

EXPRESSION OF INTEREST

ART AND DESIGN PROJECT MAITLAND ADMINISTRATION CENTRE



Maitland City Council is calling for Expressions of interest from artists for the commissioning of a work of art for the new Maitland Administration Centre currently under construction.

PROJECT CONTEXT

A new Maitland Administration Centre

Designed to expand the capacity of the Council's current administration services, and meet the needs of a growing city, the new Maitland Administration Centre (MAC) is currently under construction. Incorporating a link to the historic Maitland Town Hall and 1860s cottage, the development combines multiple council administrative functions, previously dispersed across a range of sites, into a single facility. The Centre will be constructed on the eastern side of the Maitland Town Hall and run through to Devonshire Street in the east.

The development also includes an upgrade to facilities within the adjoining Town Hall, including proposed improvements to change rooms, kitchen facilities and a new stage loading dock. Once complete, the Town Hall will continue to operate as a superior multipurpose regional entertainment venue capable of hosting a wide range of activities.

Combined with a considerable upgrade to public landscaping, the project seeks to establish a civic precinct that supports both the functional operations of council, while creating a valuable facility for public services and community use.

The MAC project is due for completion between in late 2022.



THE ART AND DESIGN PROGRAM FOR THE MAC

The art and design program for the new centre was informed by the MAC Heritage Interpretation Plan and informed primarily by the Central Maitland Heritage Interpretation Masterplan (CIMP 2014).

Interpretation will help revitalise Central Maitland. It will evoke key themes and stories associated with Maitland's heritage and, in doing so, provide new ways for residents to understand the special nature of their town. It will be closely integrated with the Central Maitland Structure Plan and will provide a series of designs, ideas and structures for urban, recreational and rural spaces. It will also act as a driver for the visitor economy that will help revitalise the town (CIMP 2014).

There are three components to the art and design program:

1. Ceiling foyer artwork by First Nations artist Lee Cee Carmichael. This work was designed in collaboration with local community and is currently in production phase
2. Foyer entrance wallwork (the subject of this EOI) This commission is based on the recommendations within the MAC Heritage Interpretation plan and will represent visually, the extent of the Maitland City Council LGA. It could reflect the unique qualities of Maitland's suburbs and townships with a work of art that is informed by the geography and character of the LGA. It could sit proud of the foyer wall with a scale of approximately 6m in length mounted onto the concrete wall of the entrance foyer or be a work integrated directly onto the wall.
3. Digital projection – Town Hall Café This commission is a direct recommendation from the MAC Heritage Interpretation Plan with the opportunity to commission artists to reflect various aspects of the character, stories and heritage of the LGA. In the first instance, technical infrastructure will be embedded in the design of the MAC building to allow for the commissioning of digital works of art. This could include animation, film, sound, and still images.

**THIS EOI IS OPEN TO ARTISTS INTERESTED IN SUBMITTING DETAILS OF THEIR CREATIVE PRACTICE FOR THE ART AND DESIGN ELEMENT NO. 2
FOYER ENTRANCE WALLWORK WITH A COMMISSIONING BUDGET OF \$40,000.**



PROCESS

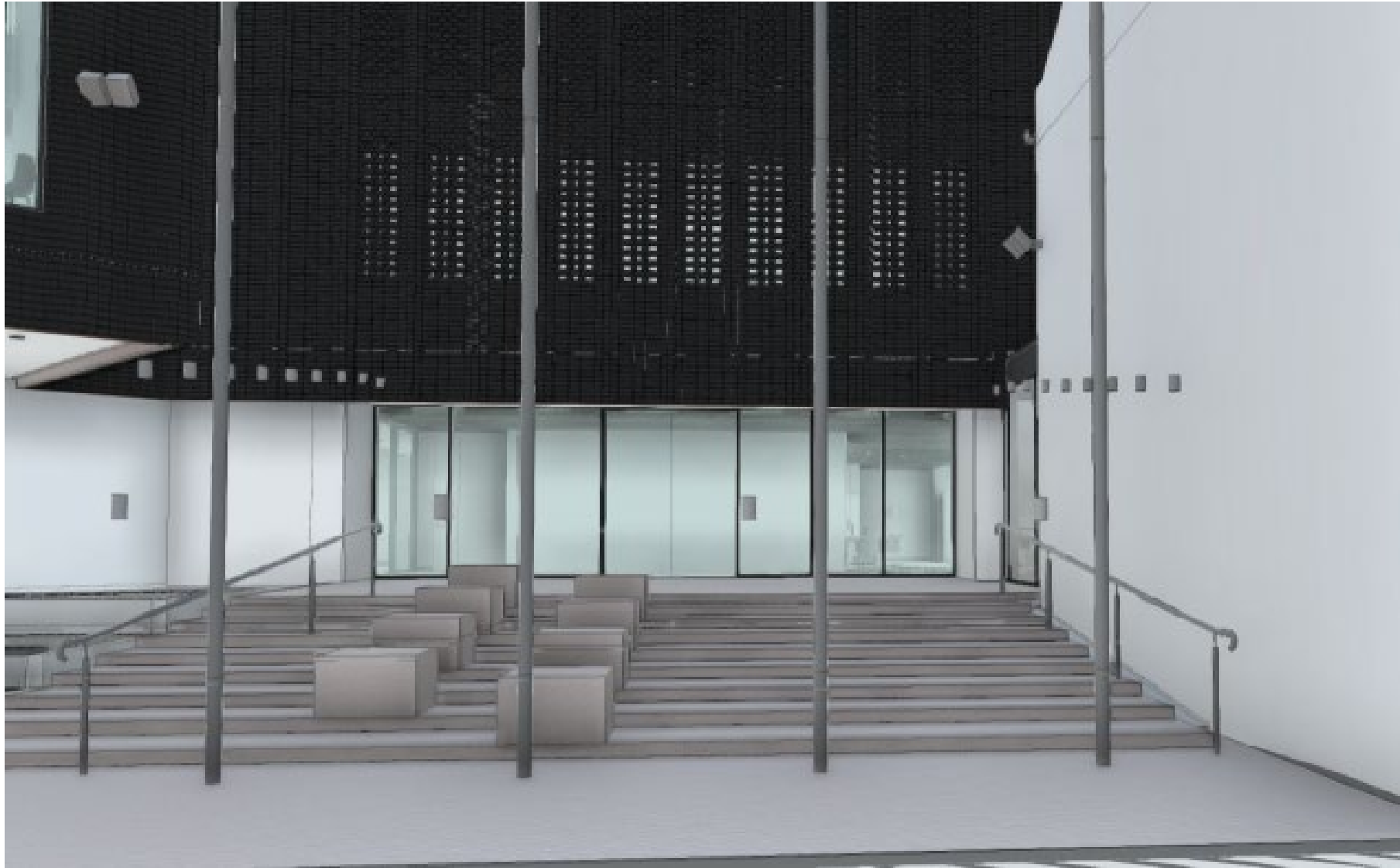
Artists and designers are invited to submit details of their experience and practice. From this EOI, three artists will be invited and commissioned to produce a concept design based on a brief detailing the site and the intent of the work.

PLEASE PROVIDE BY EMAIL NO LATER THAN FRIDAY 3 JULY 2022

- Images (maximum of 10 as a single PDF, no larger than 25MB)
- If your work is a video or sound file, please make your file available for viewing on a website such as YouTube, Vimeo or Soundcloud. You will need this link address in your application. Sound or video files emailed as attachments will not be accepted.
- A statement detailing experience
- CV/BIO
- Contact details, including mobile phone, email and current address of interest

Please forward your proposal to: mia.tulumovic@maitland.nsw.gov.au





Foyer Entrance



Foyer Entrance



Foyer Entrance Foyer entrance wall-under construction Location of proposed artwork