



Brief for Art in the City 2022 – Freyberg Steps

Artist Fee: \$3000 + GST

Deadline for submission: 5 pm, Friday 8 July 2022

Overview:

Running in Auckland's city centre between 7 - 16 October 2022, Art in the City will be a celebration of art and creativity under the umbrella of its theme Spring. Artists are to capture a mood of rejuvenation and hope while considering the context of city centre spaces as we begin to move away from the challenges and uncertainty of COVID.

The programme aims to create reasons for people to explore and rediscover the city centre. It will include the return of Late Night Art, Urban Art Village, and various exhibitions and activations within galleries, public and private spaces.

The installation of temporary public art in high-profile city centre spaces will be another key feature.

We are looking for designers, and artists with a strong interest in public art, communities, and urbanism to submit a design to be used to cover and transform the steps in Freyberg Place in the High Street district. This is a great opportunity to create a temporary public art project in the heart of the city, that reimagines a popular city space and celebrates Art in the City.

The design should also acknowledge the 2022 theme of Art in the City: Spring (see also Appendix for more inspiration) to help align with and celebrate the event. There are also some creative considerations that need to be acknowledged such as the dimensional nature of the space, the install materials (vinyl decal) and the artwork and production process. The chosen artist will work with Heart of the City's supplier, Blink Ltd, to develop the files required to convert the concept to final artwork, which will be created by Blink Ltd who will also print the vinyl decal and complete the installation.

The opportunity: To submit a proposal for one (1) piece of public artwork that will be installed on the Freyberg Steps in Freyberg Place as an important part of Art in the City.

Eligibility: Individuals or collectives are welcome to make a submission. Ideally the artist/s have a strong interest and experience in using public art to connect communities and urbanism.

The brief:

The successful proposal will:

- Directly talk to the theme of Spring and explores some/all of the following ideas:

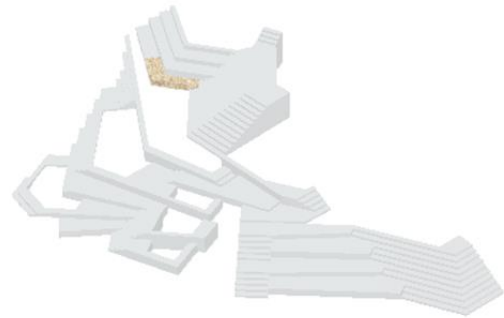


- Renewal and rejuvenation
- Vibrancy and colour
- New beginnings, hope, optimism
- Be a pattern, illustration or graphic that can be laid out to create an image on the steps
- Be able to be printed on a vinyl decal
- Be able to be installed prior to 7 October and stay installed until circa December 5, noting that this is a public space, and it is possible that the space may be used for other activations and additional installations

This installation will require a Council permit and Heart of the City will manage this process alongside the installers Blink Ltd.

The artwork is to fit in this space:

While the successful artworks will directly talk to the theme of Spring, artists can also incorporate how different communities use the space and what makes it unique into their proposal.



The template that will be used in the layout and production process is [available here](#).

Email Asher Walker, Director at Blink Ltd with any questions on the process at asher@blinkltd.co.nz.

Guidelines for design:

- We would like artists to be inspired by colours and designs and images that are vibrant and vital and suggest optimism, promise, re-emergence and the new beginnings of spring to create their art.
- Concepts should consider all the user groups and bring attention to the space as a pedestrian walking route and a place to sit, eat, talk or contemplate.



- Bold patterns, graphics, photographic images and illustrations that merge and flow (i.e., don't require rigid matching and lining up) across the different levels and angles of the steps will work the best and translate more easily into artwork.
- Anything that involves perspective or optical images across multiple steps has challenges and restrictions with the artwork layout and production and there is potential for the design to be compromised if it is too detailed or complex.

Examples of past work:

Nature Wins! (By artist Deborah Crowe) – 2021



Pride rainbow steps – 2020 and 2021





Diwali 2020



Permitting and Health and Safety

This installation will require a Council permit and Heart of the City will manage this process alongside the installers.

Appendix: The Theme – Spring

Spring is a time of renewal and rejuvenation. As the natural world blossoms, the air crackles with the excitement and new realities. How could an art and design project take these organic themes and plant them into a public space in Auckland's city centre? How can artists capture a mood of rejuvenation and hope while considering the context of city centre spaces as we begin to move away from the challenges and uncertainty of COVID?

How can artists be bearers of hope and champions of newness while acknowledging the vital role our past and present plays in the creation of the future? What role does the connection between communities and public spaces play in this era of rejuvenation? Why and how do they interact with each other? In terms of materials and ideas how can they capture a sense of moving forward and a vibrant sense of place? The potential for art to tackle some of society's big questions and transform ways of seeing the world is significant. By incorporating the concept of Spring as part of Art in the City 2022, we hope to reinvigorate and reconnect art to spaces and the public in a delightful way that dares them to dream of new possibilities.