
VACANT TENANCY REVITALISATION

ARTIST BRIEF / EXPRESSION OF INTEREST

City of Adelaide Contact:

Danica Graetz

Project Coordinator, City Experience

d.graetz@cityofadelaide.com.au

Telephone: 8203 7969

Opportunity

As part of [Reignite Adelaide](#), the City of Adelaide is giving the opportunity for property owners and artists to participate in the city-wide Vacant Tenancy Revitalisation Program. The program will bring new life to and creatively transform vacant shopfronts in the city and North Adelaide to attract prospective tenants and bring vibrancy to retail areas.

We are seeking existing artworks to be printed to vinyl and installed on vacant shopfront windows.

Artist /artist teams will be selected to provide an Expressions of Interest (EOI) library in digital format of existing artworks for City of Adelaide to select from (up to 10 artworks per artist) to be reproduced to vinyl for printing and installation on empty retail shopfronts across the city and North Adelaide. City of Adelaide will work with identified contract provider to reproduce to vinyl to be installed on shopfront window frontages.

Examples below of a vacant shopfronts transformed through the program:



Artworks will be sourced from a diverse group of South Australian established and emerging artists. The artwork/s will be on display for a temporary period until the space has been leased, or the vinyl is at end of life, or the short-term agreement has been met.

Expressions of Interest are to be submitted by email to: d.graetz@cityofadelaide.com.au

Background and Context

The impacts of COVID-19 have resulted in rising vacancy levels and a report conducted by JLL in 2021 (Adelaide High Street Overview) highlighted an increase in vacancies across various City and North Adelaide precincts.

The Vacant Tenancy Revitalisation project is an initiative to support property owners who have vacant tenancies, to activate and improve their aesthetic appeal of their shopfront and surrounding street to attract prospective tenants in the city and North Adelaide including Rundle Mall.

The City of Adelaide will work with local artist groups, precinct associations and the commercial real estate industry to turn vacant shopfronts into temporary creative spaces and revitalise the city and draw activity that then generates further interest and foot traffic.

Objective: To support property owners who have vacant tenancies to activate and improve the aesthetic appeal of the property and surrounding street to attract prospective tenants City and North Adelaide including Rundle Mall.

Outcomes:

- To reduce the number of vacant tenancies in the City and North Adelaide including Rundle Mall
- To re-energise some of the city's quieter pockets by breathing new life into empty spaces.

Sites for Commissioning

Vacant shopfronts at multiple locations city-wide including North Adelaide. Specific site locations are to be determined. Revitalisation artworks will be selected to align with the character of the precinct locations by the Project Advisory Panel. The EOI library would then be provided to the property owner/s for their selection and approval.

Guiding Principles

It is anticipated that the library of artworks/ installation proposal will:

- Be of high quality and strong artistic integrity
- Be inspiring, interesting and engaging to Adelaide's diverse population
- Be visually appealing for shopfronts
- Engage people of all ages
- Be scalable and appropriate to be transferred to vinyl format
- Be artistic in nature
- Be culturally sensitive
- No derogatory work
- Diverse range of artworks.

Service Requirements and Considerations

Artist Groups are invited to submit a curated library of images that align with the service requirements and considerations:

Requirements

- If submitting for an installation, the display will need to utilise non-intrusive methods for the suspension and presentation
- Ensure any art display elements comply with all relevant Australia Standards and electrical codes
- Curated artworks align with the character of the precinct.
- Files for the EOI can be supplied in low-res digital format for selection (Successful applications would then need to provide in HI res PDF / all images full size 100dpi / all text if any converted to paths or outlines to convert to library).

Considerations

- The final curated selection will be made in consultation with City of Adelaide requirements and property owners.
- Considerations for other requests such as QR code linking to artist portfolio / website / artist profile can be requested for inclusion.
- Consider artworks which would encourage anti-vandalism and un-intended public interactions.
- City of Adelaide celebrates diversity.
- Aboriginal and Torres Strait Islander artists are encouraged to apply.

Expression of Interest Inclusions

Vinyl Artworks:

- A curated library of existing artworks that can be reproduced to vinyl printing from artists' portfolios (up to 10 artworks per artist)
- Final files are to be supplied in HI res PDF / all images full size 100dpi / all text if any converted to paths or outlines (low res acceptable for submitting EOI)
- Each image file to have artist's full name and the title of their artwork to be displayed in the corner of the vinyl once installed:



Installation and Removal

The longevity of the display/s will vary. The artwork/s will be on display for a temporary period until the space has been leased or the vinyl has met its life expectancy.

After providing the files for printing and agreements are in place, there will be no further requirements from the artist/ artist team. The installation and removal of the vinyls will be provided through City of Adelaide's contracted printing and installation provider.

Evaluation Criteria

An internal panel from City of Adelaide will select the successful proposals based on the following criteria:

- Artistic/Creative merit as evidenced in the visual material provided
- Compliance with the requirements of the Artist Brief and Service Requirements and Considerations
- Demonstrated previous relevant experience of providing creating artworks/creative outcomes
- Demonstrated ability to develop concepts and communicate ideas
- Demonstrated ability to create work that engages with the public.

Please note that City of Adelaide reserves the right not to proceed with the project. It also reserves the right to delay the project and / or stage the implementation. City of Adelaide also reserves the right to accept all, one or none of the concepts. The panel will need to be satisfied that the proposals are achievable within the timeframe provided and City of Adelaide's project budget available.

Budget

Budget (for library of art files)

Artists fees will be up to \$2,500 (GST exclusive) per artwork.

Artist's fee and the commission from body to be included in EOI will need to be based on best practice from The National Association for the Visual Arts (NAVA) and copyright.

- Artist / Artist team's fees, including travel, etc. and any sub-contractor fees
- Work in progress and Work in Transit insurance
- Public liability insurance (\$20 million) and other required insurance
- Contingency.

Please note:

The final selection and allocation to vacancies will be made in consultation with City of Adelaide requirements and property owners. City of Adelaide's panel may select all or some artworks from the library of files dependent on window size requirements for printing and total budget for delivering the project.