



Artist Brief

Placemaking and Revitalisation

EXPRESSION OF INTEREST

LUNAR NEW YEAR 2025 - SPRINGVALE

Acknowledgment of Country

Greater Dandenong City Council acknowledges and pays respects to the Bunurong people of the Kulin Nation, as the Traditional Custodians of the lands and waters now named City of Greater Dandenong.

We value and recognise local Aboriginal and Torres Strait Islander cultures, heritage, and connection to land as a proud part of a shared identity for Greater Dandenong. Council pays respect to Elders past and present and recognises their importance in maintaining knowledge, traditions, and culture in our community.

Accessibility

If you are an applicant with a disability and you require this information in a format that is accessible to you, please contact the Placemaking & Revitalisation team.

Telephone: (03) 8571 5141 Email: greer.smith@cgd.vic.gov.au Overview

Introduction

The City of Greater Dandenong is seeking Expressions of Interest from Asian-Australian designers, artists/teams of artists for the creation of imagery to mark Lunar New Year. This project will celebrate the diversity within Springvale, strengthening the unique cultural vibrancy of the centre.

With 70% of residents in Springvale born overseas, with major birthplaces being Vietnam, India, Cambodia, China and Malaysia, the imagery will be culturally holistic and include elements/representation across the different cultural groups unique to Springvale.

Background

The Springvale Activity Centre is located approximately 29 km southeast of Melbourne's Central Business District. The Activity Centre is strategically located on Springvale Road with excellent access to the Melbourne to Pakenham/Cranbourne railway line. The Centre has a strong Asian business and community focus making it a vibrant hub for retail and commerce. The Centre has a rich assortment of food, groceries, restaurants, and bakeries.

This Centre enjoys proximity to primary and secondary schools, boasts excellent transport connectivity, and is witnessing a surge in its apartment market. Recent times have seen transformative changes, including the removal of the Springvale level crossing, leading to a revamped railway station and bus transport interchange, and public realm upgrades to Springvale Road.



Around a third of tenancies are culturally themed (primarily Asian), catering to the demographic profile of the area and attracting residents from across the municipality. With strengths in multi-cultural (Asian) offerings, investment in 'boutique' retail and food should be an ongoing focus for future commercial investment.

Project Scope

The project includes concept development and design that respond to the themes of Lunar New Year and is representative of Springvale.

There are many council and community run events and activities that occur in the centre over the new year period. This project will help to unify activity and create a place brand for Lunar New Year.

This commission is delivered through a placemaking framework and will seek to spark joy, pride and belonging. It will celebrate the character of place, creating space that people feel at home, where they belong and that their local places are somewhere that they have fun.

Consultation will be sought from key cultural leaders on the draft concept before work is finalised and made public.

Site Locations and Application of Design

The artwork/design will be applied across a variety of platforms, both digital and printed.

- Guidebook/Website
- Digital campaigns/Social Media
- Bookmarks (Springvale Community Hub and Library)
- Posters/Stickers/Decals
- Public Bins
- Other as identified and as appropriate i.e. transport

Final design work will be submitted in the form of digital files that are suitable for a variety of applications. Printing, fabrication and installation is not required.

Budget

A budget of \$4,000 (exl. GST) is available for the design work of Lunar New Year.

Project Timeline

EOI open	Monday 9 September 2024
EOI closes	Midnight Sunday 29 September 2024
Successful applicant/s notified	Wednesday 2 October 2024
Concept Development	Thursday 3 October – Sunday 27 October
Draft design/s concept due	Monday 28 October
Community Consultation – Key Stakeholders	Monday 4 November – Sunday 17 November
Final Design	Monday 18 November – Sunday 24 November
Lunar New Year	Wednesday 29 January 2025

Application and selection process

Asian-Australian artists/teams of artists are invited to submit an Expression of Interest via the online portal.

Submit an Expression of Interest

Artists will be asked to complete the following information in their application

- Expression of Interest form
- Budget and indicative timeframe for completion of the project
- CV (max 2 x A4 pages per artist)
- Up to 5 images of relevant previous work (submitted as PDF or PowerPoint file, up to 5MB)
- Please note: No detailed concept drawings are required at this stage

Selection criteria

Expressions of Interest will be assessed against the following criteria:

- Artistic excellence
- Professional experience in graphic design, commercial design or visual arts
- Creativity of design
- Proposal's connection to local community
- Site specific design of the proposed concept

Successful artists/teams of artists are required to have/obtain current Public Liability Insurance of \$10,000,000. Any additional insurance and risk management requirements will be discussed with the successful applicant.

Confidentiality

All submissions will be treated as strictly confidential between Greater Dandenong City Council and the applicant.

Artists who submit an EOI for this project will be kept on file and may be considered for future creative opportunities that may arise.

Further information

Greer Smith

Placemaking Officer

City of Greater Dandenong

E: greer.smith@cgd.vic.gov.au M: 0466 395 739