



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.

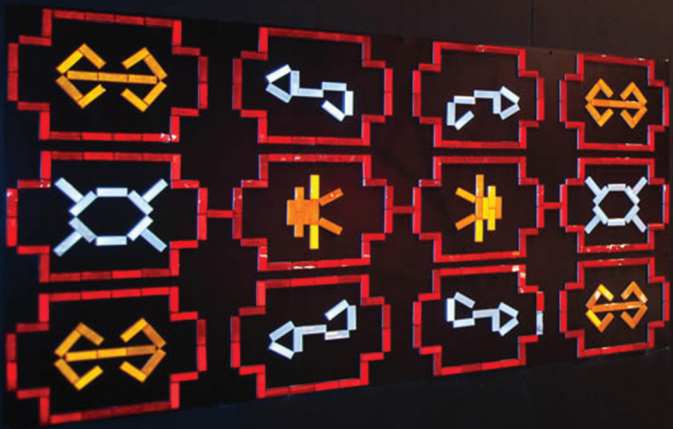
Greater Dandenong Council has an established placemaking program which has been implemented over many years. More than 40 temporary projects have been undertaken providing a platform for artists and the community.

Transformed - is a place making program for temporary public art that applies to the Dandenong 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



iii) Ewart Lane

Artists are invited to submit concepts for installations suitable for display over a 1-2 year period in the environs of Ewart Lane, maximizing sight lines from Walker and Thomas Street's.

A budget of up to \$3,300 including GST is available.

iv) Lifts

Artists are invited to submit digital images, drawings or photographs suitable for large format print (300 dpi) and display over a 1 - 2 year period in the lifts at the Thomas and

Walker Street multi deck car parks. Images are confined to the rear wall of the lift at Thomas Street car park (147cm x 217cm) and the rear wall and both side walls of the Walker Street car park (137cm x 220cm per panel). The car parks are accessed by approx 300 - 400 people per day. All artwork will be professionally printed and installed into the lift by the City of Greater Dandenong. An artist fee of \$550 including GST is available, per lift.

2. Open Selection Sites

Artists are invited to submit concepts for installations suitable for display over a 1-2 year period in the Dandenong Activity Centre. Sites may be considered along key pedestrian routes that link the Station and the Market in the areas and laneways described in this brief and 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 up to \$5,000 including GST is available.

Potential Spaces

Potential sites should be considered along and near to key pedestrian routes that link the Station and the Market including Halpin Way, Lonsdale Street, the Thomas & Walker Street car parks, Boyd, Crump, and Ewart Lanes.

Two potential site explorations exist including;

1. Designated sites
2. Open selection sites

1. Designated Sites

i) External Window - Thomas Street car park

Artists are invited to submit concepts for installations suitable for display over a 12 month period in the window at the Thomas Street Car Park, Thomas Street, Dandenong. The window measures approx 276 cm wide x 164cm high. The window faces west and is subject to afternoon sun. There is access to mains power. A budget of up to \$1,100 including GST is available.

ii) Internal Window - Thomas Street car park

Artists are invited to submit concepts for installations suitable for display over a 12 month period incorporating the plaster wall (419 cm wide x 200 cm high) and internal window (732 cm wide x 145 cm high) at the Thomas Street Car Park entrance, Thomas Street, Dandenong. A budget of up to \$1,100 including GST is available.

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

The project aims to:

- create engaging moments that surprise and support movement and staying spaces
- enhance the journey between the market and the station
- 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 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 the preparation, transport and installation of the artwork including consideration of necessary installation equipment hire. The artists is required to work with the Place Manager and meet all occupational health and safety expectations including 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 will 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 rights 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 and to discuss your ideas:
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