

Streets as Shared Spaces: Kempsey Laneways Revitalisation Project



**Savages Lane Murals
Expressions of Interest**

Project Background and Overview

Through funding from Transport NSW's Streets as Shared Spaces Program, Kempsey Shire Council will be re-imagining and revitalising two key Laneways in Kempsey's CBD - Elringtons Lane and Savages Lane.

The project will improve the safety, amenity, accessibility, connectivity and attractiveness of these spaces.

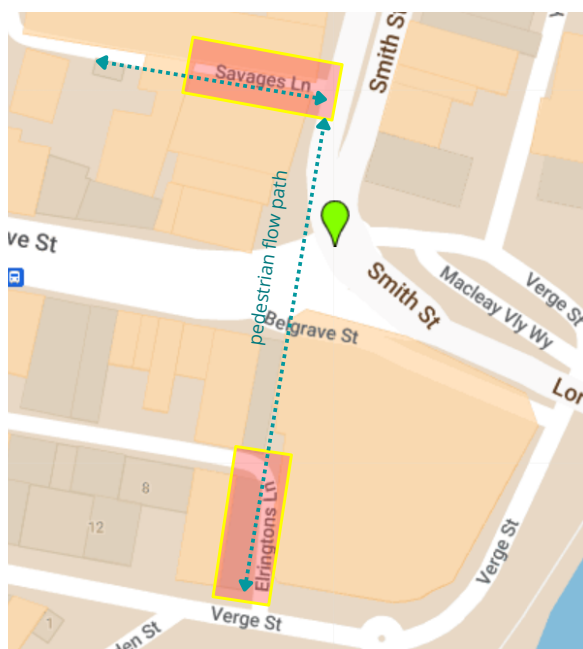
Council has received a total of \$500,000 from the NSW Government for this project to make improvements such as:

- renewed pavement surfaces
- water mains renewal
- public artworks
- extra lighting

The Kempsey Laneways Revitalisation project aims to:

- Increase comfort, safety, accessibility and connectivity for pedestrians in the Kempsey CBD.
- Enhance the CBD experience for residents and visitors by creating beautified welcoming spaces that foster a shared sense of community
- Provide opportunities for local artists, community and creative expressions through public art and decorative elements
- Better integrate the laneways into the larger CBD fabric by providing alternative routes to destinations (such as Riverside Park and Clyde Street Mall).
- Promote and increase opportunities for investment in the CBD by generating more foot traffic and visitation to local businesses.
- Discourage anti-social behaviour and vandalism by improving lighting and surveillance.

Council has engaged arts consultancy Creative Community Projects to manage the artistic component of this project.



Laneway locations in Kempsey CBD and pedestrian flow path

Artistic Theme: “From the Mountains to the Sea”

The main artistic theme draws from existing community engagement through key Kempsey Shire Council documents such as the Strategic Plan and Local Strategic Planning statements.

“From the Mountains to Sea” focuses on the rich diversity of experiences and histories of the Macleay, united by a common thread – the Macleay River – which provides the nutrients, habitat, recreation opportunities and historical and cultural context for the Shire.

The Macleay River winds its way through the Valley starting from the mountain ranges at Walcha, through villages, townships and floodplains, eventually meeting the Coast at South West Rocks. At the heart of its journey lies the main town of Kempsey which will be strongly celebrated in the works. Creative responses to this theme are to reflect the variety of landscapes, environments, stories and activities to be found in the Valley.

Artworks will be required to be of a high standard and should aim to evoke feelings of connection, inclusiveness and optimism in the viewer. A range of media and styles will be considered, however, chosen designs will need to be executed in situ.

The simple intention of ‘making people smile’ is a central component of the overall project brief.



Themes and Imagery

The aim of the theme is to capture and share stories of the Macleay. Artists may consider the following in their works. Please note, these ideas are examples only and not prescriptive - artists may represent stories in different artistic styles and can provide more than one concept.

Dunghutti Imagery/Stories

Recognising the importance of Dunghutti history and the strong Aboriginal identity of Kempsey. Dunghutti artists depicting Dunghutti stories will be preferred.

Landscapes and scenery

prominent mountains, forests, scrub, the Macleay River, creeks, floodplains, farms, beach, ocean and roads that take you places

Nature and Environment

bringing nature into the built environment, such as native wildlife (e.g. birds, marsupials, reptiles, amphibians, fish, insects), native plants and trees such as flowers, red cedar, paperbark, mangroves, pandanus.

Historical Imagery and significant events

recreation of historical images such as old buildings, boats and river use and life in the Macleay.

Places / Towns in the Macleay

Walcha (where the river starts), Jacks Crossing, Bellbrook, Willawarrin, Kallatinie, Kempsey CBD, Greenhills, Burnt Bridge, Dondingalong, Crescent Head, Hat Head, Gladstone, Smithtown, Seven Oaks (Kinchela), Fatorini, South West Rocks, Clybucca, Stuarts Point.

Iconic Buildings / Landmarks / Businesses

e.g Kempsey Bridge, Clock Tower, Showgrounds, Chaddies Store, Old Tattersalls Pub, Milo Factory, Akubra Factory, Old Cheese Factory, Barsby Department Store, Bandbox Theatre, Trial Bay Gaol, Smokey Cape Lighthouse

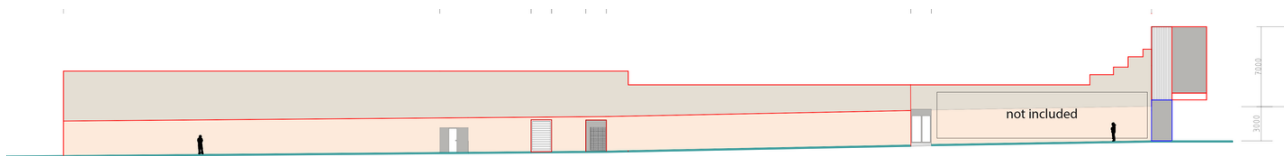
Community Activities/Events

local markets, fishing, canoeing, surfing, football, netball, CBD shopping/dining, farming, cattle yards, Showgrounds, races, mountain biking, camping, family get-togethers, picnics, business, ten-pin bowling

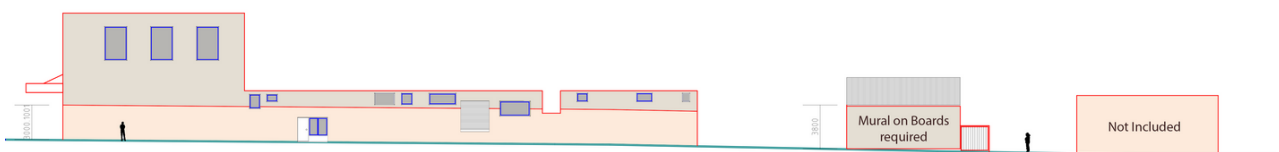
Project Site

Savages Lane, Kempsey

The project site is approximately 100 metres long and will be broken up into sections according to breaks of doorways and entries. The height of the artwork position is approximately 3metres. Artists may include artworks above this line but will need to organise their own equipment.



Northern Elevation



Southern Elevation

Expressions of Interest (EOI) closes Friday 2 December, 5pm

EOIs are open to professional artists/collectives and community groups. A lead artist / organisation will be required to have an ABN, public liability insurance and sign a contract with Kempsey Shire Council to deliver the project. Community groups will need to work under the guidance of professional artists to achieve a quality artistic outcome.

Submissions will be assessed against the following criteria by Council's project working party:

- Quality of design concept - addressing artistic theme
- Evidence of previous work and capacity to complete the project
- ABN and Public Liability insurance in place.

Artists can apply for both design and installation or design only and have another artist complete the installation. Artworks are not required to cover the entirety of the allocation space but should indicate in the submission how much space would be covered by the design.

Budget

The total budget allocated to cover murals, lighting and hanging decorative elements for this site is \$220,000. The project site will be divided into sections according to the matrix of successful EOIs received and the capacity of the artist. A negotiated amount will be paid to successful artists to cover:

- Artist/assistant fees
- Paint materials and equipment
- Up to 2 revisions of design work

Project Deliverables & Specifications

Successful applicants are required to deliver the following:

- Concept designs (up to 2 revisions) with the final design approved by Kempsey Council's working committee
- Purchase of equipment/materials
- Installation of the artwork
- Arrange delivery and pick up of any access equipment required for the location

Please note: Council will arrange for traffic control for this site and has a separate budget allocated for this purpose. Due to traffic control constraints, the selected artist/collective will need to be able to install the mural within the timeframe set. Artists will be expected to complete the works between the hours of 10.00am and 6.00pm in two-week blocks during February and March 2023.

Design Life

The minimum projected life-span of all site artworks is three years, where the Council or the building owner has discretion to remove the mural or commission a replacement artwork.

Expressions of Interest Form

Are you applying as an: INDIVIDUAL COLLECTIVE/COMMUNITY GROUP

Collectives/Community Groups must be auspiced by an individual/organisation with an Australian Business Number (ABN) and Public Liability Insurance.

If Community Group please include details of the Lead Organisation:

Contact Name: _____

Address: _____

Email Address: _____

Contact Number _____

ABN: _____

1. What is the preferred size artwork: 5m 10m 20m

2. Are you applying for: Design only Design & install

3. Can you commit to the proposed timeline and tentative installation period?
 YES NO

4. Have you got a Working at Heights Licence? (Council may be able to arrange training if required).
 YES NO

The following attachments must be included with your EOI form:

1. A written outline and a rough sketch of a conceptual idea and approach to the project including artistic techniques and style indication (200 words). Artwork must reflect the artistic theme described. You can submit more than one concept.
2. Five (5) images of relevant previous work as a pdf or a website link
3. Public Liability Insurance for an amount not less than \$10,000,000 (if you do not currently have insurance, you will need to obtain this prior to engagement)

EOIs will be assessed by Kempsey Council's Project Committee. Incomplete EOIs will not be assessed.

Email this form with attachments to olivia@creativecommunityprojects.com.au or call Nick on 0409 472 623. Expressions of Interest Close 5pm, Friday 2 December 2022.



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Contact

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Written and designed by
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