

Background and Overview

Greater Dandenong is located approximately 35km southeast of the Melbourne CBD and is the regional capital of the southeast. In addition to playing an important strategic role, it is also the most culturally diverse Local Government Area in Victoria.

Within the City of Greater Dandenong there are three activity centres Dandenong, Springvale and Noble Park which are respectively located along the Cranbourne/Pakenham Railway Line.

Greater Dandenong Council has an established placemaking program which has been implemented predominantly through the Revitalisation of Central Dandenong since 2006. More than 40 temporary projects have been undertaken providing a platform for artists and the community.

Transformed - is a place making program for temporary public art that applies to Springvale Activity Centre. Transformed encourages artist led initiatives and in doing so creates room for presenting ideas, provocations, dialogue and discussion. Transformed is part of a larger placemaking effort to support a pedestrian friendly environment between key destinations.

Projects that are opportunistic, highlight undervalued spaces, engage with daily audiences and pedestrians, are visually powerful and simple to execute are invited. A range of mediums and materials will be considered and all works commissioned should offer a life span of 1 to 2 years.



TRANSFORMED

Placemaking program



Springvale Potential Spaces

Potential sites for artworks should be considered along and near to key pedestrian routes that run east west across Springvale Road and which are key routes between the Station and the retail core in Buckingham Avenue. Other sites include Warwick Avenue car park environs, 303 Springvale Road Arcade, & Balmoral Avenue car park and rear laneway and Multicultural Place.

Two potential site explorations exist including;

1. Designated sites
2. Open selection sites

1. Designated Sites

i) External Facade - United Energy

Exchange Building Warwick Avenue car park
Artists are invited to submit concepts for temporary public art installations suitable for display over a 24 month period on the façade of the United Energy Exchange building in Warwick Avenue car park, Springvale.

Each façade measures approximately 4000 mm wide x 3500mm high. A budget of up to \$5,000 including GST is available.

2. Open Selection Sites

Artists are invited to submit concepts for temporary public art installations suitable for display over a 1-2 year period in the Springvale Activity Centre. Sites may be considered along key pedestrian routes that link the Station and the retail core in Buckingham Avenue, including laneways and arcades throughout the activity centre and which may be subject to approval by property owners. Artists can submit proposals as a series of works crossing multiple sites concurrently. Prior to submitting proposals for Open Selection Sites, artists are encouraged to meet with the Place Manager and discuss their preferred site for key insights, opportunities and challenges. **Local artists are encouraged to apply.**

A budget of between \$500 - \$5,000 including GST is available.

Transformed sites can include major arrival points, laneways, vacant spaces and undervalued places. The artworks should offer viewers small surprising experiences as they move along key pedestrian routes and reward observant pedestrians through their engagement with the space and the artwork.

The program aims to:

- create engaging moments that surprise and support movement and staying spaces
- enhance the journey between key destinations;
- continue investment in temporary public art;
- add to the diversity of public spaces with a variety of artworks;
- reflect on, explore and take inspiration from local narratives and the area.



Project Themes

Consistent with placemaking principles artists need to consider their audience and how the work responds to the essential character of the place. They should visually, thematically or conceptually celebrate, describe or explore narratives relevant to Greater Dandenong's suburban setting, unique characteristics and cultures.

Materials

Due to the scope of the program and its temporary nature artists are encouraged to be resourceful in their selection of materials. Recycled materials and the adaptation of found objects are appropriate considerations. The Dandenong area has a rich manufacturing and industrial sector which could be the source of raw materials and trade-based services in the development of the project. Careful consideration should be given to the object's durability and its location in open public environments where they are exposed to weather. Artist / designers selected to realise projects, accept in doing so, that their work may be subject to vandalism or graffiti and this must be considered in the design phase of the project.

Installation and Removal

The artist is responsible for preparation, transportation and installation of the artwork including consideration of necessary installation equipment hire. The artist is required to work with the Placemaking Officer and meet all occupational health and safety expectations including risk management assessments, safe work method statements and traffic management requirements of Council.

At the conclusion of the agreed display period Council will be responsible for removing the artwork and where necessary seek advice from the artist. The artist will have the opportunity to determine whether the work is returned or discarded.

Selection Criteria

The following criteria will be used. Proposals should be;

- Visually and conceptually engaging;
- Respond effectively to their nominated site and be appropriately located and scaled;
- Explore a local narrative and respond to the essential character of the place;
- Innovative and responsive to the brief;
- Minimally invasive and require little effort to install and remove;
- Able to be realised within budget, experience, capacity and time frames;
- High quality submissions



Support for Artists

Selected artists will be supported in the following ways;

- General advice and support throughout the project;
- Assistance with permits and approvals;
- Support and advice on safety requirements and installation;
- Documentation and publicity;
- For some projects, agreement may be reached for artworks to be installed by Council

Submission Material

Artists should submit an outline of their project including;

- Plans, elevations, perspectives and or sketches that best convey the concept as it will appear in its nominated site;
- A short description of the artistic intent of the concept;
- A 1 page artists CV listing relevant experience and including a 150 word biography;
- A description of the proposed materials, dimensions and how the artwork will be fabricated, installed, disassembled and removed;
- A budget including include artist's fees, materials, creation of the artwork, travel, artists installation time and all costs associated with de-installing the work.

Timing

We are continually seeking new concepts. There is no deadline, submissions can be made at any time and will be responded to within six weeks of being received.

Copyright

Copyright and intellectual property remain with the artist. The City of Greater Dandenong reserves the right to photograph the installations and document the project for unlimited use in publications promoting the city.

Contact

For more information contact:

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