APPLICATIONS OPEN
16 OCT 2015
APPLICATIONS CLOSE
13 DEC 2015
www.platformurbanart.org.au

EXPRESSIONS OF INTEREST

PLATFORM IS AN EXCITING NEW URBAN ART PROJECT HOSTED BY HURSTVILLE RETAIL PTY LTD (T/A HURSTVILLE CENTRAL SHOPPING CENTRE) AND SUPPORTED BY HURSTVILLE CITY LIBRARY MUSEUM & GALLERY AND HURSTVILLE CITY COUNCIL.

THEME - City life in all its glory or grime

Platform strives for high-quality, thought-provoking and entertaining urban artworks. Utilising the blank canvas of Hurstville Central Shopping Centre, artists are encouraged to create a striking and unique artwork representing city life in all its glory or grime.

Urban art can be produced using a range of mediums and the theme is open to individual interpretation, enabling artists to explore a vast range of possibilities.

The aim of the Platform prize is to provide a platform for emerging and established artists to showcase their work in southern Sydney.

Artists are invited to submit a proposal for a high-quality urban artwork to be displayed in one of three sites at Hurstville Central Shopping Centre. Artworks should be site-specific and designed for longevity.

Located above Hurstville train station and adjacent to bus terminals, the Centre is a critical part of Hurstville’s infrastructure. The Centre forms the only access to Hurstville train station, which is one of the busiest suburban train stations in NSW.

PROCESS

• Applications will be accepted from 16 October 2015 at 10.00am to 13 December 2015 at 11.59pm.
• Successful artists will be reimbursed for materials used in the installation up to the value of $2,000 (with the provision of valid receipts to Hurstville Retail Pty Ltd).
• Following successful completion of the artwork (as determined by the judges), and the opening event, each successful artist will be awarded a further $3,000 as prize money.
• In addition, completed artworks will also eligible for a People’s Choice Award to the value of $1,000.

Submissions will be judged by representatives of Hurstville Central Shopping Centre, Hurstville City Council and the Museum of Contemporary Art.

For enquiries, please contact Hurstville Museum & Gallery on (02) 9330 6444 or museumgallery@hurstville.nsw.gov.au
Visit us at www.platformurbanart.org.au

facebook.com/PlatformHurstvilleCentral @PlatformHurstvilleCentral @PlatformHC

Proudly supported by
ARTIST BRIEF
Platform is an exciting new urban art project hosted by Hurstville Retail Pty Ltd (t/a Hurstville Central Shopping Centre) and supported by Hurstville City Library Museum & Gallery and Hurstville City Council.

Theme: City life in all its glory or grime
Platform strives for high-quality, thought-provoking and entertaining urban artworks. Utilising the blank canvas of Hurstville Central Shopping Centre, artists are invited to submit a proposal to create a striking and unique artwork representing city life in all its glory or grime.

Urban art can be produced using a range of mediums and the theme is open to individual interpretation, enabling artists to explore a vast range of possibilities.

Artists have the opportunity to create an artwork tailored to one (1) of the four (4) sites available at Hurstville Central Shopping Centre. While exploring the major theme of the Platform urban art prize, artists are also encouraged to respond specifically to their chosen site. Entrants are able to submit more than one entry to the competition.

IMPORTANT DATES:
Entries open
16 October 2015 at 10.00am
Entries close
13 December 2015 at 11.59pm

CONDITIONS OF ENTRY
1. Eligibility
Platform is open to all Australian permanent residents, with the exception of Hurstville City Council, Hurstville Central Shopping Centre and Cerno Property Services Pty Ltd, contractors, Councillors and their immediate families.

Artworks and artwork proposals entered must be the original work of the artist. Known copies of other artworks will not be permitted.

Entrants must be 18 years or over on the day of entry submission.

Entrants are able to submit more than one entry.

2. Competition process
Applications will be accepted from 16 October 2015 at 10.00am to 13 December 2015 at 11.59pm, unless extended by the event organisers.

Judges will select two (2) successful proposals and the responsible artists will be notified from 25 January 2015.

Successful artists will be reimbursed for materials used in the installation up to the value of $2,000 (with the provision of valid receipts to Hurstville Retail Pty Ltd).

Following successful completion of the artwork (as determined by the judges), each successful artist will be awarded a further $3,000 as prize money. Judges may award additional prizes at their discretion.

In addition, completed artworks will also eligible for a People’s Choice Award to the value of $1,000.

3. Medium
2D artworks only will be considered eligible for the judging process. The artist will need to specify how the design will be applied and installed (i.e. paintbrushes, rollers, aerosol spray, spray gun, airbrush etc.) so that the appropriate workplace health and safety requirements can be considered.

4. Subject and style
Platform is an urban art competition, and as such, it is expected that artists will submit a proposal related to this theme. The project aims to encourage a range of high-quality urban art styles.

Artists are also encouraged to consider subjects and styles that are appropriate to the context of the site chosen, i.e. artworks should respond to the function, features, layout and/or location of the site. Each site welcomes a variety of different interpretations.

Artworks should not depict illegal activities or pornography, obscene or offensive images or words, drug references or violence. Images should not glorify or encourage gambling, smoking, drug or alcohol consumption.

5. Entry fee
There is no entry fee for the Platform Urban Art Prize 2015.

6. Size of artwork
Artists may choose from one (1) of the four (4) sites for each proposal submitted. Photographs of each site and dimensions are located at the end of this document. Please note that the dimensions provided are to the nearest 10mm. If successful, the artist will be responsible for confirming the measurements of their chosen site. Centre Management staff can assist successful artists in hoarding off areas for final measurements. Hurstville Retail Pty Ltd is not responsible for any discrepancies in dimensions.

Artworks must not significantly impede on areas, including footpaths, not specified as available sites in this document.

Artists are encouraged to inspect the sites and contact Hurstville Museum & Gallery if they have any questions before submitting their proposal.

7. Entry submissions
Entries (including all attachments) must be submitted online through the competition website. No hard copy entries will be accepted. Entries submitted via email will not be accepted.

Please do not post entries to Hurstville City Council, Hurstville City Library Museum & Gallery or Hurstville Central Shopping Centre.

Images of the proposed design and accompanying artist statement should identify how the artwork responds to the site and theme. Image files should include the artist’s name and the name of the artwork (i.e. JohnSmithWinter.jpg)

Entrants must supply at least one referee and details of previous works should clearly relate to the references provided. All supporting documentation and references should demonstrate the ability of the artist to execute the proposed design.

8. Exhibition selection process
All applications will be assessed against the following selection criteria:
• Response to the Platform Urban Art theme
• Interpretation of the site chosen
• Overall quality of work

Applications that do not meet the Conditions of Entry will not be considered.

The decisions of the judging panel are final and no correspondence will be entered into regarding these decisions.

Artists will be notified if their proposal has been selected for installation and display. Dates January 2016 to April 2016.
9. Safety management
The safety of artists and participants will be the responsibility of the artist named as the primary contact. The artist of each artwork selected for installation will be expected to sign appropriate indemnity documentation with Hurstville Central Shopping Centre.

10. Preparation and installation of artwork
Approval must be granted prior to commencing the project and installation of the artwork.
Artists responsible for successful proposals will be given a maximum of three weeks to install their artwork. Successful artists will be reimbursed for materials used in the installation up to the value of $2,000 (with the provision of valid receipts to Hurstville Retail Pty Ltd).
Installation dates and times will be arranged between the successful artists and Hurstville Central Shopping Centre, after 8 February 2016."

The artist will be expected to clean the space at the end of each install session to ensure there are no health or safety concerns. It is the responsibility of the artist to supply all materials and equipment for the installation of the artwork, i.e. ladders, drop clothes, etc., and remove all equipment after each session.

11. Care and responsibility
All reasonable care will be taken by Hurstville Central Shopping Centre, however, they take no responsibility for any loss or damage to artworks.

As a condition of entry, the artist is required to provide Hurstville Central Shopping Centre with a maintenance plan for the artwork (in the entry form). This should include a reactive maintenance plan and program for the artwork. Hurstville Central Shopping Centre shall maintain the artwork in accordance with the submitted maintenance plan.
The Artist will have a 3 month defect liability period after the completion and installation of the artwork. During this period the Artist will be responsible for any repairs or replacements due to defects.
Allowing for normal wear and tear caused by human use or weathering, Hurstville Central Shopping Centre shall maintain the artwork in as near to the original condition as reasonably possible.
Any minor repairs of the artworks which can be affected by Hurstville Central Shopping Centre without interfering with the integrity of the original works shall be undertaken without reference to the original artist.
Where Hurstville Central Shopping Centre determines that the artist's involvement is required, the artist shall provide their services for a fair and reasonable fee. Where Hurstville Central Shopping Centre considers that fee proposal by the original artist/contractor to be unfair or unreasonable, Hurstville Central Shopping Centre shall have the right to seek the services of another artist/contractor.

Hurstville Central Shopping Centre retains the sole right and discretion to decommission and remove the artwork at any time, for any reason, without prior consent of the artist. However, Hurstville Central Shopping Centre will make reasonable attempts to notify the artist of their decision.

12. Copyright
Hurstville Central Shopping Centre, Hurstville City Library Museum & Gallery and Hurstville City Council have the right to reproduce and use images, photographs and reproductions of the artworks and designs, artist biographies and any associated materials, in whole or in part, in any report, brochure, advertising, print, electronic and digital publication for internal purposes, publicity and promotion, without payment of any royalty to the artist.
These will only be used for the purposes of publicising Platform, Hurstville Central Shopping Centre, Hurstville City Library Museum & Gallery and Hurstville City Council. All necessary acknowledgments of authorship will be duly made wherever reasonably possible.
The successful artists agree to make themselves available for the purposes of promotion and publicity at times and dates and in places reasonably requested by Hurstville Central Shopping Centre, Hurstville City Library Museum & Gallery and Hurstville City Council staff.
On completion of the contract and payment of the prize due to the artist, Hurstville Central Shopping Centre will assume ownership of the artwork. The artist maintains copyright and intellectual property of the artwork.

13. Decommissioning
In the case that the artwork does not satisfactorily match the submitted proposal, has lost its original intent or relevance, or has been severely damaged (due to normal wear and tear, vandalism or storms), Hurstville Central Shopping Centre have the right to decommission the artwork.
Hurstville Central Shopping Centre retains the sole right and discretion to decommission and remove the artwork at any time, for any reason, without prior consent of the artist. However, Hurstville Central Shopping Centre will make reasonable attempts to notify the artist of their decision.
It is a condition of this competition that the artist accepts that their artwork may be decommissioned and possibly discarded at a future date.

14. Interpretation of the rules
In the event of a dispute regarding the interpretation of the conditions, the decision of Hurstville Central Shopping Centre, Hurstville City Library Museum & Gallery and Hurstville City Council shall be binding on all parties. If you are disqualified from Platform due to a breach of the Conditions of Entry, you will not be notified.
The Conditions of Entry may change at any time. If this occurs, artists who have already submitted a proposal will be notified via the email address provided. Notification will also appear on the Platform competition website.
SITE SPECIFICATIONS

Site A.

Location: Rooftop car park ceiling

Considerations:
- Column may be used
- Ceiling features lights, sprinklers and other inclusions that cannot be covered.
- Artists are encouraged to integrate these features in their design
- The location of ceiling features in the plan below is to be used as a guide only. Artists are strongly advised to visit this site and take their own measurements before submitting an application.

NOTE: plan is not to scale
Site B.

Location: Arcade/cross-site link

Considerations:
• Window must not be painted over or covered
• Metal skirting board is not included

NOTE: plan is not to scale
Location: Ormond Pde façade - near loading dock entry

- Signage for fire exit door must not be covered
- Column may be used
- Ceiling may be used

SITE C

Location:
Ormond Pde façade - near loading dock entry

Considerations:

- Signage for fire exit door must not be covered
- Column may be used
- Ceiling may be used

NOTE: plan is not to scale
Site D.

Location: Rooftop car park - exhaust ducting

Considerations:
• Bollards and railing may not be painted or covered. However, artists are encouraged to integrate them into their design theme.
• The primary surface of this site is the front face of the exhaust. Use of the top surface may be possible, permitting safety considerations for installing artwork next to the roof edge. Please contact Hurstville Museum & Gallery to discuss, prior to submitting an application.
• Metal surface can be hot at times.

NOTE: plan is not to scale. Basic measurements only have been provided. Not all surface features have been included. Artists are strongly advised to visit this site before designing an application.