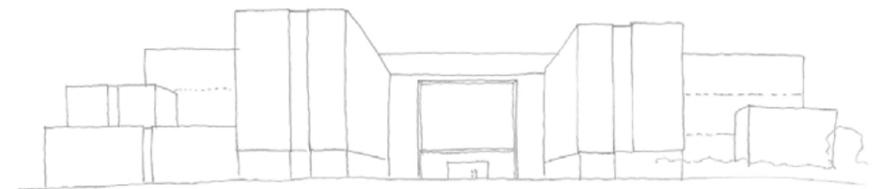


# independent arts management

Expression of Interest Artist Brief

**TWEED VALLEY HOSPITAL**



**iAM**

# CONTENTS

1   Development Overview	3
2   Curatorial Approach	4
3   Strategic Direction	5
4   Artwork Opportunities - Overview	6
5   Stage One: Primary Artwork Opportunity	7
6   Commissioning Methodology	8
7   Artwork Development Phases	9
8   Submission Details	10

# 1 | DEVELOPMENT OVERVIEW

The site for the Tweed Valley Hospital is a single lot located at 771 Cudgen Road, Cudgen NSW. The site legally described as Lot 11 DP1246853 has an area of 19.38 ha and is owned by Health Administration Corporation (HAC).

The site is located approximately 13.5km south of Tweed Heads and can be accessed from the Pacific Motorway (M1) (Chinderah/Kingscliff exit) via Tweed Coast Road (3.3km) or Cudgen Road (6.3km). The site for the new Tweed Valley Hospital is located fronting Cudgen Road in the peripheral west of Kingscliff urban area and is well connected by an established road network system. Tweed Shire Council's Tweed Road Development Strategy further identifies a number of future roadway capacity improvement proposals including a four-lane upgrade of Tweed Coast Road which will enhance connections to the Tweed Valley Hospital.



Tweed Valley Hospital project render, main entrance

## 2 | CURATORIAL APPROACH

It is widely acknowledged that arts in health programs at health institutions contributes to a range of positive benefits including reduced length of hospital stays, lower reliance on pain relief medication and improved emotional wellbeing of patients through creative engagement.

The proposed curatorial approach for the artwork opportunities at Tweed Valley Hospital will primarily focus on the hospital as a place of healing, reflection and discovery. This approach will encourage a range of local themes to be explored through visual engagement and story telling via culturally significant stories, regional landscapes and historical land use.

The Art in Health Program will contain a mix a signature permanent sculptural artwork, integrated artworks and commissioned framed wall pieces; as well a researched and defined Artist in Residence program that focuses on patient and staff engagement through visual arts, music and performance.

*Creative activities can relieve stress, aid communication, and help arrest cognitive decline.<sup>1</sup>*

<sup>1</sup> <https://www.health.harvard.edu/mental-health/the-healing-power-of-art>



Image: Aly deGroot, Jelly Fish, Sunshine Coast University Hospital. Local Indigenous Kabi Kabi artists were engaged as part of the weaving process.

# 3 | STRATEGIC DIRECTION

## DESIGN DRIVERS

Tweed Valley Hospital architects - BatesSmart, have developed a number of key aims as Design Drivers for the Hospital. They include:

- **Functionality and Flexibility** – The facility will be highly functional from the outset but will have an in-built capacity for change, flexibility and adaptation.
- **Access** – The built form will be inviting and facilitate ease of access – entry, exit and movement – throughout the facility.
- **Natural light and views** – Patient and staff rooms will have a view to bring the outside inside and to engage with the local environment.
- **Way finding** – The hospital will utilise colour and add depth to way finding methodologies through technology, landscaping and arts.
- **A sustainable facility** – The facility will incorporate sustainable design principles, including recycling, sustainable products and energy efficiency.
- **A community asset** – The campus will be a truly integrated community asset, including inside and outside spaces that promote lifestyle 'wellness' and 'healthy being' for the community, patients, staff and carers.

## ART IN HEALTH PRINCIPLES AND OBJECTIVES

Based on the architectural design drivers and best practice Art in Health programs, artworks and artistic engagements for the Tweed Valley Hospital should be developed in accordance with the following principles:

- **Engaged Community:** Generate a vibrant local energy and encourage community interactions that build capacity including partnerships to support the Art in Health Program;
- **Inclusiveness and Accessibility:** Increase appreciation of and interaction with the Art in Health Program so as to create memorable experiences, which will positively contribute to patient and visitor well being;
- **Supporting Artists:** In establishing a comprehensive approach to the Art in Health Program, the Hospital is well placed to create opportunities for a diversity of artists, showcasing regional talent in a variety of artwork forms. In turn, this will build capacity in the local arts community and allow effective artistic expression and interdisciplinary collaborations within the development.

In achieving these principles, public artworks should be developed in accordance with the following objectives:

- **Contemporary & Site Specific:** Artworks should be contemporary in nature whilst connecting to the Tweed Valley social and cultural heritage;
- **Generational:** Appeal to a wide range of audiences;
- **Opportunity:** Provide opportunities for both emerging and established Indigenous and non-Indigenous artists through the provision of a permanent public artwork opportunity, a range of secondary artwork opportunities and an Artist in Residence program;
- **High Quality:** Be curated and fabricated to the highest standards possible with consideration of creativity, innovation, longevity and maintenance.



Image: Jaime North

## 4 | ARTWORK OPPORTUNITIES - OVERVIEW

The curatorial platform will be realised through the provision of a number of artwork opportunities throughout the hospital. Internal opportunities only will be included in this Integrated Art Strategy, noting that a separate process and budget allocation may be available for external sites. The internal artwork opportunities are categorised in three main stages, outlined below:

**STAGE ONE - PRIMARY (Oct 2020 - Jun 2022):** Primary opportunities are iconic artworks that provide enduring and memorable experiences. They can feature as a landmark or monument that provides familiarity in establishing their location. For the Tweed Valley Hospital, the Primary Artwork will be located in the Main Foyer. This will be a significant permanent sculptural opportunity located for optimum line of sight within the hospital entrance.

**STAGE TWO - SECONDARY (Feb 2021 - Jun 2022):** Secondary opportunities may be integrated wall based artworks or framed wall pieces. These works enliven the built environment and help to establish a discoverable journey through the public realm. For the Tweed Valley Hospital, there are a range of Secondary artwork opportunities available. Some of these include:

- Lower Ground Corridor: This is a 30m long wall in a high traffic area.
- Multi Faith Room: We have an opportunity for a translucent vinyl application to the glass wall area in the Multi Faith Room.
- Lift Lobbies: There are two lift lobbies per floor, from levels one to five that have been identified as artwork opportunities.
- Specific wards and consultation rooms (tbc) with applied framed artworks.

**STAGE THREE - TERTIARY (Mar 2022 - tbc):** Tertiary artworks include opportunities to create a range of cultural programs that would aim to foster links between artistic practice and the community. Artworks could be projected, new media or small scale sculptural or woven forms. For the Tweed Valley Hospital, Tertiary artworks may comprise an Artist in Residence Program, that would aim to connect the local community with patients at the Hospital. This would provide patients with an ongoing platform for artistic expression as part of their rehabilitation or treatment.



Image: Maria Fernando Cardoso, Woven Water - Submarine Landscape.

# 5 | STAGE ONE: PRIMARY ARTWORK OPPORTUNITY

## Primary Artwork Opportunity: Main Foyer Entrance

It is proposed that the Primary Artwork opportunity would be located in the Main Foyer. It would consist of a permanent sculptural element that would act as a landmark, its location optimised for maximum visual sight lines and pedestrian exposure.

The artwork would be a suspended, signature piece designed to invite further engagement within the foyer space. It would be designed to be visible from a distance and act as both welcome piece and way finding for patients, visitors and staff. Being an internal piece, the artwork would also benefit from greater longevity.

The Primary Artwork may incorporate:

- Repetition and pattern;
- Reference to natural materials;
- Textured surfaces;
- Day/night aspects (shadow, perspective);
- Organic forms;
- Sculptural lighting components; and
- References to healing, reflection and local stories.

Experienced public artists will be encouraged to foster collaborations with local community/interest groups, including emerging artists as part of the artwork development process. This may include providing workshops and talks as well as mentorships with emerging artists.

Maximum Budget is **\$250,000 + GST** which will include:

- All artists Concept Design fees;
- Design Development;
- Fabrication;
- Installation costs.



Render showing the Primary artwork opportunity - Entry Foyer (suspended)

# 6 | COMMISSIONING METHODOLOGY - PRIMARY OPPORTUNITY

## COMMISSIONING METHODOLOGY SUMMARY

Procurement processes for the Stage One Primary Artwork will commence via the following methodology, noting that subsequent commissioning will be undertaken for both Stage Two (Secondary) and Stage Three (Tertiary) artwork opportunities in due course:

- Stage One Expression of Interest - Primary Artwork
- Collate and evaluate EOI submissions against Selection Criteria
- Formulate Artist Long list (7-10 submissions)
- Engage Arts Working Group Sub-Committee to determine Artist Short list (up to four submissions). This process requires specialist artist and public art knowledge.
- Present final Short list to the Arts Working Group for approval.
- Engage short listed artists in Concept Design phase.
- iAM present artist Concept Design packs to Arts Working Group upon completion of Concept Design Phase
- Arts Working Group evaluate and select one Concept Design pack to proceed to Design and Construct.

## EXPRESSION OF INTEREST

The Expression of Interest (EOI) phase of the Tweed Valley Art in Health Program will be conducted through all relevant professional networks. The Stage One EOI for the Primary Artwork Opportunity (Main Foyer) will be open for a three week period from Wednesday 21st October to Wednesday 11 November 2020.

## EVALUATING EOI SUBMISSIONS

EOI submissions will be selected based on the artists existing professional practice and their ability to complete the commission within the available timeframe and budget. Artists will be chosen as part of a regional approach to artist selection where artists are either from the Region or have a significant connection to the Region.

Every attempt will be made to present local Indigenous and non-Indigenous artists as part of developing the artwork opportunity including mentorships and collaborations, where appropriate.

*Evaluation Criteria:* EOI submissions will be evaluated against the following criteria. The weighting ascribed to each criteria will be applied consistently to all EOI responses. The Arts Working Group reserves the right to attribute weightings to all or some of the following criteria:

### Previous Experience (60%)

Proven ability to successfully complete high profile public art projects to include but not limited to:

- Current CV: 1 - 2 pages;
- Short Bio: Up to 200 words, written in third person;
- Demonstrated ability to complete artworks with a similar budget allocation (approx. \$250K)

### Quality of previous public artworks (20%)

Artist are to include:

- Images of completed artworks: Artists can send up to four separate images in jpeg format only. Please ensure they are not pixelated. If images are too big to email, i.e. over 10mb in total, then please send a Dropbox link or similar so that images can be retrieved. Note that if images are difficult to retrieve or poor quality, then they will not be considered.

### Summary of Approach (20%)

The artist is to author a brief summary of their approach to this public art project in response to the EOI briefing document. It is to include but not be limited to:

- Conceptual approach including a short statement of how the artists practice would apply to this artwork opportunity;
- Proposed Materials.

## EVALUATING CONCEPT DESIGNS

The concept design phase will be a competitive design phase consisting of up to four artists selected from the EOI submission long list. Shortlisted artists will be paid a concept design fee commensurate with the overall public art budget (to be determined). Concept design will run for approximately six weeks, after which Design Development and Fabrication is offered to the successful artist.

Concept Design selection criteria are outlined below.

*Evaluation Criteria:* In achieving the stated principles and objectives, a number of key selection criteria have been developed in determining the successful artist. These include:

### Artistic Merit (60%):

- Originality and contemporary nature of concept;
- Connection to site, architectural design and curatorial theme;
- Scope of work proposed (i.e. value for money);
- Proposed Interactivity (e.g.: Day/night aspects, Sensors, etc).

### Methodology (20%)

- Suitable conceptual written statement about the proposed artwork;
- Appropriate research undertaken for the project;
- Suitable 3D renders, drawings, Marquette's, and/or photographs of concept provided;
- Appropriate budget and program development;

### Professional Practice and Technical Skills (20%)

- Demonstrated understanding of and experience in working with the proposed materials;
- Demonstrated understanding of budget and program management with a focus on maximising artwork delivery through choice of fabricator and fabrication method.

# 7 | ARTWORK DEVELOPMENT PHASES



## 8 | SUBMISSION DETAILS

Submissions close Friday 13 November.

No late submissions accepted.

Email submissions to: [eoi@iamprojects.com.au](mailto:eoi@iamprojects.com.au)

For large files (over 10mb) please send dropbox link or equivalent to share image files.



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Tweed Valley Hospital project render, main entrance - internal view