and answers forum, and be updated on any changes to the tender.

For information on how to work with Rural City of Wangaratta please follow the link below.

[Working with Council Rural City of Wangaratta](#)

All responses must be lodged via Wangaratta Council's e-tendering website. Submissions received via any other means (including hardcopy) will not be accepted. The e-tendering system will automatically lock at the closing date and time, preventing partially completed responses from being submitted.

Stage One Expressions of Interest submissions will not be returned.

All submissions are treated as confidential between the artist and Council.

The artist will retain copyright of any conceptual works.

CONTACT FOR FURTHER INFORMATION:

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ATTACHMENTS:

Oxley Gateway Site Information

Whitfield Gateway Site Information

Activating King Valley – Prosecco Road

Rural City of Wangaratta Public Art Policy 2019

BEST PRACTICES FOR COMMISSIONING ART IN PUBLIC SPACE

VicRoads 10 Point Safety Guidelines



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Wangaratta