



CITY
ART

CITY OF SYDNEY  

CITY CENTRE TRANSFORMATION

George Street Spine

Stage One Artist Brief EOI E1213

city of villages



Aerial view of Sydney city centre showing the spine of George Street

City Centre Transformation

Introduction

Over the next ten years, the Sydney City Centre and George Street – the city's main north-south spine and one of Australia's first streets – will be transformed. Alongside a range of strategies to improve the liveability of our city, site-specific art will be commissioned and play a major role in the transformation.

One of the catalysts for the broad-scale commissioning of site-specific art is the support of the City of Sydney for the New South Wales State Government's initiative to expand Sydney's light rail network. In the last century, Sydney enjoyed an extensive network of light rail that was removed in the 1960s. In keeping with the City's commitment to sustainability, light rail will once again be implemented in the city centre, running along George Street, as part of a network connecting areas such as Kensington, University of New South Wales (UNSW) and Sydney Cricket Ground (SCG) to the heart of Sydney. Reinforcing the improvement represented by the re-introduction of light rail, vehicular traffic will be removed from a one-kilometre section of George Street, extending from Hunter Street to Bathurst Street. The City has developed a plan with new trees, lighting, paving, and street furniture that will give form to this transformative infrastructure project for the benefit of its constituency, to a value of A\$220 million.

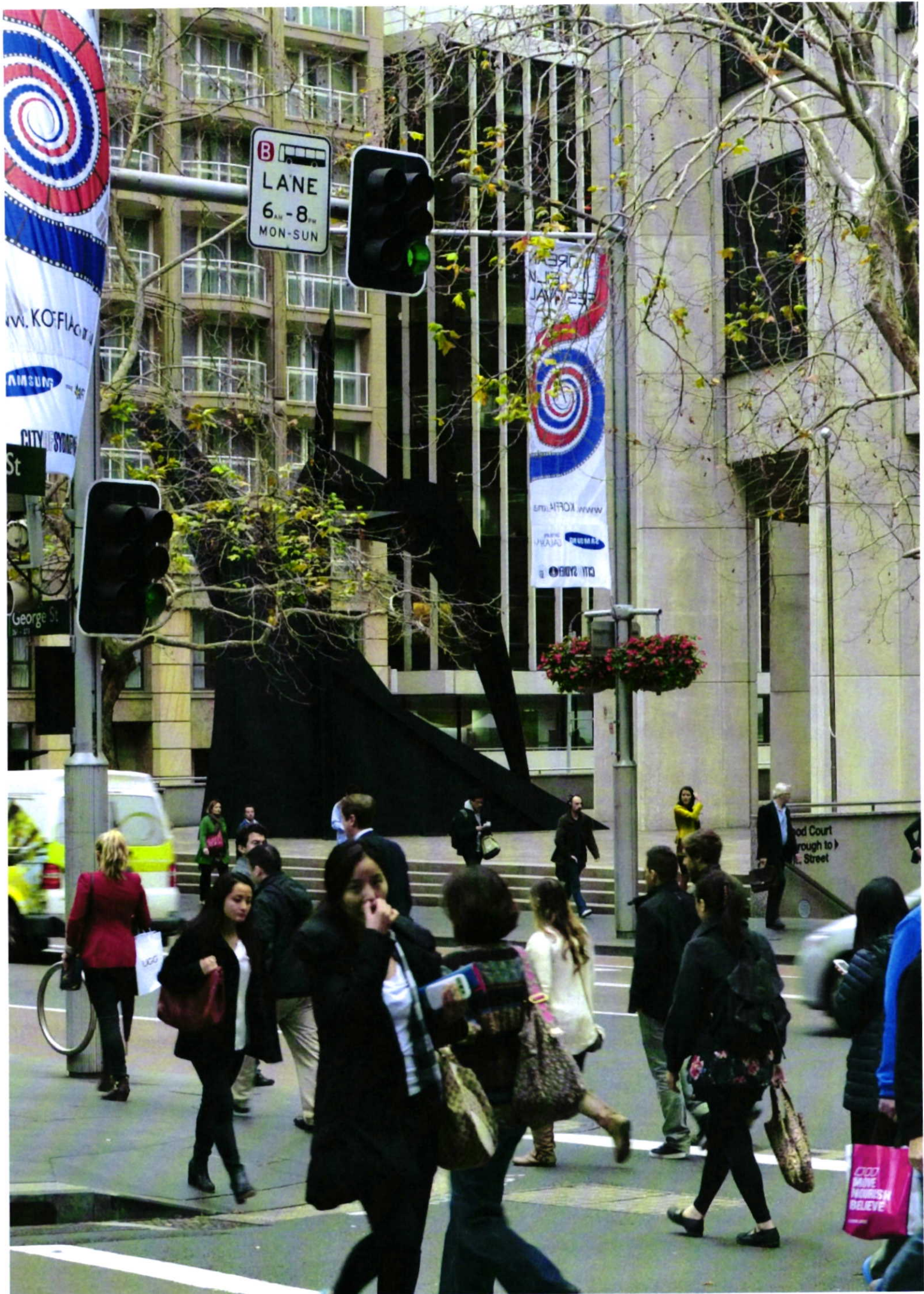
Seen Australia-wide, the transformation of George Street and the Sydney City Centre is one of the most significant public works projects to occur in generations. In concert with the infrastructure improvements, art will transform the city centre, improving the tenor and texture of life. Precisely how this transformation is projected to occur is detailed in the City Centre Public Art Plan.

The City Centre Public Art Plan outlines how works of art, comfortable seating, shade, and plantings will go hand-in-hand with design improvements, creating spaces people will want to spend time in.

To challenge preconceived notions of public art, the research for the Plan has been rigorous and its recommendations are wide-ranging. Sydney's public art must aspire to match the excellence already achieved in Australian architectural projects and the uniqueness seen in our other cultural assets.

A legacy of new permanent works of art will be created to underscore the civic and historic importance of George Street through the George Street spine project. Art will unify George Street and be highly memorable – possessing a gravitas and landmark quality equivalent to that of Sydney's great civic buildings and spaces.

In a second brief, artists will have the opportunity to conceive art to address the east-west



connecting streets that cross George Street. Overall the Plan identifies, five priority sites for art in the city centre, with works of art for George Street and the east-west connecting streets to be the first projects for artists to address and be realised.

Sydney is Australia's international gateway and only global city. It is Australia's largest and most densely-populated city, a multicultural village that is home to more than 200 nationalities.

As the capital of the State of New South Wales, Sydney has been the beneficiary of the achievements of many artists over the years, apparent in the number of works of art already in existence and part of the City's public art collection – providing the opportunity for new art projects to be integrated into an urban fabric that has been significantly enriched by artists.

The City Centre Public Art Plan stresses the importance of the role of artists who will be involved in the project in its earliest stages. The Expression of Interest will be inclusive and open to all artists – Australians and non-Australians, who can demonstrate the potential to work collaboratively on site-specific art projects. By casting a wide net and insisting on a superior level of quality and ability among artists, diverse and significant new works of art will transform George Street, the east-west connecting streets, and other city centre spaces into places people will frequent and enjoy.

Plan of Sydney
Indicating George Street



Invitation to artists

The City of Sydney invites artists of any nationality and place of residence to submit Expressions of Interest for a major work or works of site-specific art to address the George Street Spine.

A new legacy work of art located in the most important street of Australia's pre-eminent city will assume great significance, become familiar to residents, and be seen by visitors to Sydney from around the world.

George Street is a long, narrow street located on top of a ridge running north-south through the city centre with Darling Harbour to the west and Hyde Park and the Royal Botanic Gardens and Domain Trust to the east. Seen in plan view, George Street resembles a spine. While the spinal character of George Street may be very apparent in plan view, it is less than apparent when you are walking in the street – artists are asked to address the entirety of George Street from Circular Quay to Central with thought to unifying the street and providing greater legibility than it has now. For example, art can assist to connect the multitude of experiences one has when walking the length of the street.

The City's vision is for this linear spine to be transformed into a pedestrian-focused and pedestrian-friendly corridor, linking the three major squares – the great urban room of Circular Quay to the north, with the planned squares of Town Hall/Sydney Square at its centre, and Central at its southern end.

The successful artist will be expected to provide significant input into design development and realisation of their concept. They will need to be patient and nimble enough to work with representatives of the City, in the context of an evolving design and program. The list of relative responsibilities detailed below, indicates the City's expectations of the artist along with the responsibilities the City will assume.

The City of Sydney prefers to keep all options open to artists for purposes of the invitation to artists to submit an Expression of Interest in Stage 1.

It is up to the individual artist or artist-led team to decide whether to address George Street in its entirety by working literally and materially, or more conceptually. The City is open to both kinds of approaches. At the latter extreme, an artist could function as a kind of 'master artist' – while ever remaining the lead artist – 'curating' art solutions along the street. That being said, this brief is open to artists, not curators.

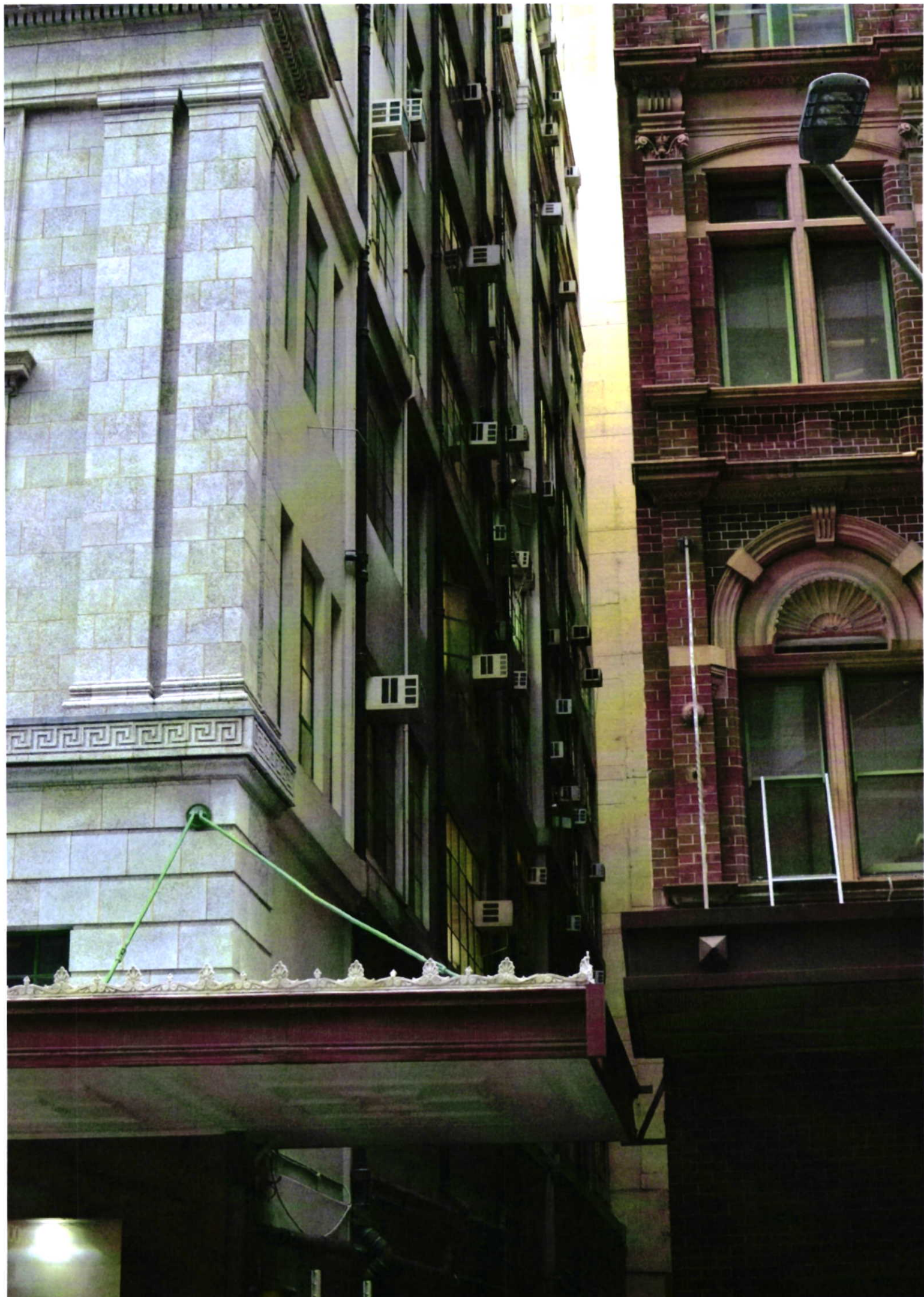
Given the scale of the George Street site and the complexity of the challenge, artists may wish to team with other experts, such as urban designers, architects or landscape architects. Any such teams must be artist-led, with the artist to serve as the principal contact for the duration of the project, should the team be successful.

Alternatively, artists may apply individually. Artists who prefer to apply individually can be teamed with practitioners with the relevant expertise at a later stage, with the help of the City, if required.

Possible approaches to George Street

A variety of possible approaches to George Street are listed below which are shared less as a set of guidelines to be followed than to provoke discussion. The City wishes to emphasise its openness to all approaches, and its anticipation that artists may well have ideas better, more applicable and more exciting than these outlined below.

- Approaches particular to Sydney are encouraged, extrapolating from Australia's physical distance from other parts of the world, which the City perceives as representing an opportunity to be original. Distance facilitates freedom from the temptation to copy strategies or to borrow techniques of urban regeneration that would be inappropriate within the Sydney context.
- Art can reference Sydney's history by magnifying the ideas that founded the city and highlighting those places most important to people.
- Art can focus on Sydney's well-known features including its unique topography, urban structure, and harbour identity; art can reinforce the spine of George Street.
- Art can unify and provide greater legibility to George Street, perhaps by being placed high up where it will be readily visible, or at regular intervals, for example, in the void spaces between buildings.
- Art can help to realise the latent potential of George Street rather than resorting to meaningless gestures and objects.
- Art can highlight Sydney's exceptional climate, which allows for outdoor experiences of art and culture and recreation of all types.
- There is a role for both monumental-scale works of public art that are strong and bold and small, even delicate, works of art that will add texture to the experience of being in the city.



Site constraints

The design for light rail is progressing into the planning approval stage in November 2013. Artists should be cognisant that there are many technical issues, complex in nature.

As part of the planned design improvements, the footpaths of George Street will be widened in the pedestrian area. The hegemony of signage will remain unchanged, possibly providing challenges for any work of art placed at street level.

The light rail bed and associated paving running the length of George Street and the clear zone directly above it (extending to a height of approximately 8.5 meters above the bed), are the only components of the George Street design that artists might want to avoid addressing or encompassing in their conceptions.

Project budget

The budget for a work or works of art for George Street is A\$2.5 million (excluding GST), to cover all costs of conceiving and implementing the work of art.

It may be possible that the appointed artist can also impact or shape other aspects of the overall transformation project such as kiosks and lighting which are covered in the project budget.

Submission requirements

For stage one artists are required to provide the following:

- Contact details of artist or artist-led team;
- CV;
- Statement confirming capacity to meet the program and budget; and
- Full set of documentation of the artist's work, comprising (artist's choice of) digital images (maximum of 10) and/or books, catalogues, articles, web links.

The deadline for submissions of Expressions of Interest is 11am (Sydney time), Thursday, 31 October 2013. Expressions of Interest should be marked 'EOI No.E1213'.

Completed Expressions of Interest in Stage 1 are to be lodged electronically in the Electronic Tender Box at www.tenderlink.com/cityofsydney by 11am Thursday 31 October 2013. Artists/artist-led teams should ensure they allow sufficient time to upload their submissions in full to the E-tendering portal. Upon completion, artists/artist-led teams will receive a successful submission receipt electronically that is timed and dated.

Alternatively, Expressions of Interest in Stage 1 can be lodged by 11am Thursday, 31 October 2013 by fax or in person to:

Tender Box
Town Hall House
Level 1
456 Kent Street
SYDNEY NSW 2000
Fax: 02 9265 9697

If lodging in person, one original and three hard copies of the Expression of Interest and attachments must be submitted. The cover or first page of each original and of each copy must be signed by the artist and notarised as a true copy. The tender box is accessible between the hours of 8am and 6pm, Monday to Friday.

Following evaluation, by mid November 2013, a shortlist of up to five (5) successful artists or artist-led teams will be nominated and invited to develop concept designs for George Street as part of a select tender in Stage 2.

Evaluation criteria

Expressions of Interest in Stage 1 will be evaluated by a panel comprised of a subcommittee of the Public Art Advisory Panel, City of Sydney staff and other experts in the field applying these criteria:

- Artistic excellence as demonstrated in previous practice;
- Previous experience or demonstrated potential to work collaboratively on site-specific art projects;
- Statement confirming capacity to meet the program – mandatory; and
- Statement confirming capacity to meet the budget – mandatory.

Resources

Further information may be obtained from the following links:

- City Centre Public Art Plan: http://www.cityofsydney.nsw.gov.au/__data/assets/pdf_file/0008/150947/City-Centre-Public-Art-Plan.pdf
- George Street Concept Design: <http://www.cityofsydney.nsw.gov.au/vision/on-exhibition/closed-exhibitions/details/draft-george-street-concept-design>
- City of Sydney City Art Public Art Strategy: <http://www.cityartsydney.com.au/cityart/documents/FinalVersionCityArtPublicArtStrategy.pdf>
- City of Sydney Public Domain Design Codes: <http://www.cityofsydney.nsw.gov.au/development/planning-controls/development-policies/public-domain-design-codes>
- Transprot for NSW Light Rail brochure: http://www.transport.nsw.gov.au/sites/default/files/b2b/projects/CSELR_Project_Update_August_2013_0.pdf
- Public Spaces Public Life, Gehl Architects 2007 part 1 and part 2: http://www.cityofsydney.nsw.gov.au/__data/assets/pdf_file/0008/143963/PublicSpacesPublicLifeSydney2007_final_Part1.PDF
- http://www.cityofsydney.nsw.gov.au/__data/assets/pdf_file/0009/143964/PublicSpacesPublicLifeSydney2007_final_Part2.PDF

Important notes for Stage 1

- The City of Sydney reserves the right to commission one or more artist or artist-led teams to create a work or works of art for George Street.
- The City of Sydney is inviting artists to submit Expressions of Interest for two city centre sites concurrently, George Street and the east-west connecting streets crossing George Street.
- The City reserves the right at its sole discretion, to move artists from one site to the other, as part of the evaluation process (in consultation with the artist).
- Equal access of artists to the Tendering Officer, City of Sydney, will be facilitated during the Expression of Interest stage (Stage 1).
- The shortlisted artists will be asked to make themselves available to be interviewed by videoconference, Skype or in person in early February 2014 as part of the evaluation for Stage 2.
- The City of Sydney recognises the importance of the shortlisted artists visiting the site and will provide further details prior to the Stage 2 brief being issued. November 2013 is projected as the time likely to be proposed for the visit.



Project development stages and timeline

This invitation to submit an Expression of Interest forms the first stage of a two-stage selection process for which the stages and timeline outlined following are indicative (provided for purposes of information only).

Stage 1: Expressions of Interest

Fee: unpaid

Deadline: 11am Thursday 31 October 2013

Notification of shortlist: mid-November 2013

Stage 2: Concept Design (Select tender)

Following debrief by the evaluation panel, shortlisted artists or artist-led teams will develop concept designs as part of a select tender.

- Artist site visits will occur during Stage 2 concept design (select tender).
- As part of the evaluation process, a first cost review will be undertaken by a City of Sydney-appointed project quantity surveyor

Fee: A\$15,000, plus GST, if applicable

Timeline: twelve (12) weeks, from mid November - 11am Friday 7 February 2014

Notification of successful artist or artist-led team: March 2014

Stage 3: Design Development

Development of successful artist's/artist-led team's concept design for the work of art; commencement of working relationship between the artist/artist-led team and representatives of the City of Sydney; provision of feedback from Curatorial Advisor, City Centre, City of Sydney

- Execution of artist contract: April 2014

Timeline: Six (6) months, April-September 2014*

Mandatory approval by client (City of Sydney)

**Contingent on progress of integration with light rail*

Stage 4: Construction Documentation

Preparation of construction documentation

Engineering and services of other specialist subcontractors, as applicable

Timeline: Eight (8) months, October 2014 - May 2015*

Mandatory approval by client (City of Sydney)

**Contingent on progress of integration with light rail*

Stage 5: Fabrication

Projected timeline: Six (6) months, June-November 2015*

The period of light rail construction will extend from 2015-2018

The possibility exists to proceed to fabricate the work by the artist and to store it until the site is ready for installation or to coordinate with the light rail construction program.

Mandatory approval by client (City of Sydney)

**Contingent on progress of integration with light rail*

Stage 6: Site preparation

- Site preparation, including provision of necessary services
- Arrangements for any additional applicable insurances

Projected timeline: Six (6) months, 2015-2018*

Mandatory approval by client (City of Sydney)

**Contingent on progress of integration with light rail*

Stage 7: Installation

- Delivery and installation of work of art
- Provision of maintenance manual

Projected timeline: Six (6) months, 2016-2018 TBC*

Mandatory approval by client (City of Sydney)

**Contingent on progress of integration with light rail*

Stage 8: Rectification and final inspection

- Defects rectification
- Final inspection
- Acceptance by the City of Sydney

Timeline: One (1) month: 2016-2018 TBC*

Mandatory approval by client (City of Sydney)

**Contingent on progress of integration with light rail*

Anticipated project completion date: 2016-2018 TBC

Stage 9: Launch and Documentation

Photography, media release and any publications, marketing, previews, launch or dedication

Timeline: 2016-2018 TBC*

**Contingent on progress of integration with light rail*

Breakdown of responsibilities

The following is a breakdown of respective responsibilities for the successful artist or artist-led team and the City of Sydney through design development and implementation of the final artwork.

Proposed obligations of the artist or artist-led team, correlating to the budget for the work, A\$2.5 million:

- Cost of conceiving, designing, devising, developing, creating or producing the work of art;
- Airfares, travel and accommodation expenses incurred by, for or on behalf of the artist in connection with the work of art other than expenses of the kind which the City of Sydney agrees to pay;
- Cost of consultants, contractors, subcontractors engaged by or on behalf of the artist in connection with the work of art;
- Cost of preparing and producing instruction manuals for the maintenance and upkeep of the work of art and its constituent parts.

Proposed obligations of the City of Sydney, over and above the budget for the work, A\$2.5 million:

- Selecting and contracting the artists, commissioning the work or works of art, and guiding and managing the site-specific art implementation process;
- Facilitating to have available as reasonably required by the artist the services of electrical, acoustic and structural engineers, surveyors, lighting specialists, electricians and other professionals, experts or tradespeople to facilitate the efficient delivery and fixing into place of the work of art on the site (please note the fees for these specialists must be provided for from the artists project budget of A\$2.5m);
- The City of Sydney will own, care for, and maintain the work or works of art that are commissioned for the east-west connecting streets in response to this brief for the period of 25 years.

Work health and safety

The successful artist or artist-led team will be required to abide by the City of Sydney's WH&S Policy:

<http://www.cityofsydney.nsw.gov.au/council/about-council/careers/working-for-the-city/conditions-of-employment>

Contact

If you have any questions about this invitation or the information provided in this document, please feel free to contact the Tendering Officer, City of Sydney who may be accessed either by:

- the online forum accessed at www.tenderlink.com/cityofsydney
- Or
- or by email or telephone call to:

Anthony Manuatu
Tendering Officer
Email: amanuatu@cityofsydney.nsw.gov.au
Tel: +612 9246 7623

Attachments

1. Supporting information
2. City of Sydney Public Art Commissioning Agreement



Appendix

Submission requirements for Stage 2 (Select Tender)

The following is indicative and provided for information only at this stage, and will be reviewed and re-issued prior to Stage 2, as the final Stage 2 concept design (select tender) documentation.

- One-page description of the work proposed, to be a site-specific work of public art;
- Documentation of any relevant previous experience or projects by the artist/artist-led team; or in lieu of previous experience, examples demonstrating potential to work collaboratively on site-specific art projects;
- Visual documentation of the work proposed, in the form of computer-rendered images or a model, showing the work in the context of George Street and illustrating its specificity to the site;
- Details demonstrating the anticipated impact of the work proposed on the public domain as currently designed;
- Technical details and specifications of the work proposed, including a preliminary summary of the anticipated maintenance requirements;
- Detailed list of items excluded from the artist's/artist-led team's concept design which the artist or artist-led team requests be undertaken by others, if appropriate (cost of these nevertheless to be calculated against the art budget of A\$2.5 million, whether undertaken by the artist or others);
- Detailed budget including a list of nominated fabricators with their contact details;
- Signed statement, confirming capacity to meet the program – mandatory; and
- Cost plan in consideration of the project budget – mandatory.

Stage 2 will comprise twelve (12) weeks, commencing mid November and closing at 11am (Sydney time), Friday, 7 February 2014.

The deadline for submissions in Stage 2 is 11am (Sydney time), Friday, 7 February 2014.

A proposal fee of A\$15,000, plus GST, if applicable, will be paid to each, up to a maximum of five, shortlisted artists or artist-led teams, as remuneration for conforming Concept Designs, within 30 days of submission and presentation of a valid tax invoice.

Supporting information in Stage 2

The following materials will be provided to artists or artist-led teams in Stage 2:

- Additional photographs of George Street;
- Current public domain and landscaping plans and elevations and finishes schedules relevant to George Street redesign (note: these will continue to evolve over at least the first year of the successful artist's or artist-led team's engagement);
- Current plans, elevations and finishes details related to light rail (note: these will continue to evolve over at least the first year of the successful artist's or artist-led team's engagement);

Important notes for Stage 2

- The scope and timeline for concept design in Stage 2 as provided in this brief is indicative only and subject to change prior to the Stage 2 brief being issued.
- Providing there is a concept design which satisfies the selection criteria, the City of Sydney will commission one artist or artist-led team to create a work or works of site-specific public art for George Street.
- The submission of concept designs in Stage 2 is via a select tender, defined as a process in which Sydney City Council invites a limited number of artist-candidates to bid for a contract.
- Feedback will be provided to the shortlisted artists/artist-led teams at the conclusion of Stage 1.
- The shortlisted artists will be asked to make themselves available to be interviewed by videoconference, Skype or in person in February 2014 during Stage 2.
- Equal access of the artists/artist-led teams to the Tendering Officer, City of Sydney, will be facilitated during the Concept Design stage (Stage 2).
- The City of Sydney has in-house interpreters in many languages that non-English speaking artists/artist-led teams may call on for assistance during Stage 2.
- The City of Sydney prefers to keep all options open to artists for purposes of the invitation to artists to submit a Concept Design in Stage 2. It will consider all proposals, including those that could eventually require the City's assistance, related to the interface of the art with existing infrastructure. A quantity surveyor will be assigned to the project by the City from Stage 2 onward, to independently assess the artist's/artist-led team's cost estimate and continue to provide cost review for the duration of the project.
- The artist's or artist-led team's list of nominated fabricators will be reviewed by the City of Sydney as part of the Stage 2 evaluation process.

- The City of Sydney recognises the importance of the successful artist visiting the site and will provide further details prior to the Stage 2 brief being issued. November 2013 is projected as the time likely to be proposed for the visit.
- The successful artist or artist-led team will be contracted using a form of contract based on the standard form of Public Art Commissioning Agreement provided as an attachment to this brief. The type of work of art proposed and the fabricators nominated by the successful artist or artist-led team will determine the method of engagement at the contracting stage for each artist/artist-led team.
- By submitting a tender in Stage 2 the artist/artist-led team agrees to the basic terms of the standard Public Art Commissioning Agreement provided as an attachment to this brief.

Evaluation in Stage 2

Concept designs submitted in Stage 2 will be evaluated by a panel comprised of a subcommittee of the Public Art Advisory Panel, City of Sydney staff and other experts in the field applying criteria such as these:

- Artistic excellence and uniqueness of the work proposed;
- Relation of the work proposed to Sydney and specificity to the site;
- Durability and longevity of the work proposed, in materials and message/content;
- Previous experience or demonstrated potential to work collaboratively on site-specific art projects;
- Capacity to meet the program – mandatory; and
- Cost plan in consideration of the project budget – mandatory.

Following evaluation, one or more artist or artist-led team will be selected, with notification of the successful artist(s)/artist-led team(s) in March 2014.

Should no concept designs meet the selection criteria, the City of Sydney reserves the right to not proceed.

city of villages

Cover image George Street looking
north from Town Hall at Drutt St
All images courtesy of the City of Sydney