

CREATIVE BRIEF FOR THE DESIGN, CONSTRUCTION &
INSTALLATION OF A PUBLIC COMMEMORATIVE
SCULPTURE FOUNTAIN TO MARK THE CENTENARY OF
AUSTRALIA'S FEDERATION IN 2001.
TO BE COMMISSIONED JOINTLY BY THE CITY OF PORT
PHILLIP AND THE WEST ST KILDA RESIDENTS
ASSOCIATION AND LOCATED IN THE RESIDENTIAL AREA
OF WEST ST KILDA.

The Commissioners

The City of Port Phillip was formed in 1994 through the amalgamation of the cities of Port Melbourne, South Melbourne and St Kilda, bringing together the rich and varied histories of these three great municipalities. The new city now connects the CBD of Melbourne with Port Phillip Bay on a very broad front, providing an environment that has become increasingly attractive to the wider population of Melbourne.

Certain sectors within the city have gained prominence in the graphic arts, media and film industries whilst the City itself maintains an outstanding collection of contemporary art, pursues an active and progressive art acquisition and public arts policy, and hosts one of the most popular cultural festivals in Melbourne. It is not surprising that many artists choose to live within its boundaries.

The West St Kilda Residents Association was formed in May 1999. Attracting a substantial membership, the association was duly incorporated under the relevant act and has established its objectives and policies on matters of direct concern to its members and residents. Such matters have included the preservation of heritage streetscape, traffic control, parking, community assistance and the enhancement of the local environment.

It was from this last initiative that the Fountain Project was born.

West St Kilda

Built on reclaimed marshland at the turn of the last century and wedged between the Albert Park Reserve and Port Phillip Bay at their narrowest convergence, West St Kilda occupies a relatively small geographic area within the City of Port Phillip.

Mixing the confrontational character of St Kilda and Fitzroy Street to its south-east with the urban gentility of Middle Park to its north-west, this densely populated area contains some of the most exuberant post-Victorian domestic architecture in Melbourne. Experiencing the changing light and drama of many of its streetscapes enables the imaginative visitor to sense the atmosphere of a bygone era.

Many of its residents have lived here for most of their lives.

The Commission

Invites artists to submit concepts for a sculpture fountain that both meets the commemorative aspect of Federation and blends harmoniously with a spectacular yet sensitive environment. It is envisaged that the proposed installation should be enduring and provide a new icon of historical and cultural significance to the City of Port Phillip and greater Melbourne.

The aim of this project is to mark one hundred years of Australian nationhood around a theme that may be described as 'emerging together' - a concept equally relevant to Australia in the next one hundred years as we tackle the remaining tests of tolerance and reconciliation. The water element symbolic of continuity and an ongoing process of calmness and healing.

In developing this theme artists may wish to consider Federation in its broadest context: how do we view it, what does it mean to us? How to describe in visual terms what came out of this era - an upsurge of new ideas and international influences, a wider recognition of the hemisphere in which we live, or a re-affirmation of our own national identity?

Alternatively, we may see this process in human terms: as a new beginning, to give us an occasion to review our history and challenge attitudes to indigenous cultures and to successive immigrant groups. It may also be a spiritual journey, contemplative and reassuring of our ability to connect, change and evolve over time.

The Site

A traffic roundabout located in the heart of West St Kilda's Victorian-Federation heritage district at the busy intersection of Loch and Mary Street, West St Kilda (Melways map reference 57 K8). Visible from six contiguous streets and intersections including the busy tourist precinct of Fitzroy Street. This roundabout, actually an oval, offers a moderately elevated platform for a prominent work in the round.

A first impression will not distinguish this particular roundabout from its cousins elsewhere. But take time to walk around, absorb and observe.

Firstly move south-west down Mary Street noting how it appears to vanish over Port Phillip Bay. Pause outside the set of Edwardian Art Nouveau terraces between 31 and 21; sense their great depth and Wagnerian gravity. The vertical emphasis of the architecture here will pull your eyes upward into the rib vaulting above you. Even with the leaves gone for winter you can still imagine how in summer, with its depth of shade, the place becomes a vast luminous cathedral with the roundabout sharply focussed in intense sunlight at its crossing.

Return to the roundabout and turn left (north-west) into Loch Street. Note the skyscape and how you can breathe again. The roundabout appears much narrower from here, and there are few shadows. The houses are human in scale and there are spaces between them. Beyond the roundabout you will catch glimpses of Fitzroy Street.

Turning left again into the north-eastern end of Mary Street you will find yourself in the apse of our cathedral. The feeling is lighter and the distances are shorter, closing abruptly with Post-Modernism and the traffic at Canterbury Road. The view from

here towards the sea sets the roundabout against the sky and some magnificent sunsets, whilst the Victorian at 34 will confirm that giants once lived in this street.

Move finally into the south-eastern section of Loch Street and look back at the roundabout. Sky again, but this is a place of stark contrasts and profiles with the site silhouetted against the distant picket fence on Deakin Street. The architecture is also more varied, verticals and horizontals coincide and the styles mix wonderfully, presenting a full history over the first half of the last century.

By now you will have narrowly missed being run over on several occasions and will appreciate the dangers that the roundabout presents. Safe kerbside viewing is essential. Your design must not encourage children and other pedestrians on to the roundabout or cause a distraction to passing motorists travelling under daytime or nighttime conditions.

Other practical design considerations must incorporate:

- a compatible landscape concept or other initiative to create a physical barrier around the upper perimeter of the site, so as to prevent public access to the fountain yet permit maintenance
- a profile to the overall site that does not interfere with safe 'lines of sight' between traffic, pedestrians, cyclists and other vehicles approaching and negotiating the roundabout - accordingly the artwork must not be located outside the centre area of the roundabout and must be contained within a footprint of 3m x 4m
- a fountain component that can withstand all weather and wind conditions to ensure that there is no overspray on to the surrounding roadway
- a low maintenance water reticulation system, including a blockage-proof collection device and the absence of any water pool (having regard to heavy seasonal leaf fall and public safety)
- a strong stable sculptural structure made of durable low maintenance materials that will withstand the rigours of a marine environment in the public domain and not create any hazard to the general public

Intending artists should also take this opportunity to assess the site and its approaches in daylight, to anticipate installation problems, eg overhead power lines and heavy vehicle access and egress. And at night to assess lighting needs in relation to existing overhead street lighting. Any supplementary lighting must not present a hazard to passing motorists.

In addition to the above, the City of Port Phillip as owner of the site will advise on standards and specifications for inclusion in the selected artist's contract.

A town planning and building permit will be required when a final detailed design becomes available. The artist will need to allow a minimum of twelve weeks for the issue of these permits. During the design process, advice will be available from the following City of Port Phillip staff: the Manager of Urban Design & Architecture, the Manager Assets & Regulatory, the Senior Traffic Engineer and the Co-ordinator Cultural Development Unit.

The Budget and Scope of Work

This is a community initiated and driven project aimed at realising a significant piece of public art that is appropriate to its site and function, timeless, innovative and conceptually accessible to the residents of West St Kilda, the City of Port Phillip and visitors from all parts of Melbourne and Victoria,

The Residents Association has already gained a substantial funding grant of \$25,000 from the State Government of Victoria through Centenary of Federation Victoria and the Community Support Fund. In addition to this, a fundraising campaign aimed at the West St Kilda community and local business has boosted this amount, whilst the efforts of two local councillors have won a commitment from the City of Port Phillip to match this campaign on a dollar-for-dollar basis.

Consequently a total budget of \$50,000 is expected for this project from which \$40,000 will be allocated through this commission for the design, fabrication and installation of the artwork. Within this, the chosen artist will be expected to include:

- all material costs, artist's fees and commission for artist's dealers or representatives (where applicable)
- town planning and building permit fees
- supply and installation of approved footings and base, a water reticulation system with a suitable low maintenance pump and temporary site hoardings
- supplementary lighting and any other integral components
- plumbing and electrical connections
- post-installation testing
- reinstatement of any damage to the site caused during installation
- insurance of the work to completion of the installation including appropriate public liability insurance and professional indemnity insurance
- all transport and installation costs
- all industrial and quality assurance requirements
- preparation of a maintenance manual

Artists and any assistants or sub-contractors working on the project will be expected to meet all industrial requirements.

The commissioners will provide, at no cost to the artist, civil/structural engineering and computational services and any required geotechnical testing.

Ownership

On completion of the installation, the artwork will become the property of the City of Port Phillip and will be accessioned to the City of Port Phillip art collection. The City

will then be responsible for the appropriate care and maintenance of the work. A contract agreement for this project will provide for artist's copyright and acknowledgment.

Selection Process

Stage One – Expressions of Interest

The Steering Committee for the West St Kilda Federation Fountain Project requires artists to supply the following material to register an Expression of Interest:

- a curriculum vitae of no more than two (2) pages
- up to ten (10) 35 mm slides of current or relevant work (slides are preferred but photographs are acceptable); please include your name on all items and indicate scale where necessary
- a succinct type-written outline of the artist's intended approach to the commission

Artists are specifically requested not to provide detailed drawings nor to submit models or maquettes at this stage. Additional work of this nature will not be considered in evaluating the Expressions of Interest, and may prejudice further consideration. Please note that there are no fees offered for the submission of an Expression of Interest, and that all EOIs will be returned to the artists.

This information will assist the Selection Panel, a sub-group of the Steering Committee, to determine an appropriate short-list of artists for the commission. The Selection Panel wishes to ensure that artists are considered not only on the basis of previous work but also on the ideas that they present for this particular project.

To assist artists in preparing their EOIs an information session will be held near the site on **Sunday 27 August** in the West St Kilda RSL, 23 Loch Street, West St Kilda at **11.00am**.

EOIs must be mailed in an A4 envelope to:

Sculpture Fountain Commission
PO Box 2170
St Kilda West Vic 3182

to arrive no later than **Monday 11 September**.

Stage Two – Design Concepts

The Selection Panel will recommend to the Steering Committee a short-list of three artists selected from those who have submitted Expressions of Interest. These artists will be invited to produce concept drawings, maquettes and a detailed project budget. A fee of \$1,000 will be paid to each of these three artists on the submission of the design concept.

At the conclusion of this stage, the three short-listed submissions will be exhibited for review and comment by the Steering Committee, Councillors and Officers of the City of Port Phillip and members of the West St Kilda community. Each of the three short-listed artists will be interviewed. These artists will also be asked to confirm their

availability for the commission and to supply the name and details of a previous commissioner or other suitable person willing to act as a referee.

The Selection Panel will then evaluate these submissions, taking account of interview reports, referees' responses, community and council comments and their own perception of each artist's ability to meet the following criteria, based on how successfully the short-listed design concepts:

- relate to and develop upon the initial concepts described in the artists' Expressions of Interest
- satisfy community expectations for artistic excellence, whilst remaining conceptually accessible to the residents of West St Kilda and the public at large
- embody the aims and philosophy expressed within the commission
- integrate the notional qualities of a sculpture with the functional aspects of a fountain
- confront the contextual and spatial challenges presented by the historic constraints of the site and the overwhelming character and atmosphere of its environment
- comply with all practical town planning and public safety requirements stipulated by the co-commissioners
- fall within the budgetary parameters specified for this commission

On the completion of this evaluation process, one artist from those short-listed will be recommended for the commission and a contract arranged between the commissioners and the artist. However, if no submission is considered suitable the commission may be re-advertised or withdrawn.

The Selection Panel will comprise:

West St Kilda community representatives -

Giz James, practising artist
Robert Macfarlane, retired design educator
Jefferson Penberthy, journalist & Selection Panel convenor
Margaret Yuill, computer consultant

City of Port Phillip representatives -

Jim Holdsworth, Manager Urban Design & Architecture
Angela Wallace, Co-ordinator Cultural Development Unit
Melissa Hayes, Curator City of Port Phillip Collection

This panel may be subject to change and reserves the option to seek expert external advice where necessary.

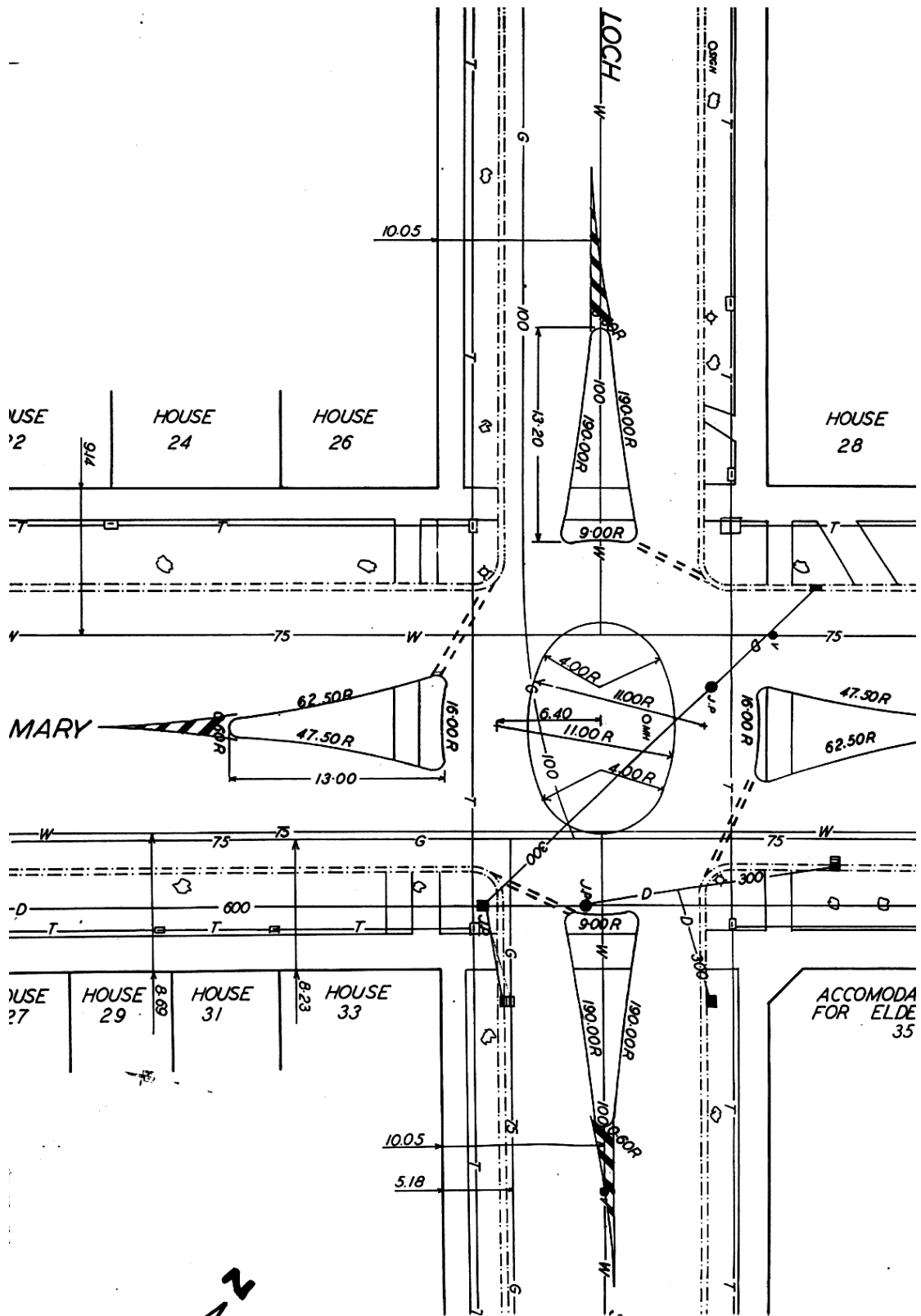
Project Schedule

The Project Steering Committee has set the following schedule but reserves the right to vary any of these dates at its discretion:

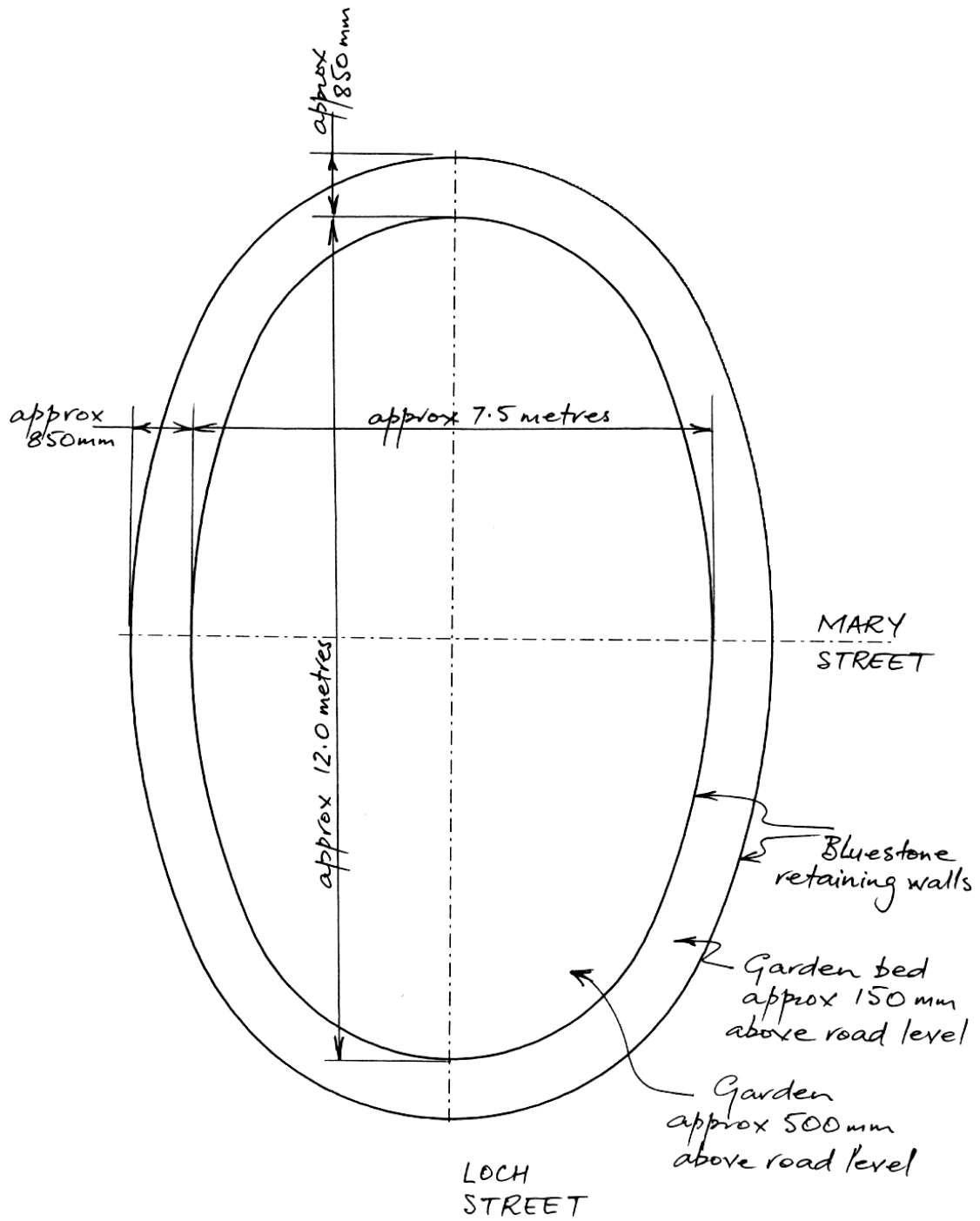
Advertisement of brief	Saturday 12 August 2000
Information afternoon	Sunday 27 August 2000
Deadline for receipt of Expressions of Interest	Monday 11 September 2000
Selection of short-listed artists	Friday 29 September 2000
Submission of concept designs	Wednesday 22 November 2000
Selection of preferred design	Tuesday 12 December 2000
Installation of artwork	Friday 21 September 2001
Public unveiling ceremony	Saturday 6 October 2001

Site Plan

The two attached drawings give details of the site.



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1:75 APPROXIMATE SCALE