



**ART WORK BRIEF FOR  
Jull St Mall, City Of Armadale.  
Call for Expressions of Interest (EOI)**

Prepared by Artsource for City Of Armadale  
1/06/2016

**Project Title:** Jull St Mall Public Artwork  
**Location:** Jull St Mall, City Of Armadale  
**Budget:** \$80,000.00  
**Closing Date:** Tue 19th July 2016  
**Send EOIs to:** [consulting@artsource.net.au](mailto:consulting@artsource.net.au)

# BACKGROUND

## Overview

Expressions of Interest are sought from artists who are interested/experienced in delivering an engaging public art project in the heart of the Armadale Town Centre in the Jull St Mall.

Ideally the artwork will be reflective of the history of the mall and the broader history of the Armadale town centre precinct. See some historical information below.

*Jull Street also known early on as Main Street and Government Road started as a sandy track running between the recently built Armadale train station (1889) and the Narrogin Inn (1856) in the early 1890s. It got its name after a referendum was held in 1908, the choices were Main Street, Stepney Road or Jull Street, they chose Jull.*

*Soon a few homes, orchards and businesses began to open along it. By the early 1900s at the train station end the Armadale Post Office and the Railway Hotel had opened. On the corner of Jull and Third Road was a blacksmith and further up the road was the new Road Board building, St Matthew's Church and the Mechanics Institute. Around the corner from Jull Street opposite the train station was the first shop opened in Armadale, a general goods store owned by the Saw family.*

*In the mid 1910s more shops opened along Jull Street including a bakery, haberdashery store, a boot maker and a butcher. 1920 saw Soldiers Memorial Park open with the Armadale War Memorial which was originally located at the intersection of Fourth Road and Railway Avenue moved there in 1956.*

*In the 1980s Jull Street underwent a lot of development with the Armadale Shopping City opening on Jull Street, which saw a lot of the old shops replaced and the look and feel of Jull Street change.*

*The railway station end of Jull Street was turned into a pedestrian mall in 1994. In c2005 a new development including a cinema occurred and not long after Armadale Shopping City was redeveloped.*

*In 2015 the City of Armadale undertook a large redevelopment of the Jull Street Mall.*

*Local legend had it that in the early 1900s there was a weekly horse race between the Narrogin Inn and the Railway Hotel, down Jull Street with the loser having to shout the bar. The street also hosted the Victory In Europe parade at the end of WWII. There are some great photo's on Picture Armadale (see link below) of them outside of the Railway Hotel.*

Included is a map to provide some insight into the early development of Jull Street.

For images of Jull Street check out Picture Armadale at:  
<http://library.armadale.wa.gov.au/picture-armadale>

# COMMISSIONER

City Of Armadale

## Artsource's Role

Artsource has been engaged as Art Consultants to project manage the public art component of this project. Artsource will promote the artist and the project on its website and through other mediums.

The successful artist commissioned for this project will be required to be or become a member of Artsource.

The artist will refer to Paul Parin, Art Consultant appointed by Artsource, with all queries about this project.

## Other Key People

Jon Cope                      Community Arts & Cultural Development Officer  
JCope@armadale.wa.gov.au      Ph: 9394 5147

Christen Bell              Museum Curator, City Of Armadale  
cbell@armadale.wa.gov.au,      Ph: 9394 5670

Garry Fisher              Manager Community Development  
gfisher@armadale.wa.gov.au,      Ph: 9394 5650

# THE SITE

## Site Features

Jull St Mall is a meandering, pedestrian friendly, city centre location. The location has high shopping visitation and foot traffic through to the Armadale railway station. The Mall frequently is a meeting place for people to gather for a coffee in the cafes or a drink in the tavern. Events such as festivals and seasonal markets are often staged in the mall space.

# THE PROJECT

## Curatorial Response

There is no specified concept for the artwork/s; rather, an open response is encouraged from artist/artists teams.

This project calls for an artwork/s that responds to the area being mostly a city centre retail, commercial zone.

The artwork/s should reflect positively on the history of the Jull St Mall and/or the history of Armadale in general.

Artwork/s that is/are family friendly and that engage the public is/are desired. It may be part of a process of "discovery" and it may in turn have some useful functionality to add to the amenity of the mall.

The artwork/s could be in-ground, surface mounted or suspended and be ideally located for maximum public engagement.

## Materials

Materials will need to be suitable for the public art project; being durable, suitable for the climate, low maintenance and vandal resistant; and with consideration for safety.

The City of Armadale is open to suggestions on materials and aesthetics.

## ROLE OF ARTIST

The role of the artist is to design, fabricate, and install a public art work in line with the specifications in this brief and subsequent contract. The artist is expected to work in collaboration with the City Of Armadale and Artsource during design development and installation.

## SELECTION CRITERIA

Criteria	Key Questions	Artists are required to submit	Weight
1. Previous experience in similar scaled public art or other art projects	<p>a) What experience have you had managing similar scaled public art projects – if none, state how you would acquire these skills?</p> <p>b) How do you plan to manage this project?</p>	<p>Current CV (2 page maximum) and including current contact details</p> <p>Answers to key questions (max. 200 words)</p>	30%
2. Artistic and conceptual suitability of practice for this project	<p>a) How would you describe your art practice and its relevance to this project?</p>	<p>5 to 10 support images with image attributions on the same page as the image</p> <p>Answers to key questions (max. 200 words)</p>	20%
3. Initial Response to brief	<p>a) What is your broad artistic vision for the site and how will this vision complement the site?</p> <p>b) concept drawing or render as appropriate</p>	<p>Answers to key questions (max. 200 words)</p>	50%

Please note that you must be resident in Western Australia to be considered for selection. The successful artist will need to be insured, at a minimum for public liability to \$20 million, product liability to \$20 million, professional indemnity to \$5 million and may be required to insure the artwork itself during fabrication.

# THE PROCESS

## Commissioning Process

Expression of Interest open to Western Australian Artists.

## Selection Process

- The selection panel will consist of City Of Armadale stakeholders and will include an experienced arts industry specialist. All panel members understand they need to be aware of potential conflicts of interest and confidentiality issues that may arise from being part of the panel. Artsource will be part of the panel and advise, but not vote, on the outcome.
- The panel will assess and shortlist 3-4 artists from the expressions of interest received.
- Successful shortlisted artists will be required to talk to a panel and present a concept that meets the requirements of the brief. The concept should be supported with maquettes, diagrams or digital images; samples of potential finishes and materials;
- Shortlisted artists will be paid \$1000.00 [ex GST] for their concept presentation.

## Proposed schedule (May be subject to change)

- Call for EOIs Distributed: Tue 7th June 2016
- EOIs close: Tue 19th July 2016
- Shortlisted artists notified: Tue 26th July 2016
- Concept Presentations: Tue 6th September 2016
- Design Documentation: Tue 11th October 2016
- Fabrication: 50% Fabrication Milestone 10th January 2017
- Installation: Tue 28th March 2017

## Project Management

Artsource's Art Consultant Paul Parin is the project manager and is to be the first point of contact for this project.

The Artist will be contracted to the City Of Armadale.

## Budget

The total artwork/s budget is \$80,000.00 [ex GST]

The budget includes, but is not limited to: materials, building licenses and approvals, site preparation, installation, attribution plaque, transportation, lighting and any other factors that may be detailed in the contract.

## **ATTACHMENTS AND REFERENCE MATERIAL**

- Appendix A Existing Jull St Mall Layout
- Appendix B Map of Early Development Of Jull St Mall
- Appendix C Photos of Jull St Mall

## **HOW TO APPLY**

The artist will need to provide a response to the Selection Criteria due by: 3.00pm (AWST), Tuesday the 19th July 2016.

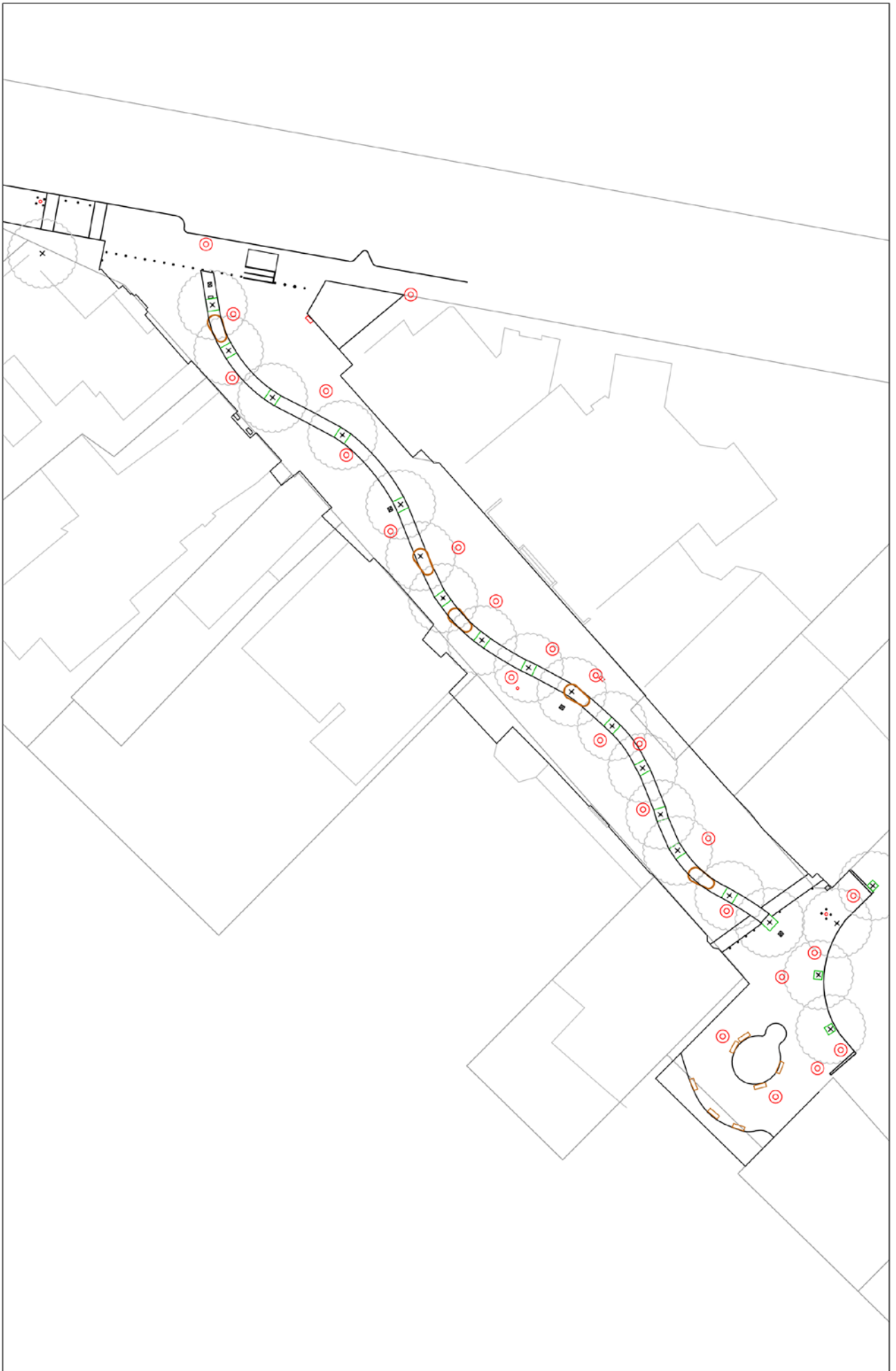
Please don't include internet links in documents, or other information not specified in the Selection Criteria as it won't be considered by the panel.

Please put images and text into ONE document under 5 MB in size and email to [consulting@artsource.net.au](mailto:consulting@artsource.net.au)

If you are having problems with doing this, or would like to clarify an aspect of what to submit, please contact Paul Parin on (08) 9335 8366 or [paul@artsource.net.au](mailto:paul@artsource.net.au) to talk about this.

**JULL STREET MALL  
EXISTING LAYOUT**

DATE 28 August 2015 - REVISION 1801

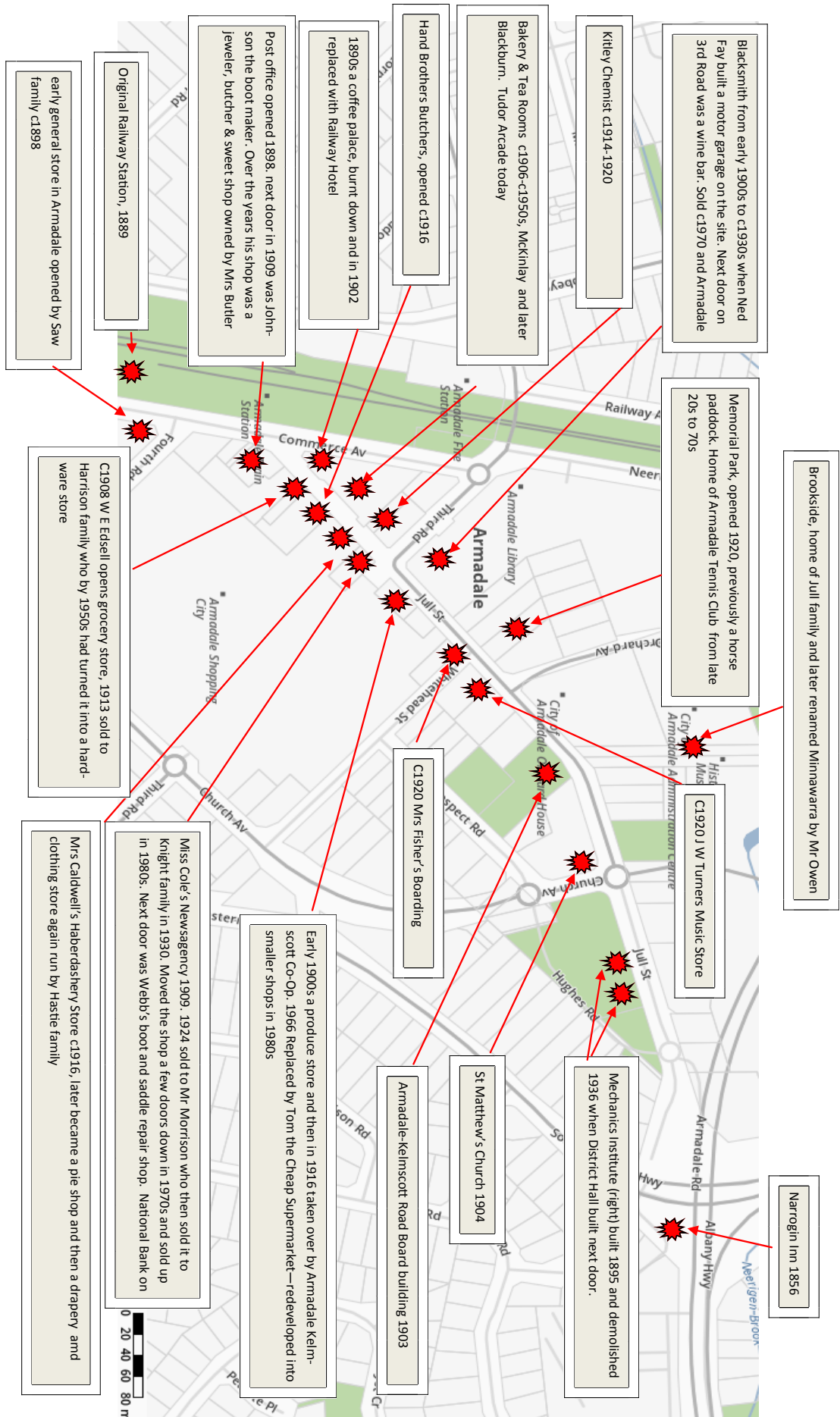


SCALE 1 : 500

Information presented here is for informational purposes only and does not constitute an offer of any financial product or service. Please contact your financial advisor for more information.

• Appendix B Map of Early Development Of Jull St Mall

Map of Early Development of Jull St Mall





- Appendix C Photos Of Jull St Mall





