

# Hero Apartment Building Public Art Commission Guidelines



*Aylsa McHugh, Persona, 2020. Photo: Bryony Jackson.*

**City of Melbourne in partnership with Hero Apartment Building Owner's Corporation**

City of Melbourne in partnership with Hero Apartment Building Owner's Corporation invite Expressions of Interest (EOI) for a billboard-scale public art commission to be displayed on the front of the Hero Apartment Building, located on the corner of Russell and Little Collins streets, in Melbourne's city centre.

## Background

Hero Apartment Building is a retrofitted heritage listed building designed by architects Fender Katsalidis and completed in 2001. It started life as a telephone exchange and postal hall, designed in the 1940s by the Commonwealth Department of Works. The bas-relief sculpture on the front facade is of Mercury, Roman god of communications in the embrace of an earth mother-like figure. Above the bas-relief sits a bold barcode.

The building now houses 149 architect-designed apartments over 14 floors. While the roof is covered in solar panels, the busy street level and basement host cafes and restaurants with retail shops and services as neighbours. A caring community ensures a worm farm flourishes, reducing residents' waste to landfill.

The western facade features a long horizontal bas-relief panel for the display of two-dimensional art. This rectangular panel is clearly visible from across the intersection of Russell and Little Collins streets. Please see images below.

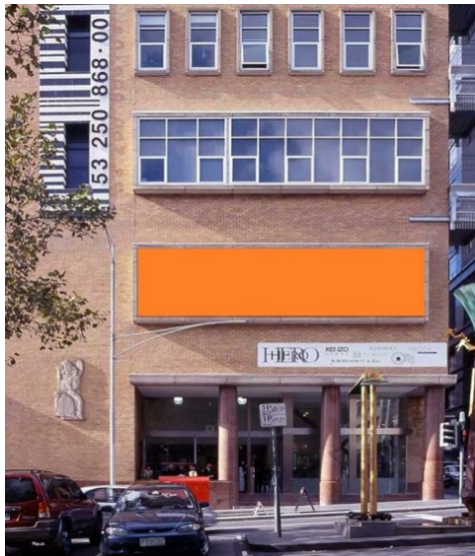


Image courtesy of Hero Apartment Building.



Image courtesy of Hero Apartment Building.

## EOI process

### Stage One

Please note an artwork proposal will not be required at this stage.

Artists are required to submit the following:

- a short biography (approximately 200 words)
- a maximum of 3 images of recent work (minimum 300dpi)
- a statement about your creative practice (approximately 200 words).

### Stage Two

- Three shortlisted artists will be paid a stipend of \$1000 to develop an artwork proposal.
- City of Melbourne is seeking proposals for striking artwork of high artistic value and visual appeal that also consider the site of the commission.
- Proposals should be for new artwork generated or recent artwork (up to 5 years old) adapted for this opportunity and submitted in the appropriate rectangular format to be provided.

### Stage Three

- One selected artist will receive a fee of \$5000 to deliver a final artwork file.
- The successful submission will be printed and installed on the prominent Russell Street frontage of the Hero building for a period of approximately six-months (at the discretion of the Commissioner).

City of Melbourne reserves the right to use any shortlisted artwork proposal in subsequent rounds without returning to market.

## Key Dates

<b>EOI opens</b>	Wednesday 24 May 2023
<b>EOI closes</b>	Wednesday 14 June 2023 at 5pm AEST
<b>Artists notified of outcome</b>	Thursday 29 June 2023
<b>Artwork development</b>	Monday 3 July – Monday 31 July 2023
<b>Shortlisted artists to submit proposed artwork file</b>	Monday 31 July 2023
<b>Shortlisted artists notified of final selection</b>	Tuesday 8 August 2023
<b>Artwork installation</b>	Mid-September 2023

## Specifications

Image specifications for Stage 2 will be provided to the shortlisted artists.

Proposals should be:

- for static artworks – submissions must not include any motion or moving imagery or animation.
- generated in any 2D media.
- new work generated or recent work adapted for this opportunity.

## Artist fee

- \$1000 each for three shortlisted artists to produce a proposed artwork file.
- \$5000 + GST for selected artwork.

## Eligibility

- This EOI is open to all artists who are residents of Victoria.
- Only one entry per artist will be considered.

## Diversity

City of Melbourne welcomes submissions from First Nations artists, artists with a disability, artists who identify as LGBTIQ, and artists from culturally and linguistically diverse communities.

## Selection process

One artwork will be chosen by a selection panel chaired by the City of Melbourne using the evaluation criteria below:

<b>Criterion</b>	<b>Description</b>	<b>Weighting</b>
<b>Creative concept</b>	Calibre and originality of concept	50%
<b>Impact</b>	Impact of image	30%
<b>Site response</b>	Consideration of CBD location and context	20%

## Production and exhibition

- The selected artwork will be digitally printed on vinyl in full colour and installed on the facade of the Hero Apartment Building.
- Fabrication, installation and de-installation costs will be covered by City of Melbourne.
- The selected artwork will be exhibited for 6 months, or as determined by City of Melbourne.
- Once the artwork is de-installed, the City of Melbourne will recycle the vinyl banner into tote and beach bags or similar.

## How to apply

- Read these Guidelines thoroughly.
- [Complete the application form](#)<sup>1</sup> with your personal details, a short biography and a short statement about your art practice.
- Upload a maximum of 3 images to the link provided in the application form by the closing date.

The submission requires:

- your personal details
- a short biography
- a short statement about your practice
- 3 x images

Please note late applications will not be accepted.

## Controversial content

Artworks in the public realm must take into consideration the experience of a wide range of people who may encounter the work without prior notice. While patrons may choose to view explicit or controversial art works in theatres, galleries and other indoor spaces, artists must be sensitive to the experience of people who encounter the work unexpectedly in the public realm.

When considering whether a submission is appropriate for this commission, the City of Melbourne will apply the [Australian Advertising Standards](#)<sup>2</sup> as a guide. The standards state that: ‘communications must not portray images or events in a way that is unduly frightening or distressing to children...and must not demean any person or group on the basis of ethnicity, nationality, race, gender, age, sexual preference, religion or mental or physical disability’.

## Interpreter and translation services

Our multilingual information telephone service provides access to [translators](#)<sup>3</sup> and information in different languages.

## Relay and accessible services

Applicants with additional needs are encouraged to contact us at [publicart@melbourne.vic.gov.au](mailto:publicart@melbourne.vic.gov.au) or via the City of Melbourne switchboard on 03 9658 9658 to discuss specific needs or additional support that may be required to complete and submit an application.

If you are deaf, hearing-impaired or speech-impaired contact us via the National Relay Service Teletypewriter customers can phone 133 677 (ask for 03 9658 9658). Speak and Listen customers should phone 1300 555 727.

## Questions

<sup>1</sup>[https://forms.office.com/Pages/DesignPageV2.aspx?subpage=design&FormId=ftChfoamX06kA7xwMSM2KXQ7\\_ljqA7VJsyqv52\\_9E9ZUN1RDV01PN0k5Uk9VN0IDTDE1UUo3TDhIOSQIQCN0PWcu&Token=7c75cc21a9c94a4db10da18283efb2cc](https://forms.office.com/Pages/DesignPageV2.aspx?subpage=design&FormId=ftChfoamX06kA7xwMSM2KXQ7_ljqA7VJsyqv52_9E9ZUN1RDV01PN0k5Uk9VN0IDTDE1UUo3TDhIOSQIQCN0PWcu&Token=7c75cc21a9c94a4db10da18283efb2cc)

<sup>2</sup> AANA-Code-For-Marketing-Advertising-Communications-To-Children.pdf

<sup>3</sup> <https://www.melbourne.vic.gov.au/community/health-support-services/multicultural-services/Pages/translation-services.aspx>

If you have any further questions after reading these guidelines please contact [publicart@melbourne.vic.gov.au](mailto:publicart@melbourne.vic.gov.au).