



Shire of
Serpentine
Jarrahdale

Public Art

Byford Bus Shelter





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Introduction

The Shire of Serpentine Jarrahdale is looking to commission an experienced artist to design and develop a public art piece. The piece will be located on a bus shelter in Byford and will aim to add to the vibrancy of the area. The artwork should contribute to the arts culture within the community.

Background

Byford is located 38km southeast of Perth and is largely made up of young families. Although this area is suburban it is also within a close proximity to rural areas, national parks and nature reserves. The Shire of Serpentine Jarrahdale is currently the fastest growing local government in Western Australia and the population of the shire is expected to double by the year 2036. Much of this population increase is due to growth in the suburb of Byford.

Concept

The broad vision for the artwork is that it shall represent the community and lifestyle of the area. It is envisioned that the artwork will accurately represent the Byford community. The artwork should help to define the area and create a sense of cultural identity.

Location

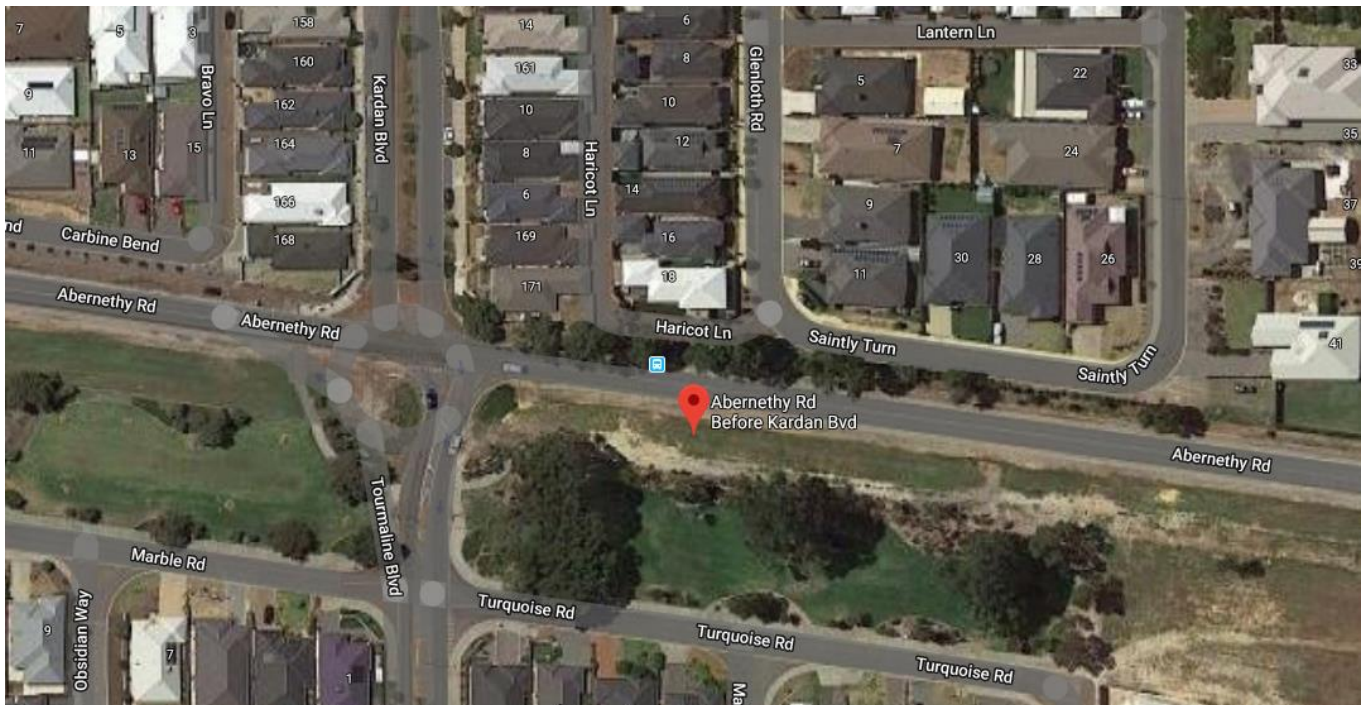
The successful artwork will be located on Abernathy Road, before Kardan Boulevard in Byford. Bus stop number 26525 is located in between the Byford West, Kalimna and Glades housing estates.

Themes

An overarching theme of school, family and community should be considered for the artwork.

Artists may also wish to include references to Noongar culture, the natural environment and flora and fauna within the Shire of Serpentine Jarrahdale.

The target audience should be children and young families that are likely to frequent the areas where the bus shelters will be located. That being said, it is vital that visitors can also appreciate the artwork. Importantly, there should be elements of the artwork that appeal to both children and adults.



Ambience

The artwork will be seen from both long and short distances. Those utilising public transport in the area will see the artwork from short distances, while people driving passed will see the art from a greater distance.

Street Lighting

There will be no direct lighting on the bus shelter, nor will there be lighting within the shelter. However, there is lighting located on the Abernathy Road median strip.

Using bright and vibrant colours as part of the design is encouraged. This would assist in ensuring the artwork is in keeping with the active family lifestyles that are promoted in Byford.





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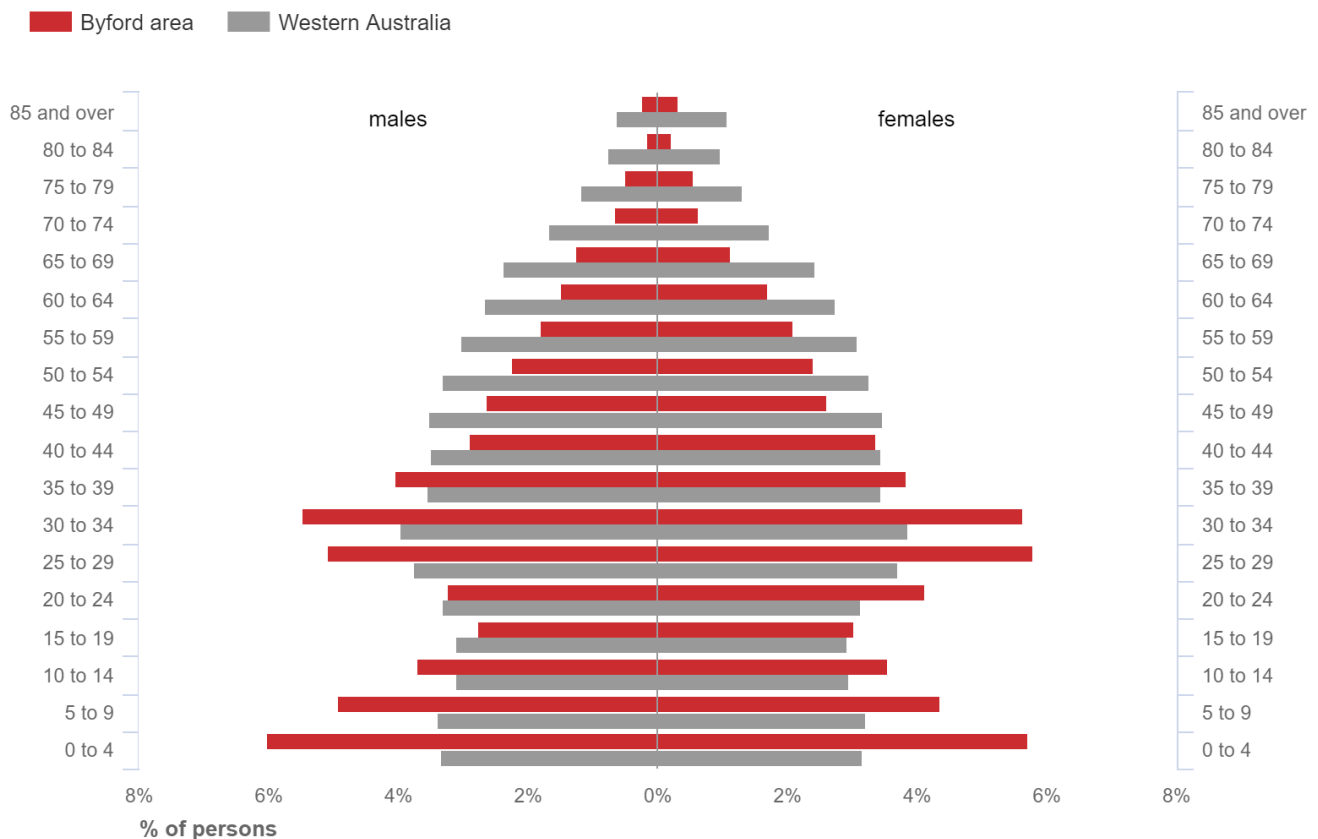
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Additional Considerations

The suburb of Byford is popular among young families. The percentage of children under the age of nine living in Byford is far greater than the Western Australian average. This is due to the fact that Byford is a popular place to live for people aged between 25 and 34.

The most common occupations in Byford are technicians and trade workers at 21% - significantly higher than the state average of 17%. 14% of occupations within Byford are administration-based, and almost 13% of working adults are machinery operators and drivers.

Age-sex pyramid, 2016



Source: Australian Bureau of Statistics, Census of Population and Housing, selected years between 1991-2016 (Enumerated data).
Compiled and presented in profile.id by .id, the population experts.



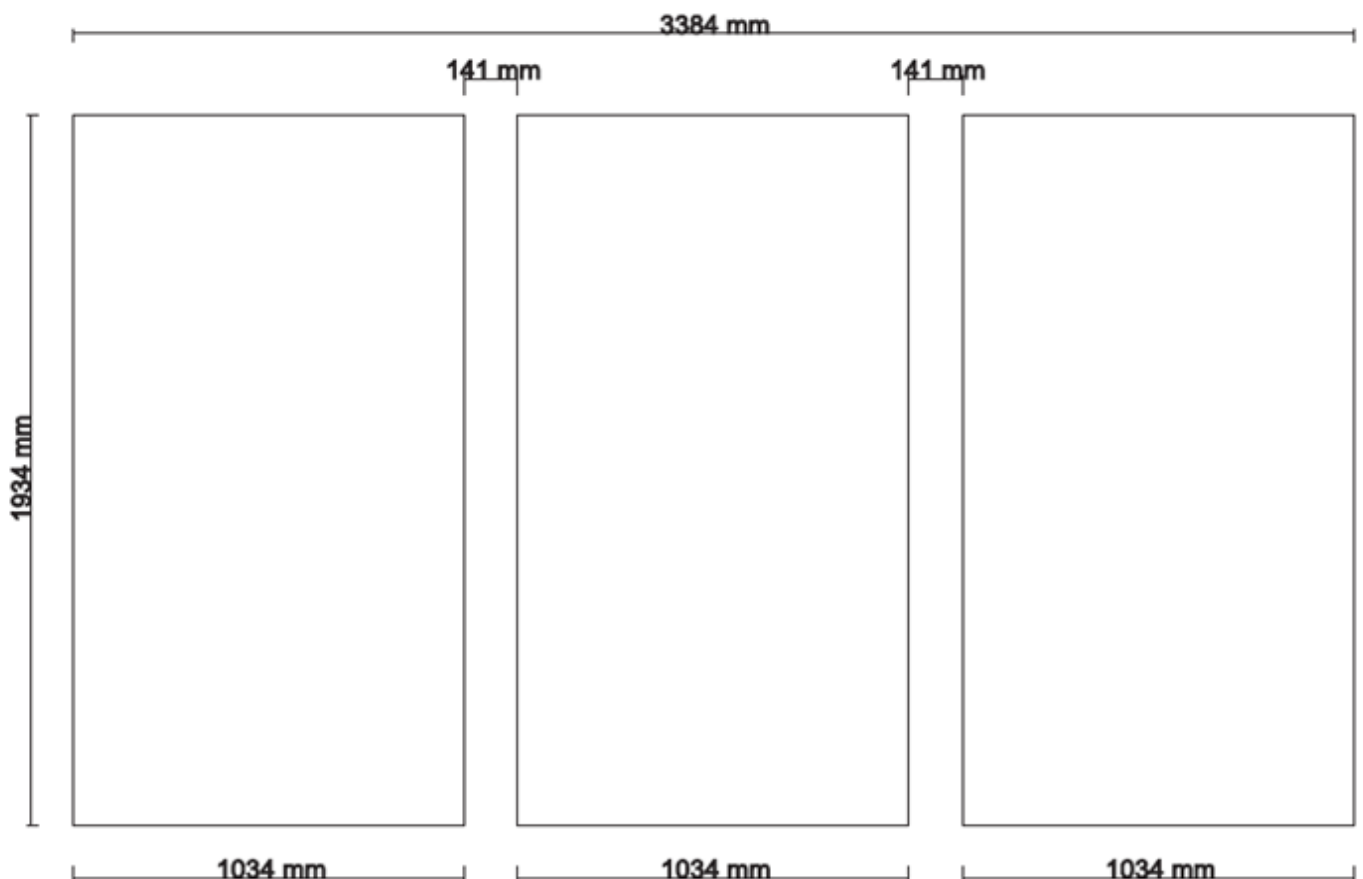
Specifications

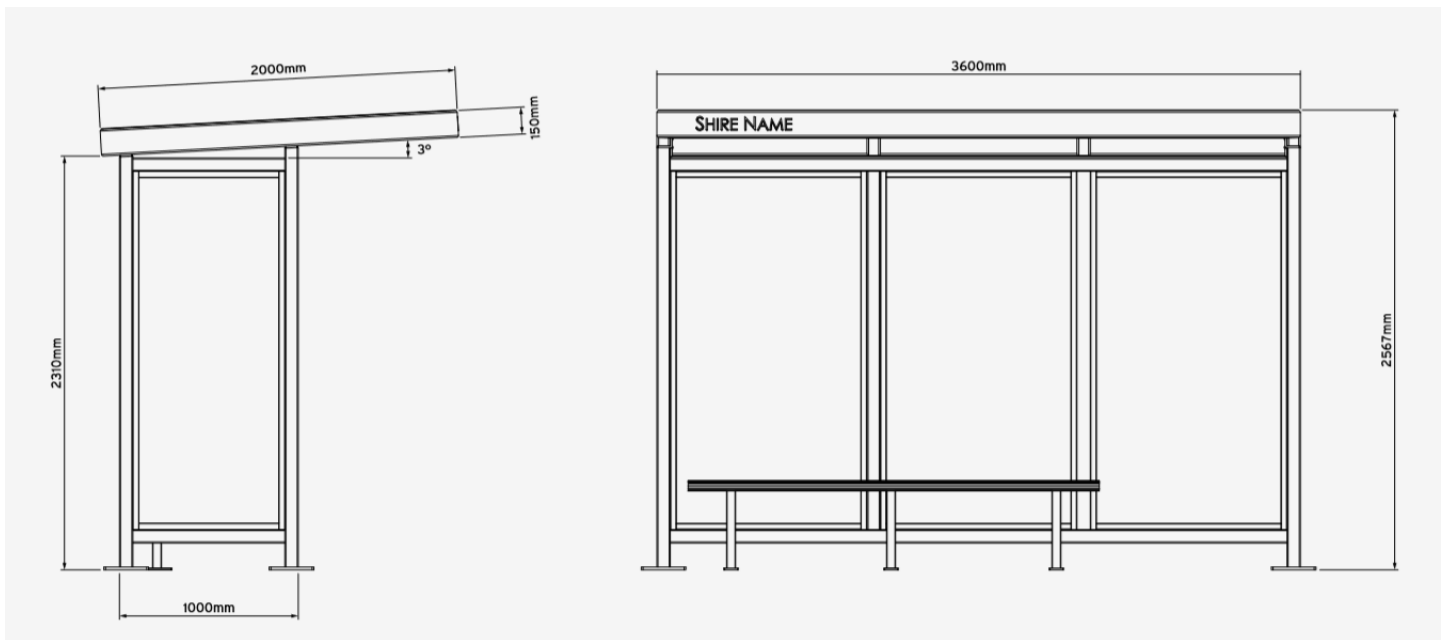
The bus shelter is constructed of Signbond roof sheeting and polycarbonate panels.

The designs are displayed on both the internal wall and external wall of the shelters. Two vertical struts separate each design into three panels (visually) – see below.

Although the panels appear individual, the design must be on one file to print. The artist can opt to provide one (for print both sides of the shelter), two (separate design for internal and external walls) or six (one print per visual 'panel') designs. Please note that the commission fee will remain the same per artist, regardless of how many designs the artist opts to develop.

As shown, each panel will be 1934mm x 1034mm. The entire print shall be 3384mm x 1934mm. (See below)





Materials

Composite materials will be used for the panels

- 2 x 3mm ACM (aluminium composite)
- 1 x 3mm Perlite (acrylic)

The pieces are to be covered by polyolefin UV-stable, anti-graffiti film. The polyolefin also adds a physical barrier protection for the print, meaning graffiti removal cannot affect the print. The designs printed directly on to separate Aluminium Composite Panels (ACP) on each side and then sandwiched over perlite.

File Formats and Requirements

Applicants will need to submit a digital form of their design. PDF files are the preferred format for applications but Encapsulated PostScript (*.eps) and Adobe (*.ai) are also accepted. Please also note the following conditions when submitting a design.

- Photographic images it is preferable that they are submitted as TIFFs or JPEGs but Bitmaps are also acceptable.
- CMYK and spot colours
- Text will need to be converted to outlines
- Complex and layered images with transparencies can be a problem and may not RIP well. If there is an issue, the client will be notified before printing.
- A bleed boarder of 10mm would be ideal for printing on the shelter panels.
- Vector is preferable to bitmap where appropriate (i.e. text, logos, single colour graphics elements ect)



- Resolution should be between 150 and 300 DPI. High resolution is required as the art work will be able to be seen from a short distance.

Commission Fee

Selected artists will be paid a \$1,000.00 ex GST commission fee, regardless of how many pieces they are submitting.

Ownership of the artwork, and all rights associated with the artwork become the property of the Shire of Serpentine Jarrahdale upon installation of the artwork.

The artwork will be procured via the Arts Law Public Art Design and Commission Agreement.

Criteria

- The artist has previous experience with similar projects.
- The artist has responded to the brief correctly and demonstrated a clear understanding of the project objectives.
- The quality and creativity of the proposal is of a high standard.
- The artist has demonstrated a high level of skill that help to achieve the desired outcomes.

Implementation Timeline

Milestone	Date
Concept design submissions close	24 January 2020
Selected artist notified	7 February 2020
Design development	7 February – 21 February 2020
Design acceptance	27 February 2020
Printing and installation	March 2020

Contacts

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