



METRO TUNNEL CREATIVE PROGRAM

MAV BRIEF FOR ARTISTS

1. What is the Metro Tunnel Creative Program?

The **Metro Tunnel Project** will transform Melbourne's congested rail network, but it is much more than an engineering project. It will shape Melbourne's social, cultural and economic future and support the city's growth for decades to come.

The **Metro Tunnel Creative Program** has been designed to support the **Metro Tunnel Creative Strategy**.

The vision of the strategy is to create:

'A legacy of high-quality experiences and places that put people first – contributing to Melbourne's current and future liveability, international standing and reputation for creative excellence.'

You can view a copy of the **Metro Tunnel Creative Strategy** here:

<https://metrotunnel.vic.gov.au/planning/design-strategies-and-plans>

The **Metro Tunnel Creative Program** ensures Melbourne remains vibrant during the construction of the historic public transport project. The program activities include a series of visual art commissions across Victoria.

2. What will MAV do?

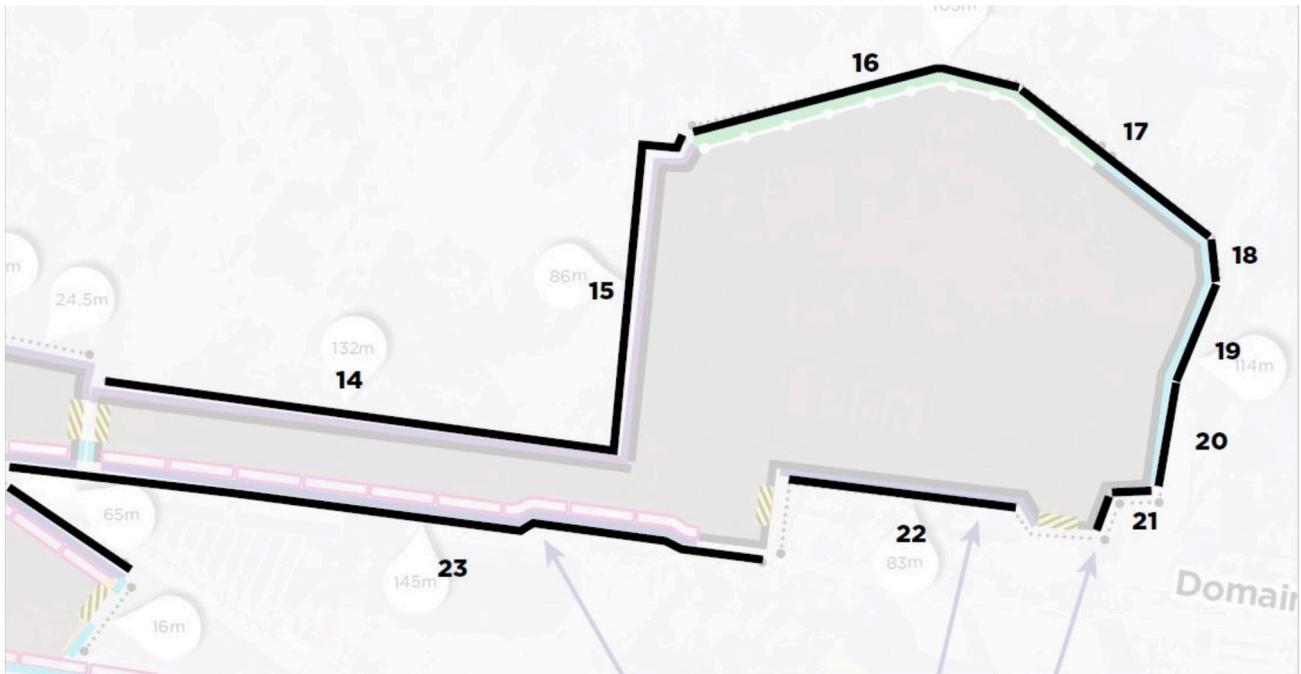
MAV will curate a concept for the Anzac site hoardings part of the project. **MAV** wishes to engage five artworks in partnership with **Cross Yarra Partnership** by culturally diverse and visual artists of colour.

Artwork for this project must be family-friendly (as it is situated in the public realm) and apolitical. Bright and bold works best, and it is preferred that the work has minimal negative space, to limit the likelihood of tagging.

Five artists will be selected to provide one artwork each. All five works will be curated with the other works into one artwork for inclusion on a vinyl banner, to be installed on the Anzac Station site hoardings facing the Shrine of Remembrance and Royal Botanic Gardens.

Each artist selected will attend a planning, pre-launch and evaluation meeting, with some additional meetings post installation, and supply an Evaluation in order to receive the schedule of payments which includes \$5300 ex GST and payment of superannuation. Please see the site plan below.

3. Site Plan



4. What will happen to my artwork?

Your artwork, if selected, will be licenced for this work for a period of six months. Artwork at this site is curated with the other works for inclusion on a vinyl banner to be installed on the Anzac Station site hoardings facing the Shrine of Remembrance and Royal Botanic Gardens. As this is an extensive amount of hoarding, a repeating pattern will emphasise the work.

If the artwork remains in situ longer than six months an additional fee will be negotiated based on the previous rate but adjusted for the length of time.

5. What are the rules of the license?

You will need to consent to the non-exclusive license of one artwork. You'll need to agree for the work to be incorporated into a visual design for the hoarding by a curator. You will not be able to approve the final, curated layout which is agreed between the curator and **Metro Tunnel**.

Placement and use of the artwork is determined by **Cross Yarra Partnership's (CYP)** graphic designer who holds final approval of the curated design. The artwork will be repeated in a sequence determined by the graphic designer.

The Artist grants the right to have their work curated into the hoarding alongside other artworks, provided all values (Schedule one) under this contract are observed.

6. What are my other obligations?

You will attend a planning, pre-launch and evaluation meeting and supply an Evaluation in order to receive the schedule of payments.

You will need to supply your name only for inclusion on an accompanying interpretation panel crediting the Artists, **MAV** and **Metro Tunnel Creative Program**.

You will need to agree to promote the work on your platforms and reflect **MAV's** values in dealings in promoting the work and tag or credit **MAV** and **Metro Tunnel Creative Program** in line with information to be supplied by **MAV** in promotions of the work.

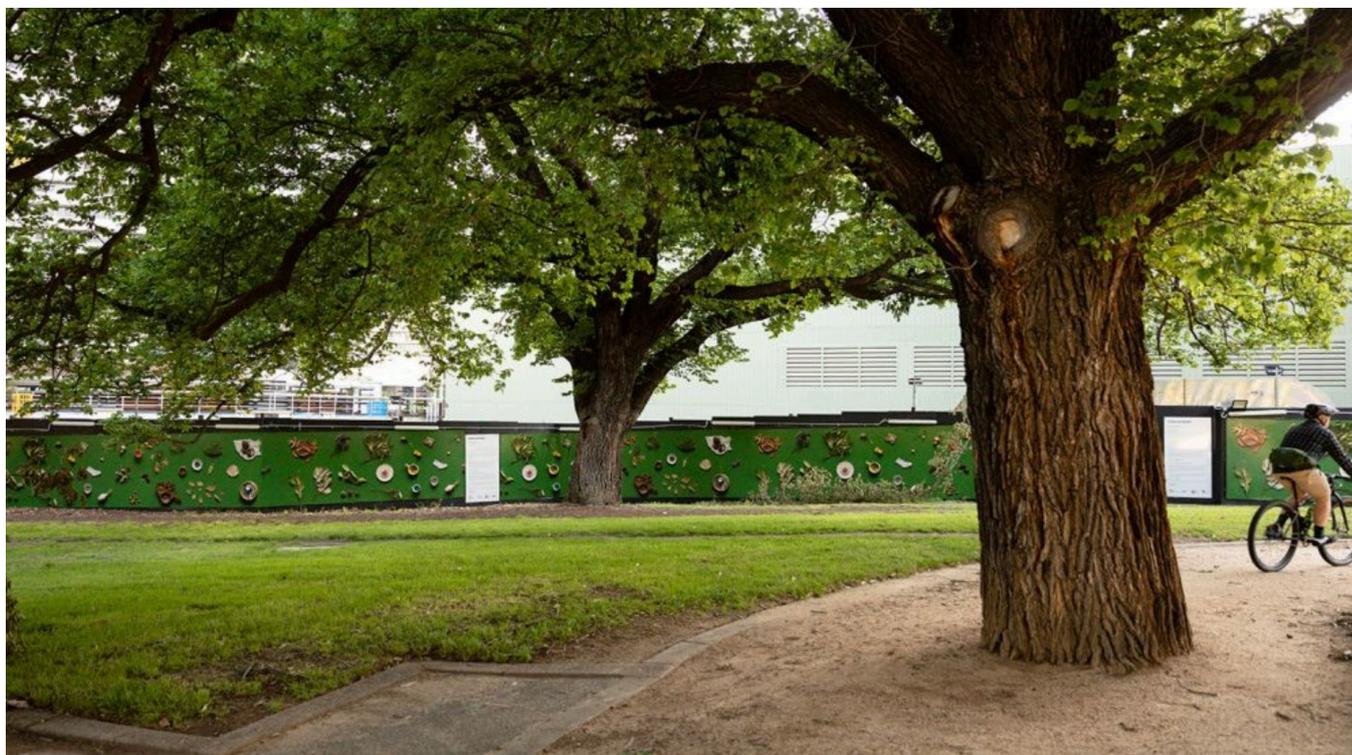
You will maintain confidentiality about project until it has been officially announced by **MAV** and **Metro Tunnel**. You'll need to agree to assist with marketing and promotion of the project in the form of media interviews if the opportunity arises as part of the fee.

You'll need to cover any costs for transport, accommodation and anything else out of your fees and cannot be eligible for additional payments, other than those associated with extending the length of display.

7. Previous installations/images at this site:



Gathering in the Gardens, Annie Davidson. Photo by Kit Edwards.



Collected Walks, Tai Snaith. Photo by Bri Hammond.

7. What are the specs?

Artwork must be original and licensable, and not contain the work of others.

Final delivery of the artwork will need to be 300dpi that can be scaled up for print to a 1900mm H x 1900 mm W vinyl banner without loss of resolution, provided CMYK Print Ready PDFs with 20mm bleed.

The work must be entirely your own and you must hold the full rights to reproduce the work.

8. Timeline

- 9 October: EOI Closes
- 12 October: Artwork selected by curator/curatorial statement produced.
- 13 October: Artists confirmed and notified.
- 18 October: Meeting and contract signing in person (2PM, Darebin Arts Centre)
- 21 October: Final artwork must be delivered to spec.
- 23 October: Artwork selected and sent to MTCP as high-res digital file.
- 2 November: Online Launch info meeting
- 8 December: Approximate date of artwork installation.
- 2 additional meetings, including one onsite after installation.