

PUBLIC ART

OBJECTIVES

The objectives of this Policy are to:

- Develop and promote the community identity of Vincent;
- Increase the social, cultural and economic values within the Vincent community;
- Engage with the community in a way that contributes to their understanding of the spaces and places they inhabit;
- Celebrate and acknowledge cultural and social diversity through the encouragement of art; and
- Enrich our public spaces.

DEFINITIONS

Public Art refers to the integration of an artistic concept into the public realm. The distinguishing feature of these works is that an artist or artist team is wholly, or partly responsible for the creation, design and/or fabrication; this includes permanent and ephemeral art installations and activities.

Professional Artist refers to an artist with Public Art experience. A professional artist can be defined as a person who fits into at least two of the following categories:

- A person who has a tertiary qualification in the visual arts, or when the brief calls for it, other art forms such as multimedia;
- A person who has experience of exhibiting and selling artwork at reputable art galleries;
- A person who is represented in major public collections;
- A person who earns more than 50% of their income from arts related activities such as undertaking public art commissions; and
- A person who can demonstrate a significant body of previous completed public art commission and works.

POLICY STATEMENT

Public art is one of the most visible and accessible forms of art and is an integral part of what makes Vincent a culturally rich place to live and visit. Public art has an important role in society, and can shape the communities identity and assist in creating a sense of belonging.

1. Public Art Criteria

Proposals, expressions of interest, donations and gifts will be assessed on the following criteria:

- Show strong artistic merit, creativity and innovation;
 - Provides public enjoyment and engagement;
 - Artworks that are integrated into urban design elements;
 - Celebrate the City's diverse community;
 - Enhances the public space and local identity;
 - Functional artwork that provides a second purpose; or
 - Is a representation of Aboriginal and Torres Strait Islander cultures, and in particular the Whadjuk people.
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1.1 Mandatory Requirement

- Take place within the City of Vincent boundaries;
- Take place in the public realm;
- Comply with public safety and access standards;
- Demonstrate durability and maintenance requirements; and
- Concepts capable of being constructed whilst also maintaining their artistic intent and merit.

1.2 Public Art Projects Cannot Consist of:

- Directional elements such as supergraphics, advertising signage or commercial logos;
- 'Art objects' which are mass produced such as fountains, statuary or playground equipment; or
- 'Off-the-shelf' art and/or reproductions.

2. Role of the Arts Advisory Group

The Arts Advisory Group plays an important role in encouraging and promoting arts in the City of Vincent particularly through the provision of expertise and opinion. In relation Public Art this includes:

- Advice on proposals and artists selection methods;
- Advice on the acquisition and donation of Public Art;
- Advice on commissioning and artists selection processes;
- Advice on the relocations or deaccessioning of artworks;
- Operate within the context of this Policy and their Terms of Reference.

3. Funding

The funds received from the 'Percent for Art' scheme cash-in-lieu contributions from developers/building owners are for the purpose of implementing Public Art in Vincent.

4. Acquisition of Public Art

During the commissioning and acquisition stages, best practice will be applied to ensure an equitable and transparent process.

4.1 Acquisition Process

4.1.1 Direct Acquisition

This approach may be appropriate where a particular artwork or work of a particular artist is sought. This process may also be preferred for smaller budget projects.

4.1.2 Limited Competition

In a limited competition approach, artists are selected and invited to submit proposals in response to an art brief. This may be appropriate if the artist is required to work in collaboration with other organisations or urban elements.

4.1.3 Open Competition

This model requires a public call out for Expressions of Interest to provide a schematic response to the artist brief. Shortlisted artist or artist teams are invited to develop and present concept designs, and a preferred artist is selected.

4.2 Project Brief

A project brief is to be developed for each Public Art commission with the appropriate stakeholders, which is to address the following:

- Artist details, CV, previous experience and insurance details;
- Design concept, proposed materials and methodology;
- Information addressing the brief;
- Ability to demonstrate the project can be completed in a safe manner for both the artist, and the public;
- Project budget and timeline; and
- Technical requirements that must be met.

4.3 Artwork Location

Community consultation is to be undertaken to ensure the specified location is suitable.

4.4 Approval

All artwork considered for acquisition shall adhere to the objectives and criteria of this Policy.

Once approved, the artist will enter into a formal agreement identifying the terms and obligations of both parties.

The Arts Advisory Group will provide advice and make recommendations.

5. Donations and Gifts

Donations and gifts from individuals and/or groups in the community may be accepted subject to consideration of the objectives and criteria of this Policy and any other factors that may influence acceptance. The Arts Advisory Group will provide advice and make recommendations.

There is no obligation to acquire any Public Art.

6. Maintenance, Repair and Conservation

After the installation is complete the artist is to provide the City with a maintenance manual to assist in conserving and maintaining the public art. Maintenance and repair is to be funded through the annual budget allocation which will be determined by the number, age and value of the collection.

The artist will be given first priority to undertake any maintenance required on the artwork.

7. Relocation of Public Art

Relocation of Public Art may be considered subject to the following:

- How the artwork fits the objectives and criteria of this Policy;
- The relevance of the work to the Vincent community;
- Public safety; and
- Changes to the use of the public space.

Relocating Public Art will be in consultation with Artists and other relevant stakeholders involved in its establishment. The Arts Advisory Group will also provide advice and make recommendations.

8. Deaccession, Disposal and Repurpose

Deaccession, disposal and repurposing of Public Art may be considered subject to the following:

- How the artwork fits the objectives and criteria of this Policy;
- The relevance of the work to the Vincent community;
- Maintenance and repair costs have become excessive;
- If the work is in poor condition, damaged or deteriorating beyond reasonable repair;
- If it has been in storage for more than 3 years;
- Public safety; and
- Changes to the use of the public space.

Artwork that has been identified for deaccession is to be fully documented prior to disposal or repurposing. Works will be offered back to the artist and/or donor in the first instance, followed by donating to a suitable non-for profit organisation or institute, or otherwise disposed of.

The Arts Advisory Group will provide advice and make recommendations.

Artwork is to be disposed in accordance with the *Local Government Act 1995* section 3.58 and Section 5.41.

9. Ownership, Copyright and Moral Rights

The City will have the right to reproduce extracts from the design documentation of the Public Art and photographic images of the Public Art for non-commercial purposes, such as annual reports, information brochures and information on the City website.

Australia Copyright Law requires all original Public Art to be attributed to the artist. A didactic plaque must be installed next to the artwork/s to acknowledge the artist. Artists are to be acknowledged when images of their work are published.

The plaque is to include the following information:

- Title of work;
- Artist's name;
- Year of artwork commission;
- City of Vincent logo;
- Details of any partner organisation or funding bodies; and
- In some instances, an Artist statement may be appropriate to include on the plaque to assist in interpretation of the artwork.

10. Related Policies

- Council Policy No 3.10.7 – Art Collection
- Council Policy No. 3.10.9 – Public Murals
- Council Policy No. 7.5.13 – Percent for Art

Date Adopted:	22 August 2017
Date Amended:	
Date Reviewed:	
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