

## **PUBLIC ART COMMISSION**

### **Call to Artists/Designers/Scientists**

QUT Creative Industries Precinct Kelvin Grove Road Screen – print media

QUT's Creative Industries Precinct, [www.ciprecinct.qut.edu.au](http://www.ciprecinct.qut.edu.au), is a home of arts innovation, digital media research, business development, and the university's Creative Industries Faculty. The Precinct features:

- State of the art exhibition and studio facilities
- Co-located companies
- National research centres
- Public art spaces
- and a cross-disciplinary community of researchers, entrepreneurs, students, teachers, artists, designers.

The Precinct is located in the Kelvin Grove Urban Village, a joint development begun in 2000 between QUT, the Queensland Government, and the private sector. Located on a 16-hectare site approaching the CBD on the main arterial Kelvin Grove Road, the Village co-locates QUT with schools, industry, private residential development and retail stores.

A significant research institute in the Village is QUT's Institute of Health and Biomedical Innovation, [www.ihbi.qut.edu](http://www.ihbi.qut.edu) (ihbi). ihbi's researchers focus on three broad health areas - prevention; mind and body health; and recovery.

Curators and artists work with scientists from the Faculty of Science and Technology and ihbi on various joint projects and exhibitions. In August 2010 one of the projects to celebrate Science Week is the commissioning of a billboard work that relates to science through it's content and/or form.

Artists, designers and scientists are invited to submit proposals for the site in accord with the policy and guidelines below.

#### **Creative Industries Precinct Curatorial Policy**

The Creative Industries Precinct is a shared learning/lifestyle/work space where creative works are produced and exhibited. The curatorial policy provides a framework to animate the range of exhibition capabilities in the precinct to various audiences and the public.

The display spaces are differentiated by their technical capability and importantly the particular communities targeted by each space. The curatorial guidelines are developed to take account of these differences. The spaces are:

- Kelvin Grove Road billboard
- Parade Ground screen
- The Block gallery
- Terrace screens and spaces
- Public spaces and screens in the Urban Village

We invite proposals for a print work for display on the Kelvin Grove Road screen.

#### *Capability*

The Kelvin Grove Road screen is a 47m x 9.4m wall located on the western face of the Hub building parallel to Kelvin Grove Road (from a height of 10m to 20m). It is suitable for poster print material with illumination at night. The image is printed in UV inks on adhesive-backed vinyl, using a large format printer. Works will typically use all of the 440m<sup>2</sup> screen area (including purpose designed air-conditioning vents). Works will typically remain in place for 3 to 4 months.

#### *Target Audience*

Kelvin Grove Road is a major arterial road serving the northern suburbs. The size and positioning of the screen dictates that some 50,000 to 70,000 commuters will see the work here twice a day. There is negligible pedestrian traffic along Kelvin Grove Road. Those entering the Precinct or coming to Kelvin Grove Urban Village or QUT campus will encounter the screen. There are some residences elevated to the west of the precinct who will have prominent views of the screen highlighted by evening illumination.

### *Guidelines*

Advertising, informational material and moving images are not permitted on this screen. QUT retains the right to credit sponsors of the artwork appropriately on the screen. The selection panel reserves the right to request changes to a work in the context of the guidelines.

Art or design works selected for the screen will take account of the characteristics of the site and will enhance the engagement of the precinct with the audiences identified above.

Works will be preferred that:

- are specifically designed or reinterpreted for the site
- relate in some way to issues or activities or ideas that are pertinent to stakeholders within the creative industries precinct
- are suitable by way of form and quality for public viewing and accessibility
- contribute variety to the exhibition program

### **Applications**

Applications will be assessed against the curatorial guidelines by a selection panel chaired by the Director of QUT Precincts. The panel retains the right to invite applications or to not proceed with any application.

When lodging an expression of interest please provide:

- A brief resume with particular reference to any public art works or works of larger scale previously undertaken
- Either a CD-ROM with up to six JPEG images, no larger than 800 pixels x 600 pixels at 72 dpi OR JPEG images in an email less than 5MB total size
- A concept outline of the proposed work. Any exemplar of the concept should ideally be in the ratio of the billboard (5:1), eg. 1000 pixels x 200 pixels at 72 dpi.

Applications must be submitted to:

The Director  
QUT Precincts  
Queensland University of Technology  
Victoria Park Road  
Kelvin Grove Qld 4059

OR

Email: [ciprecinct@qut.edu.au](mailto:ciprecinct@qut.edu.au)

### **Closing date for submissions 31 May 2010**

Receipt of all applications will be acknowledged.

Applications will be shortlisted. The shortlisted group of applicants will then be invited to develop their proposal and submit a detailed concept/drawing/model. Payment of \$1000 will be made to each shortlisted applicant upon submission of a developed proposal.

Final approval of art works for the Kelvin Grove Road Screen is by the Vice-Chancellor upon the advice of the Director of QUT Precincts. Decisions by the Vice-Chancellor are final. In all cases there will be consultation with key precinct stakeholders on the images under consideration.

Upon approval of the work by the Vice-Chancellor, successful applicants will be required to submit the final work in appropriate digital format ready for printing. (Please note: high resolution is achieved at 15 dpi on this site.) As the final work proceeds to print stage, a fee of \$5000 will be made to the artist upon submission of an invoice.

QUT will provide the materials and technical staff to print and install the artwork.

QUT will retain the printed work and the rights to display that work for a specific agreed period (of around 4 months). The print work will be covered over or removed at the end of this period. QUT will record the work in its architectural setting (copy to the artist) and retains the right to display or reproduce this archival recording.

QUT may consider other shortlisted works for future development with a view to showing in the forward programming of the billboard. Any applicants in this situation will be informed by QUT.

Examples of previous works are available at [www.ciprecinct.qut.edu.au](http://www.ciprecinct.qut.edu.au).