



**City of Parramatta
Outdoor Art Installations and
Performance Works**

**Parramatta Lanes 2018
Tuesday 9th – Friday 12th October
5pm to 10pm**

INTRODUCTION

Parramatta Lanes is a multi-site festival that seeks to transform utilitarian spaces in the Parramatta CBD by repurposing them into themed outdoor food and entertainment destinations and new spaces for art installations and performance work.

Parramatta Lanes sets out to be an engaging, immersive experience with a high quality food offering at its heart. The City of Parramatta is seeking proposals for art installations and performance works to enhance the event experience and engage audiences within the 'Lanes' experience.

Parramatta Lanes was conceived and delivered for the first time in 2012. Four event sites were included in the inaugural event. Since then, the festival has grown into a key event on the Parramatta calendar and in 2017 included 12 event sites and attracted 100,000 visitors.

The 2018 event will continue to present a high quality, engaging and exciting program, enhancing the art installation and performance elements further while developing more interactive elements for the audience experience.

The event is the recipient of the Local Government Arts and Culture Summit Award 2014 for Public Art and Place Making, the Local Government NSW RH Doherty Award for Innovation in Special Events, and the Australian Event Award for Best Community Event 2015.

Parramatta Lanes 2018 will run 9th - 12th October 2018, 5pm - 10pm.

ELIGIBLE PROJECTS & SITES

The City of Parramatta is seeking project proposals from artists, designers and performers to produce and present site-specific art installations and performance works for the 2018 event.

Solo artists, performers, designers and collectives are encouraged to apply.

Sites where work can be presented include event sites and walking routes between them.

Additionally, the 2018 event will aim to increase way-finding between the Lanes in a creative way which assists those that are new to the event/city.

The sites that are currently being considered for installation works:

- Batman Walk (Event site)
- Macquarie Lane (Event site)
- Horwood Place Car Park (Multi-story car park between event sites)
- Roxy Walk (Pedestrian alley between event sites)
- Red Cow Lane (Event site)
- Eat Street car park (Multi-story car park between event sites)
- Dirrabarri Lane (Event site)
- Locations along the event route where a way-finding work or a series of recurrent works that occur throughout the event can act as a journey aid.

If you see a space along the event journey not listed above, please feel welcome to suggest this possibility.

Performance work could take place in any of the event sites or as roving performances along the event route.

A map of the event footprint is attached.

CONSIDERATIONS

Outdoor Art Installations

- The work is specifically for the Parramatta Lanes event. It will not become a permanent installation.
- The work should draw event patrons in to the event site and act as a point of interest and contemplation.
- The work should complement the Parramatta Lanes festival, which focusses on celebrating culture, food and the City.
- The event hours (5pm to 10pm) bridge a variety of light conditions, from late afternoon daylight to dusk and dark, so the work will need to operate and be visible in these transient light states (if the work is not a lighting or sound installation).
- The festival will appoint a lighting designer to provide themed lighting solutions across the sites. Artists are required to work with the lighting designers to develop lighting solutions for artworks.

Performance Work

- Can be roving or static.
- Performance could be live art, dance, short theatrical pieces or other.
- Does not include musical acts such as bands and street musicians. These will be programmed separately.
- Should consider audience engagement and interaction, as well as patron access and flow through busy event sites.
- The work should complement the Parramatta Lanes festival, which focusses on celebrating culture, food and the City.
- Should consider staging needs such as power requirements for sound and lighting, specific sound and/or lighting needs and footprint/space requirements. Not all sites may have power available.
- Length of work should be considered: i.e. a short work that occurs 4 times a night or a longer work that would occur once per event night.
- Proposals should indicate if the performance work will need to be chaperoned by Council staff or security, or can run self-sufficiently.

All above considerations should be addressed in the project proposal.

TIMELINE

15 & 22 May	Walking tours of the Event Sites for Applicants to inform Project Proposals. Registration is required (contact details below).
1 May to 8 June	Applications open for Project Proposals
12 June	Shortlisted Applicants notified
12 June to 19 June	Details of Project Proposals developed further with consultation between shortlisted artists and Events team
22 June	Successful Applicants formally engaged
7 to 9 October	Work installed. Please note, all works must be installed by midday (12pm) Tuesday 9 October.
9 to 12 October	Event Dates, 5pm to 10pm
13 to 14 October	Work removed

BUDGET

City of Parramatta will award commissions for Parramatta Lanes in the following funding categories:

Parramatta Lanes & Parramatta Artists Studios commissions:

Up to 4 commissions from the below categories:

- Up to \$5000
- \$5000 - \$15,000

Waste Art Project:

2 commissions as follows:

- \$5000 - \$15,000 – EPA funded grant. Only one grant in this funding category will be awarded. See selection criteria below.
- \$15,000 - \$25,000 – EPA funded grant. Only one grant in this funding category will be awarded. See selection criteria below.

Parramatta Lanes Street Banner commission:

- One (1) commission up to \$3000 for a Parramatta Lanes artwork to be presented on the City of Parramatta street banners surrounding the festival. See selection criteria below.

GENERAL TERMS OF ENGAGEMENT

- All materials, preparation and transport of the artwork, are the responsibility of the artist and should be included in the proposal budget. Proposal budgets should also include costs for install materials.
- The Festival will appoint an art-installation manager to work with artists on the install of each artwork. The art installation manager will be responsible for working with the artist to develop installation plans and methods in consultation with the artist, lighting designers and event producers. Artists are responsible for the install of their own work however the art installation manager will oversee elements of the project where artists require

assistance with rigging, working at heights, specific engineering or building. Artists must provide their own labour support for the install and de-install of artworks.

- The artists must meet all health and safety requirements of the City of Parramatta.
- The artist / group must provide copies of relevant insurances (including public liability insurance with a minimum indemnity of \$10,000,000; \$2,500,000 professional indemnity; and worker's compensation/personal accident as appropriate).
- At the conclusion of the agreed display period the artist must remove the artwork and can independently decide whether the work is retained, reused or discarded.
- 50% payment will be made prior to the event date. Remaining fee will be paid post event.

SELECTION CRITERIA

Art and Performance Works - All Categories

The selection panel will be made up of representatives from the City of Parramatta including staff from the City Experience and Major Events teams and Parramatta Artists Studios.

The selection criteria for projects will be based on:

- A creative and innovative response to the brief that complements the Parramatta Lanes festival;
- Capacity to deliver project, including coordinating fabrication and installation (if applicable) and management of project;
- Ability to work within budget and timeframes;
- Experience delivering quality outdoor temporary arts projects or similar;

Waste Art Project

City of Parramatta is also seeking proposals for artworks aligned with Council's objectives to minimise waste generation, increase recycling and reuse practises, and prevent litter and illegal dumping. These commissions are funded by a grant from the NSW Environment Protection Authority.

In addition to the Art and Performance Works selection criteria outlined above, proposals must:

- Aim to raise public awareness and engagement in a chosen waste issue.
- Deliver learning and engagement opportunities around the chosen waste issue during the Parramatta Lanes festival.

Artists should where possible include in proposals an outline of materials (diverted re-used and upcycled), as well as potential solutions to measure how the artwork may assist in changing awareness or behaviour of the audience. Learning opportunities may include time before, during, or after the Parramatta Lanes event.

City of Parramatta delivers a range of initiatives covering topics such as reducing waste, reuse and recycling, second hand purchasing, avoiding single use plastics, reducing food waste, and preventing litter and illegal dumping. For more information on the types of initiatives, visit Liveable Parramatta at <https://www.facebook.com/liveableparramatta/>

Street Banner Art Project:

City of Parramatta will commission an artist to present an artwork for Parramatta Lanes using the City street banners as a medium. City of Parramatta will manage the production and installation of the banners however the artist will be responsible for liaising with the banner suppliers and developing required print files and content. City of Parramatta will print between 30 – 38 banners to cover the footprint of the festival.

In addition to meeting the Art and Performance Works selection criteria outlined above, the successful artist should:

- Provide a creative and innovative response to the brief that complements the Parramatta Lanes festival, which focusses on celebrating culture, food and the City.
- Provide a response to the brief designed as a whole work across the event footprint, whether this includes one or multiple images.
- Work with the Parramatta Lanes events team to ensure banner production requirements are within provided production budget.
- Provide final print files to suppliers for banner manufacturing according to supplier's artworks specifications. Files to be created in CMYK colour space mode, with 900dpi resolution. Maximum file size is 500MB. Additional specifications will be provided on commencing the artwork.

PROPOSALS

All applications are to be submitted through the 'SmartyGrants' online platform:

<https://parracity.smartygrants.com.au/2017ParramattaLanes>

The Application process will require:

1. A description of the concept, materials and installation methods and intended location of your project.
2. A short description of how the work will relate to the Parramatta Lanes event.
3. A budget including artist's fees, materials, equipment, creation of the work, installation and removal of work, and all other costs associated with the project.
4. Plans and /or sketches of proposed work
5. A resume and examples of previous works (can upload images or add links to video works).

Further details on the Parramatta Lanes event can be viewed here:

[Parramatta Lanes 2017 Event Video](#)

[Parramatta Lanes – Facebook](#)

CONTACT

Please contact Beth Fitzpatrick if you have any questions.

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