

Express an interest invitation

## **Bunurong Artists: Artwork development and skill building opportunity**

New 'traffic calming' asphalt artwork on Bunurong Country - Muderra Way/Ian St

The City of Greater Dandenong is inviting Bunurong artists to express interests in developing an artwork for a new road mural in Noble Park. Bunurong artists from all fields and levels of experience are invited to express an interest in being involved.

This is an opportunity to expand skills and experience creating public artwork for a specialised traffic calming asphalt artwork development. Aboriginal and or Torres Strait Islander artist mentor with artistic specialist knowledge and experience will work with you in one of the following ways:

- a) Guide and mentor you, how to translate your art concept into a large-scale road mural, as part of this specialised project. OR
- b) Guide and mentor you, through the process of artwork development and co-creating (artist and mentor) a new artist led collaborative work that will translate into a large-scale road mural.

Funded by the Victorian State Government and with the support of the Noble Park Revitalisation Board and Bunurong Land Council, this project provides a unique career development opportunity for a Bunurong artist interested in gaining experience producing large scale street art.

### **About the opportunity**

Bunurong artists are invited to express interest in working with and Aboriginal and or Torres Strait Islander artist mentor to (co)create a site-specific concept and artwork for a road mural in Noble Park.

It is intended that the artwork, will be developed in consultation with Bunurong Land Council and Bunurong Elders and draw inspiration from the meaning and significance of the road's new Boon wurrung language name Muderra (Moo-da-ra) which translates to torrential rain.

The choice of which Bunurong artist and artist mentor will be determined by the Bunurong Land council, Bunurong Elders and Council staff in early April 2023. The Bunurong artist will then work closely with the mentor artist, in consultation with the Bunurong Land Council, Bunurong Elders, and with the support of council staff and various contractors to develop a concept into a large-scale asphalt artwork.

It is expected that the Bunurong artist will work closely with the Aboriginal and or Torres Strait Islander artist mentor and the Bunurong Elders on the development of the concept and MPS Paving from concept stage to implementation. MPS are street paving experts and can provide

technical support for artists during design development. MPS can install asphalt artworks, through varied techniques under the guidance of the artists.

### **What is asphalt art and why is it needed for this site?**

Asphalt art can be described as visual interventions on roadways (intersections and crosswalks). These relatively cost-effective, scalable projects can create immediate positive impact to the public realm.

The new asphalt artwork is intended to tell the story and meaning behind the Boon wurrung (Bunurong language) word 'Muderra' while also improving safety by encouraging drivers to slow down and be more alert for pedestrians and cyclists, the most vulnerable users of the road.

Historically this area is known for hazardous driving, it is proposed that the new artwork will help calm and slow down traffic moving through the area and improve the pedestrian experience.

To assist with the traffic calming aspect of the artwork it is advised that the artwork should.

- Avoid optical illusions which may affect drivers or pedestrians
- Avoid anything that could be confused as a traffic control device (unless signed off by Council's traffic engineer (for examples which increase conspicuously of the intersection with Mons Parade)

### **About the site**

The project site area encompasses sections of Muderra Way and Ian Street, and sections of the underside of the sky rail structure in the immediate vicinity of Muderra Way, Noble Park.

Council is seeking an artistic concept for the overall project site area and a 2- part phased approach to artwork installation.

While the site area is loosely defined, it is intended that the artists will refine the extent of the site area as part of the concept development process.

It is proposed that the final 'traffic calming' asphalt artwork will cover most of Muderra Way and part of adjoining Ian Street.

### **Phase 1 Installation**

Completion of the road mural on Muderra Way and part of Ian Street by July 2023.

- Muderra Way Dimensions: 50 meters x 8 meters
- Ian Street Dimensions: 35 x 8 meters

it is expected that the artists will oversee the installation of phase 1 works on site as required.

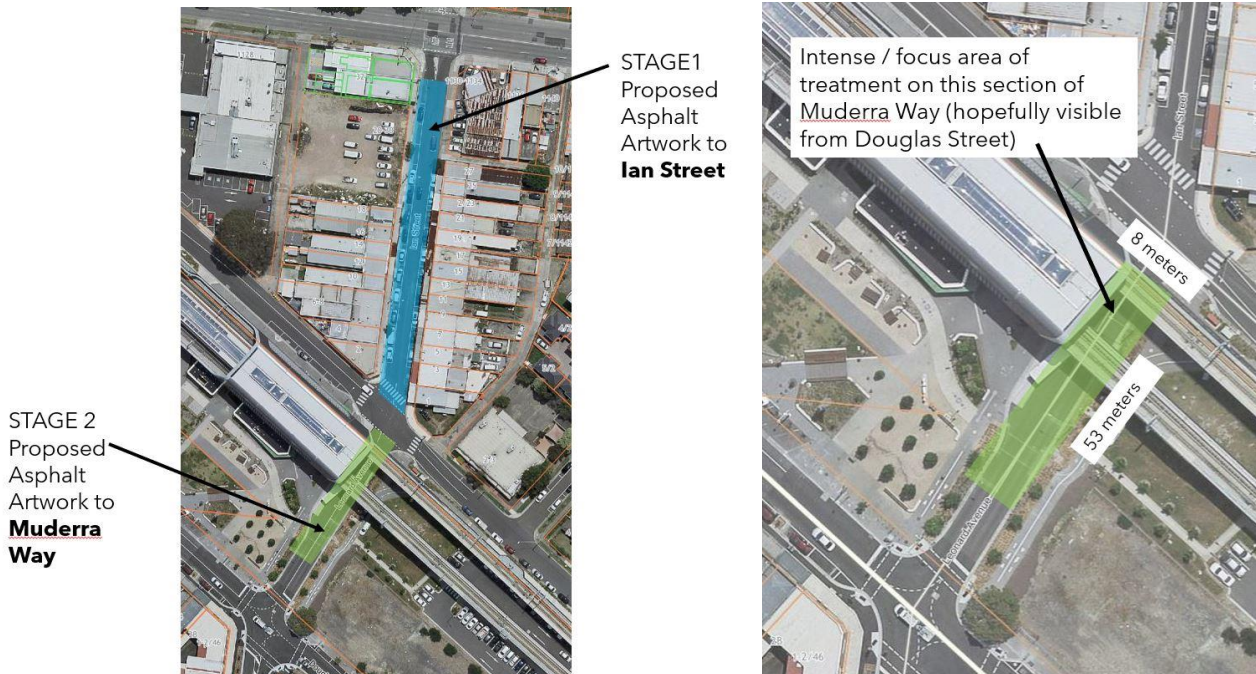
The technique for artwork installation to the roadways will be DuraTherm. DuraTherm is a decorative asphalt surfacing system designed specifically for high-traffic areas. Cost of installation of Phase 1 (road mural) will be covered by Council.

### **Phase 2 Installation**

The extent of installation for phase 2, is to be determined by the artists as part of the overall concept development of this project. Completion of Phase 2 is planned for 2024.

Phase two concept should take into consideration a series of artworks across 1-3 pillars and/or underside of the sky rail sections in the immediate vicinity of Muderra Way.

Photo: Phase 1, Stage I and 2



### What is the creative brief for the project?

- Creating a significant and original artwork which visually tells the story of the road name 'Muderra Way' meaning Torrential Rain.
- Ensuring the concept is contemporary and interprets Bunurong peoples desires for recognition of their living culture.
- The artwork will need to translate to a large-scale site-specific road mural with consideration to traffic calming and pedestrian experience. The artwork should avoid optical illusions which may affect drivers or pedestrians and avoid anything that could be confused as a traffic control device.

A more detailed brief regarding the site parameters and scope will be provided, to the selected artist and mentor.

### Target dates

The selected Bunurong artist, will then work closely with Bunurong Land Council, Bunurong Elders and Aboriginal and or Torres Strait Islander artist mentor, with the support of council staff and various contractors to co-develop/support the development of a concept and large-scale asphalt artwork for implementation mid-2023.

### Key Dates

In line with the deadline of 31 July 2023, a high-level project timeframe has been outlined below:

- April 6 - EOI close 5pm
- April 24 - Successful artist notified

- May 1 - Initial briefing
- May 29 – Present concept and high-level installation methodology proposal (phase 1 & 2)
- June 19 – Start detailed design and detailed installation methodology completed (phase 1 - road mural)
- July 3 - Sign off on final design and methodology
- July 31 – Install of road mural artwork on site. (phase 1)

Phase 2 date to be confirmed for 2024.

### **Project background**

Earlier this year Council consulted exclusively with the Traditional Owners of the land, Bunurong Land Council, requesting their formal support for the use of Traditional language words for the express purpose of naming the road. Link Road in Noble Park was created as part of the level crossing removal project and did not have an official name.

Bunurong Land Council Aboriginal Corporation have formally supported the use of Traditional language words to name the road Muderra (Moo-Dah-Ra) - Torrential Rain. This is the first Bunurong named road in the City of Greater Dandenong.

To further acknowledge the significance of the road naming, Council consulted with the Bunurong Land Council to engage with Bunurong artist to develop a site-specific road mural. The process outlined in this Concept proposal is supported by the Bunurong Land Council, as representatives of the Bunurong peoples

This project presents a unique opportunity for Bunurong Artist to contribute to a significant artwork in Noble Park and provides a capacity building opportunity for such artist keen to develop new skills in large scale asphalt artwork.

This project is funded by the Victorian State Government and with the support of the Noble Park Revitalisation Board.

### **Eligibility**

Bunurong artists that are Victorian residents and are connected to a Victorian Aboriginal community.

### **How to apply**

Bunurong artists are invited to apply via email: [arts@cgd.vic.gov.au](mailto:arts@cgd.vic.gov.au).

All submissions must be received via email by 5pm on Friday 6 April 2023. Anything received after this date will not be considered.

Only submission which comply with the below outlined Expression of Interest Submission requirements and address the Key Evaluation Criteria questions, will be considered.

### **How do I express an interest?**

Please answer Key Selection Criteria questions, select which method you will submit via and provide contact details.

### **How will the artist be selected?**

The choice of Bunurong artist most suitable for this opportunity to be mentored by and (co)create with an Aboriginal and or Torres Strait Islander artist will be determined by a panel made up of Bunurong Land Council, Traditional Owner Elder, and Council staff in April 2023.

The panel will be using your responses to the Key Selection Criteria questions to select the most suitable candidate.

### **Project funding**

This project is funded by the Victorian State Government and with the support of the Noble Park Revitalisation Board.

The applicants budget proposal must include costs relating to overall concept development and overseeing completion of phase 1 works (road mural).

A total budget of up to \$10, 000 (excluding GST) has been allocated for artwork development by a Bunurong artist.

This includes but is not limited to:

- Artist Fee
- Concept Fee (Phase 1 + Phase 2)
- Final Design Fee (Phase 1)
- Site visits as needed

Note: The applicants budget proposal should exclude all/any costs relating to the installation of the mural. Council will cover the costs for material and installation of road mural. However, the Artists must budget for overseeing the installation of these works on site.

The Bunurong artist will be paid in three parts:

- Part A: \$2500 at Project Inception. (Includes concept development)
- Part B: \$2500 at sign off on overall Concept Design.
- Part C: \$5000 at completion of Phase 1 installation.

### **What are the overall project objectives?**

1. To encourage broader scale respect for Country and its Cultural significance by non-Aboriginal and or Torres Strait Islander people. To support Bunurong people as Traditional Owners and Custodians of the land this project sits, to share Bunurong culture and language. To also increase their awareness of the significant connection Aboriginal and Torres Strait Islander Peoples have the oldest continuing cultures on the planet.
2. To foster a deep sense of connection to place and community by visually telling the story of Boon Wurring word: Muderra 'Torrential Rain'
3. To be guided by the Cultural aspirations and values of Aboriginal and or Torres Strait Islander Peoples whilst also weaving in and celebrating the perspectives and values of contemporary multicultural communities.



4. The introduction of artwork which acts as a traffic calming tool, slowing traffic, and enhancing pedestrian experience

### **Frequently Asked Questions**

#### **Can non-Bunurong artists apply?**

No, unless you form part of a creative team and are collaborating with an Bunurong artist.

#### **What is the next step?**

After expressing an interest, the Bunurong Land Council, Bunurong Elder/s and Council staff will meet to determine the artist best fit for this project. We will then contact you to speak about the decision.

#### **When does art-making start?**

After consultation. We are expecting the art making to take place from May 2023 onwards.

#### **Who can I speak to if I have any more questions?**

Public Art Projects Lead [arts@cgd.vic.gov.au](mailto:arts@cgd.vic.gov.au)

#### **Ready to apply? Let's do it!**

Please answer the **Key Selection Criteria** questions and submit by:

- a) uploading your written response or
- b) link to your short video or
- c) contact us to make a time to present in person.

1. Which mob do you identify with?  
\_\_\_\_\_
2. What type of creative are you? (artist, designer, facilitator etc)  
\_\_\_\_\_
3. Tell us why this opportunity interests you?  
\_\_\_\_\_
4. What would you like to get out of this mentorship opportunity?  
\_\_\_\_\_
5. How do you like to collaborate on a project with others?  
\_\_\_\_\_
6. How have you work through a challenge on a project (your design/idea was not the one selected; you had to chance your design)  
\_\_\_\_\_
7. Do you have your work on show? Online, website, social media etc? If so, please provide  
\_\_\_\_\_
8. Please upload an image of your work  
\_\_\_\_\_

We will be in touch in April 2023 to discuss with you your expression of interest.