

CITY OF ALBANY

PERCENT FOR ART DEVELOPER'S GUIDELINES



CITY OF ALBANY POLICY: HOW IT WORKS

Developers have an important role to play in improving a shared public space. Collaborations with professional artists are critical to the success of public art projects.

The City of Albany adopted Percent for Art guidelines in 2016. Developers are required to contribute to public art in accordance with construction.

The policy currently requires most developments and projects over the value of \$1,500,000 to allocate 1% of the total project cost for the development of new Public Artworks which reflect or enhance local cultural identity.

This contribution will cover:

- Engagement of an art consultant (not to exceed 15% of overall contribution)
- Professional artist fee
- All material costs
- All insurances and installation costs
- Site preparation
- Documentation of the artwork
- Attribution plaque

It is recommended that developers select and work with a professional artist early on in the project to ensure artworks are well located and installed in conjunction with the planning and building requirements.

It is a condition of approval that the artwork is installed prior to the first occupation of the development unless otherwise agreed to by the City of Albany.

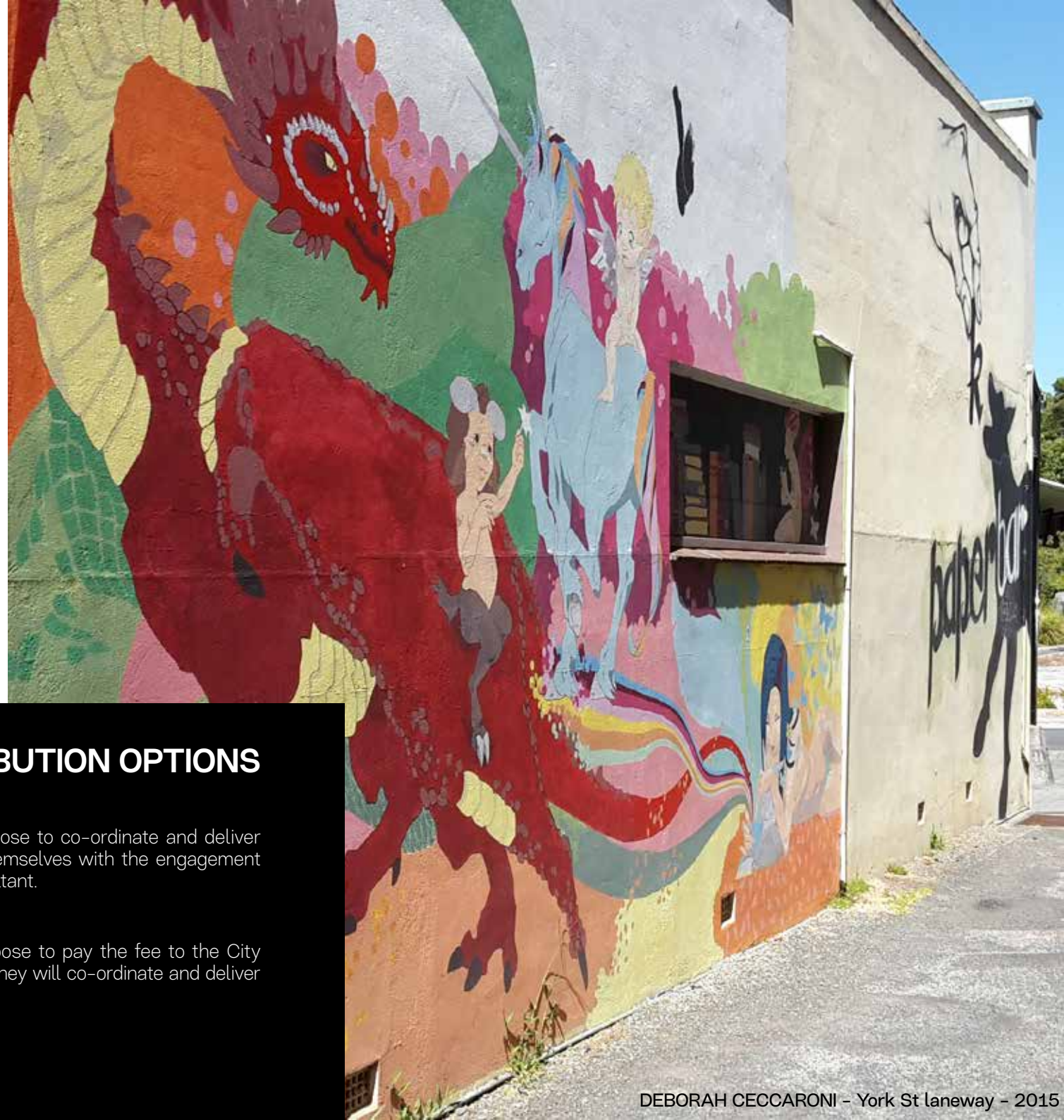
CONTRIBUTION OPTIONS

OPTION: 1

Developers choose to co-ordinate and deliver the artwork themselves with the engagement of an art consultant.

OPTION: 2

Developers choose to pay the fee to the City of Albany and they will co-ordinate and deliver the artwork.



THE VALUE OF PUBLIC ART: WHY IS IT IMPORTANT?

Free – be open to all ages, genders, language speakers and cultural groups.

It is **available 24/7** and can include both day and night statements.

Can create **community pride**

Photo opportunity for visitors to the region

Revenue raising tool – bringing in visitors specifically to view it

Visual mechanism for **understanding other cultures**, other environments

Connects people to other members of their community – artists to architects, etc.

Values artists as important contributors to our society

Activate under-utilised spaces and redirect flow of pedestrian traffic

Build Cultural Identity – Assist in the development of a unique and specific location

It can provide a **new way of looking** at an old space.

It can **raise awareness** of important issues – such as the environment. This helps build community identity through shared consciousness

Creating **employment opportunities**

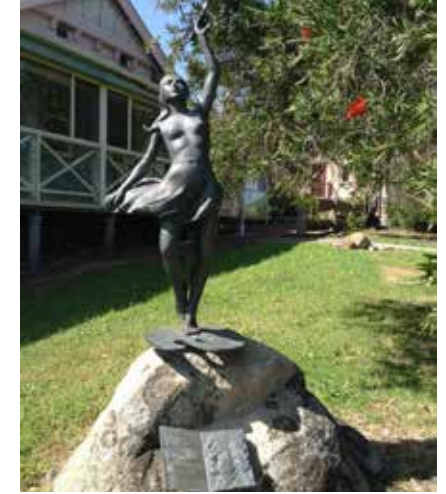
Can be **educational** with historical and technical data.

Encourage conversation – both from those that love it and those that hate it.

It can become a **meeting point**

Can provide a **positive impact** on someone's mood

WHAT CAN PUBLIC ART LOOK LIKE?



It does not have to look like your idea of public art – bronze heroes have had a long history (and are very expensive) – Be prepared to try something new – like video projections or suspended sculptures or night lighting statements, etc.

It's not forever – Places don't stay the same so why should art have to be around forever.

Create a community – Be wary of predefining a community – you may be surprised who takes ownership of the space.

Make a Place – create an identity for a site that has previously not had a strong identity. Who in this area will be your main audience?

Quiet solitary moments can have as much strength as bombastic loud statements. A memorial site can still be considered public art.

It can be **so much more than decoration** – Smart urban design is imperative to our local environment – a designer and an artist are not necessarily the same being. They are both important contributors to a public space.

Trust the judgement of artists – they are trained to perceive, and often have years of experience under their belts, even if it is your first time.

Embrace the opportunity to do something different in your world.

Public art is not a way-finder but it has the capacity to affect a space and shape people's perceptions.

Not everybody has to like it – the best conversations can come out of differences of opinion.





FORMS OF PUBLIC ART

Public art takes many forms, including (but not limited to) sculpture, painting, installation, multimedia, sound performance or may be integrated into architectural surfaces and landscapes.

The major categories of public art are stand-alone, integrated, applied and installation, though the boundaries between them may overlap.

STAND-ALONE

Describes artworks that are three dimensional and freestanding rather than embedded into the structure of a building or built space. The work may be a singular piece, a series of related works or an installation. Works of this nature have traditionally been associated with permanent materials (such as marble or bronze); however contemporary artists have expanded their practise to include materials such as found objects.

INTEGRATED

Refers to art that is integrated into a building, built space or landscape element. The work has the potential to span both the interior and exterior spaces of the built structure. Integrated artworks may also assist in defining or separating space but is not intended to replace functional or other decorative aspects essential to the overall development design (e.g. seating)

APPLIED

Refers to work that is applied to an interior or exterior surface. This may include commissioned paintings, tapestries and murals.

INSTALLATION

Is when the artwork and the site are integral to each other. The artwork could be comprised of a number of elements but the ensemble may be viewed as a whole. The space may be created with a particular work in mind, or the artists may respond to a given space (e.g. Antony Gormley's 'Inside Australia', Lake Ballard).



STAND-ALONE



INTEGRATED



APPLIED



INSTALLATION



DEVELOPMENT APPROVAL PROCESS

The following steps will assist you with the artwork procurement process:

- Development application approved with requirement for public art contribution.
- Request either Contribution Option 1 or 2 for the artwork.
- Consult with the City regarding your ideas and complete an Application for Artwork approval.
- If Option 1 is selected, engage an art consultant to procure the public artwork.
- Decide on the Commissioning process. This can be as an Expression of Interest open to everyone, or from a small selection of invited artists or via a direct artist commission.
- Professional Artist contracted and agreement signed.
- Design Documentation is submitted then approved.
- Approval process with the City is completed. Please note additional planning or building approvals may be required prior to the installation of the artwork.
- Artwork is installed and inspected
- Artwork acknowledgement plaque is installed on or near the artwork citing – Artist's name, year of the commission, artwork title,
- Final information of artwork, maintenance requirements and photo documentation provided to the City for Public Art register.

It will be a condition of planning approval that the artwork be installed prior to the occupation of the development, unless otherwise agreed to by the City.

WHAT ARTWORKS WILL NOT BE APPROVED ?

- Business logos
- Directional elements – signage
- Works not in clear public view
- Mass produced equipment and art objects
- Landscaping elements or architectural elements that would have their own budget allocation
- Artworks which block the flow of pedestrians into business premises
- Artwork that contains content that is considered offensive

ARTIST COMMISSIONING PROCESS

We recommend that an art consultant is used to manage the commissioning process for the artist through to the installation of the artwork. The City can supply you with a list of art consultants if you wish.

Depending on the budget and the timeframe, the consultant will work out the best method to engage a professional artist.

There are three options for the engagement of an artist. These are:

OPEN EXPRESSION OF INTEREST (EOI)

In liaison with the City's Arts and Culture team, the art consultant will advertise an EOI with an artist brief for the project. A small number of artists from the EOI pool will be invited to put forward a full proposal for the brief. The preferred artist will be selected and commissioned.

SHORTLIST

The consultant will invite three or four professional artists to put forward a full proposal for the brief. The preferred artist will be selected and commissioned.

DIRECT COMMISSION

The art consultant in liaison with you, will contact an experienced professional artist directly. (This approach is only used when there is a very specific brief that requires a particular skill set. It is generally used for small budget projects).

CRITERIA FOR COMMISSIONING

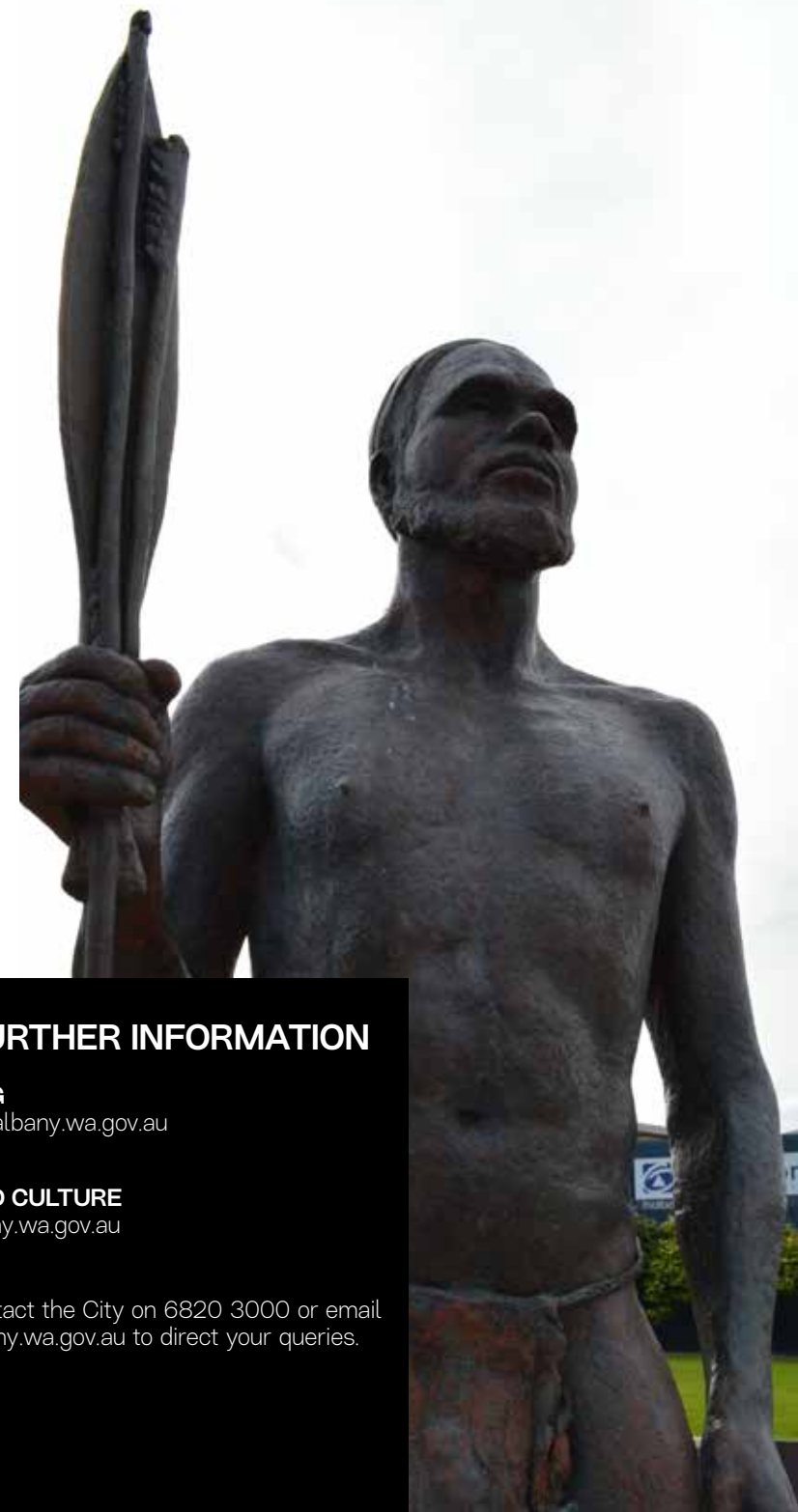
The artworks should:

- Reflect a consideration for local infrastructure, culture and the environment.
- Be designed by a Professional Artist (definition on the following page) and be unique.
- Be made from robust materials that are structurally sound.
- Be designed, fabricated and installed to meet relevant safety and longevity requirements.
- Take note of the list of artworks that will not be approved.
- Be completed and installed prior to the first occupation of the new development.

PLAQUE INFORMATION

Once the artwork has been installed, it is a requirement of the developer to create and place a plaque on or near the artwork which contains at least the following information:

Artist name, artwork title (if applicable), materials and year of installation



FOR FURTHER INFORMATION

PLANNING

planning@albany.wa.gov.au

ARTS AND CULTURE

arts@albany.wa.gov.au

Please contact the City on 6820 3000 or email staff@albany.wa.gov.au to direct your queries.

WHAT IS A PROFESSIONAL ARTIST ?

Professional Artist means a person who meets two or more of the following criteria:

- has a minimum tertiary qualification equivalent to three years full time study in visual arts, or when the brief calls for it, other art forms such as multi-media;
- has an established exhibition history through reputable art galleries that exhibit and sell the work of professional artists;
- has had work purchased by major public and private collections, including the Art Gallery of Western Australia, any university collections, major institutions or Artbank;
- has secured work or public art commissions on the basis of professional expertise;
- is eligible for or has been awarded a government grant;
- is selected for public exhibition, awards, prizes;
- earns more than 50 percent of their income from arts related activities, such as teaching art or design, selling art work or undertaking public art commissions; and
- can produce a referenced folio of works that is of high quality and relevant to the commission.



CITY OF ALBANY - ART IN THE PUBLIC DOMAIN

DEVELOPERS APPLICATION FOR ARTWORK APPROVAL

DEVELOPMENT DETAILS

Address of Development: _____

Application Reference Number: _____ Date of Application: _____

Budget for Total Development: _____ Budget for Artwork: _____

Name of Owner: _____

Address of Owner: _____

Phone: _____ Email: _____

APPLICANT/DEVELOPER DETAILS

Applicant Name: _____

Address of Applicant: _____

Phone: _____ Email: _____

ARCHITECT/LANDSCAPE ARCHITECT/DESIGNER DETAILS

Architect/Designer Name: _____

Address of Architect/Designer: _____

Phone: _____ Email: _____

PUBLIC ART CONSULTANT DETAILS

Public Art Consultant Name: _____

Address of Public Art Consultant: _____

Phone: _____ Email: _____

ARTIST DETAILS

Artist Name: _____

Address of Artist: _____

Phone: _____ Email: _____

COMMISSIONING PROCESS

Open EOI Shortlist Direct Commission

ATTACHMENTS

Please attach to this application documents providing evidence of the following:

- | | |
|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| <input type="checkbox"/> Artist qualifications and/or past experience | <input type="checkbox"/> Location of proposed artwork (sitemap) |
| <input type="checkbox"/> Written artwork concept
(with reference to location/architecture/history/theme) | <input type="checkbox"/> Copy of the signed contract between developer and artist |
| <input type="checkbox"/> Artwork information
(dimensions, materials, colours, type of public art) | <input type="checkbox"/> Artwork budget breakdown |
| <input type="checkbox"/> Artwork Images/Drawings for proposal | <input type="checkbox"/> Engineering signoff (as required) |
| | <input type="checkbox"/> Maintenance schedule |

Assessment of this application will be against the criteria for commissioning

COMPLETION AND INSTALLATION OF THE ARTWORK

It is a condition of approval that the artwork is installed prior to the first occupation of the development.

Should an extension for the installation of the approved artwork be required, please contact the City in writing prior to the deadline. Please allow time for a site inspection to be conducted ensuring compliance with the conditions of artwork approval after the artwork has been installed.

If you would like any assistance with completing this application, please contact the City on 6820 3000.

