

PROPOSED PUBLIC ARTWORK: SUMMARY OF PROPOSAL

Concept The vision of the project is to install an artwork based around “Its the people that make the place.” Megan Isabella and artists from Last Chance Studios are to work collaboratively on the project to produce a design that humanizes/characterizes the signature buildings around Perth metropolitan areas including Northbridge, Fremantle and the CBD. “Its the people that make the place.”

Location & Size The wall opposite the Western Australian Museum. This wall is 2.9m x 54m, with 7 sections divided by 6 protruding pillars. and separates the walkway between a carpark and the museum, with a grassed area in front of it. The proposed artwork will cover the entire length of this wall in the form of painted panels, bolted to the wall. The wall is unable to be directly painted on due to legal issues. The wall opposite the Western Australian Museum

Material The proposed artwork will require:
 • Marine grade waterproof ply OR blueboard/aquaboard panels.
 • These can be purchased in 2.4 x 1.2m sheets. I recommend the thicker sheets around 25mm to prevent damage/injury.
 • Heavy duty masonry bolts and labourers to install the panels
 • The panels to be jigsaw cut and sanded by Steve at the workshop in Central TAFE
 • 4-5 artists to work on the project
 • Weatherproof paint and supplies for the artists to complete the work Painted mural on waterproof ply attached to wall.

Process

Stage One	Consultation and collaboration to produce concept development of the artwork.	
Stage Two	Costing and purchase of materials and cutting and delivery of panels to studios.	
Stage Three	Painting of the designs. Artists to be designated individual panels to work on.	
Stage Four	Installation- Labourers required to be hired to deliver and bolt panels to wall.	

Four stage process
Details of Collaboration Page 3

Timing 4 Months Duration

Project Stages and Timing			
Stage	Date of Commencement	Date of Completion	Duration
One	Monday 19th July 2010	Friday 6th August 2010	3 weeks
Two	Monday 19th July 2010	Friday 13th August 2010	4 weeks
Three	Monday 16th August 2010	Friday 26th November 2010*	3-4 months
Four	Monday 29th November 2010	Wednesday 1st December 2010	3 days

Expected completion date: Wednesday 1st December 2010
 *Negotiations will need to be made with Artists

Funding Quotes Pending Range between \$8,500-10,500
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Insurance and Graffiti Damage can be kept to a minimum by covering the artwork in a graffiti-proof clear coating. This would allow for additional graffiti to be removed without damaging artwork underneath. The artwork will be produced off-site, meaning EPRA won't have to take responsibility of insurance while work is being carried out. Graffiti-proof clear coating/Plyboard prevents injury and damage
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After artwork has been installed, we can take precautions to ensure public safety. Using wooden ply prevents injury if the wall is climbed on, and sharp edges will not be allowed to be cut out. If possible, we will limit how much of the tops of the buildings (panels) overlap and protrude the top of the wall. We will take care to ensure there are no sharp or dangerous objects on the artwork.



To the board,

I am delighted to be presenting you with the following proposal for a public artwork in the Perth Cultural Centre. The concept was inspired from reading the original brief and I have since spent time thinking about my beloved Northbridge and where it fits in with our history.

The following proposal outlines:

- ✓ CONCEPT
- ✓ LOCATION & SIZE
- ✓ MATERIALS
- ✓ PROCESS
- ✓ TIMING
- ✓ FUNDING
- ✓ INSURANCE & PUBLIC LIABILITY
- ✓ COLLABORATION

I am keen to work with Last Chance Studios on this project and more than happy to offer up my own artistic services as well. I can see this mural as a vibrant addition to the revitalisation of the Perth Cultural Centre.

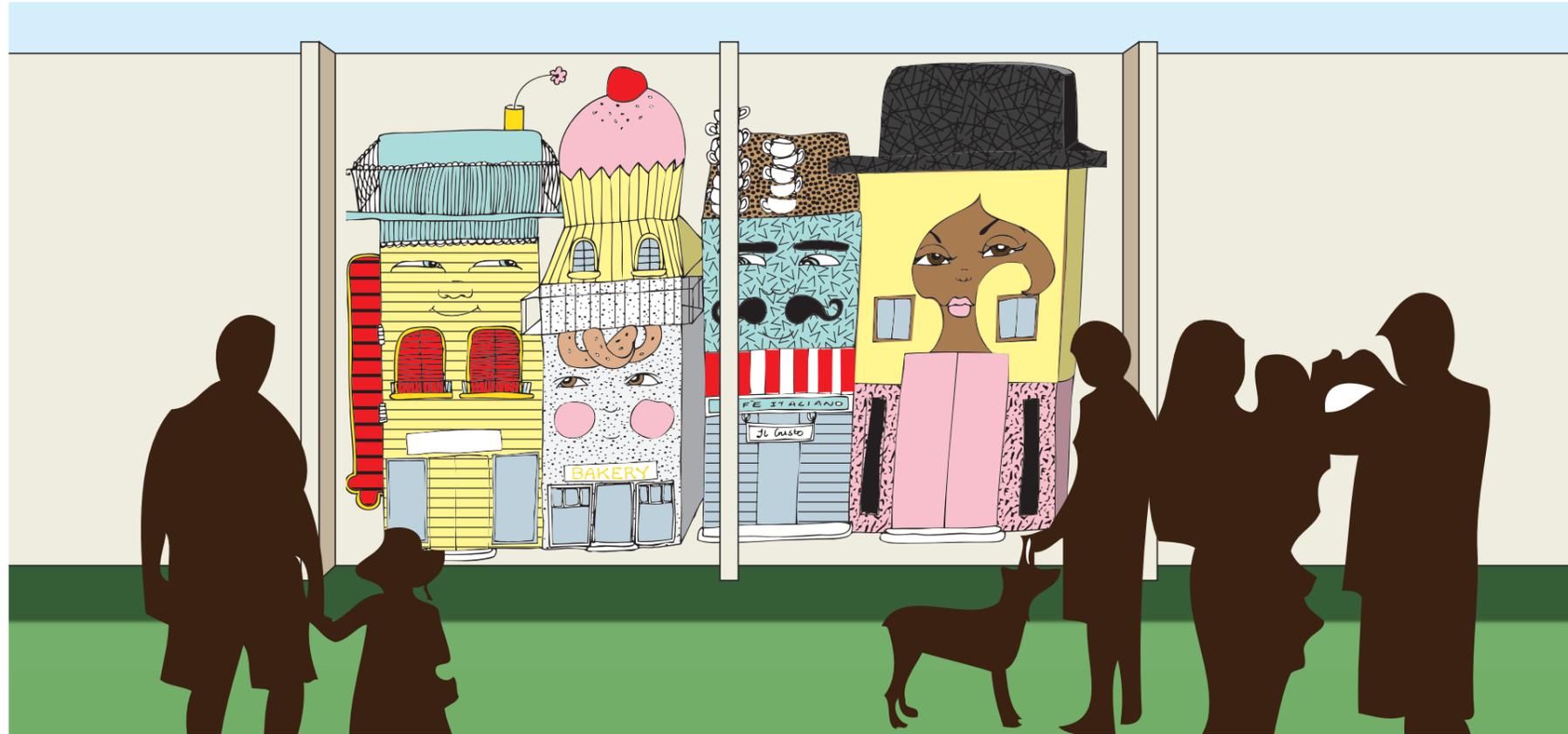
Street artwork is a great way to promote the vibrancy of Northbridge. In Melbourne, street art is abundant and highly regarded as something that contributes to the culture. The brightly coloured murals have transformed alleyways and public places and attract thousands of tourists every year.

Warm Regards,

Megan Isabella Guise



Its the people that make the place...



A rough sketch indicating the size of the panels and the general concept of 'humanizing' the buildings so that they become symbolic characters



An image from the Artrage Mural, Northbridge.



An example of a mural painted by one of the Last Chance Studio artists (Creepy.) Creepy is well known for using elements of buildings and characters in his designs.

The Collaboration

The artwork is to be a series of signature buildings selected from Northbridge, the Perth CBD, inner city suburbs such as Mt Lawley, and Fremantle. The buildings will be pre-jigsawed by Central TAFE into the desired shapes. The buildings are to be stylized/characterized by the artists.

It is the responsibility of Megan Isabella and Last Chance Studios to work together to draw up rough sketches of the concept of each panel/building and how they will fit together as a whole artwork.

Each artist, including Megan, will be responsible for painting a section of the work. If need be, some artists may paint over several panels to tie the artwork together (for example the way that Creepy extended his leaf pattern over the Western Power substation building near the metro in Northbridge)

Artists are required to interpret the concept of personalizing/humanizing the buildings into characters and using their own unique style to do so.





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 0408643405

The Artists
 Last Chance Studios
 456 William Street
 Northbridge WA 6003

To the Artists of Last Chance Studios,

I am pleased to let you know that a fantastic opportunity has arisen from the Perth Cultural Centre revitalisation projects run by EPRA for a public artwork on the large wall opposite the Western Australian Museum.

EPRA commissioned the students of Central TAFE to select a wall within the centre and pitch their ideas for a public artwork. My concept is in the running, and so I have put together the following proposal.

I would be delighted if you could take the time to have a read through and consider getting on board for this project, as it will provide great exposure for your studios and is a good chance to be a part of the revitalisation of Northbridge.

On a personal note, I have admired your talents for some time now, which is why I have recommended you to collaborate on this project. The reactions so far have been very positive, and I would be very excited to have the chance to work with you.

Yours sincerely,

Megan Isabella
 Graphic Designer & Illustrator
 Central TAFE Advanced Diploma 2010



Last Chance Studios

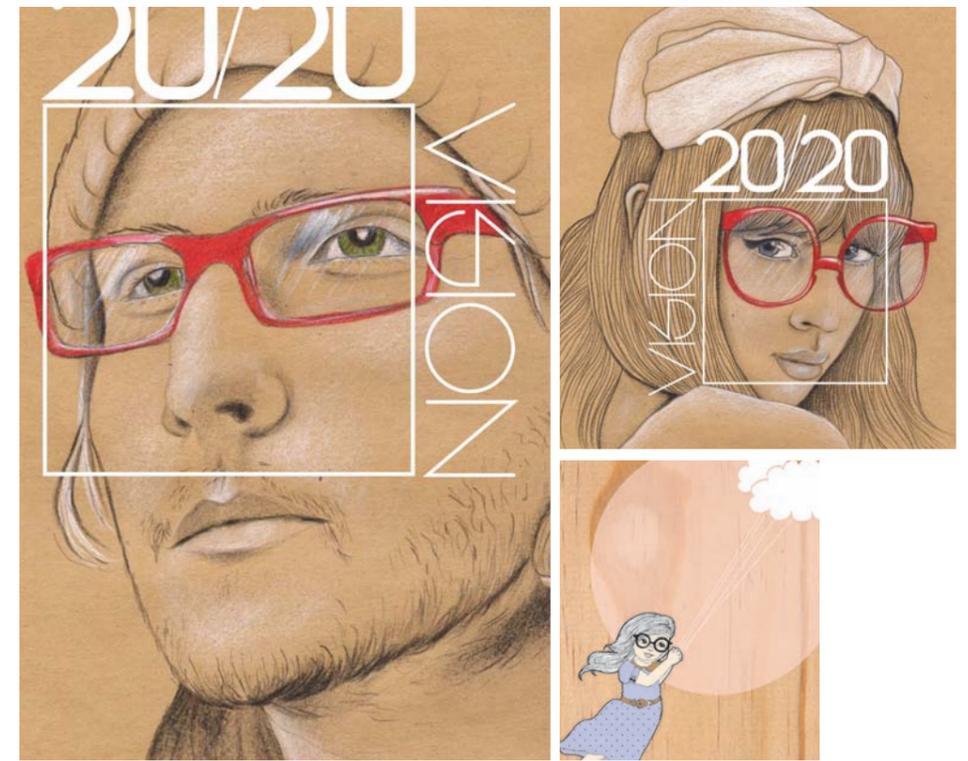
Last Chance Studios is a collaboration of street/low brow artists experienced in painting public artworks. Their work is already popular and established in Northbridge, with their studios being located on William Street.

I have contacted some of the artists at Last Chance Studios and sent them a copy of the artwork proposal.

We will require a quote from them outlining how long they feel they would need to complete Stage 3 of the project, and costings of services and materials.

If they are keen to go ahead, collaboration and discussions can commence and quotes & timeframes can be firmed up and agreed upon.





Megan Isabella's Artwork

In addition to commissioning Last Chance Studios, I would also like to be involved in this project and offer my artistic services. These are some example of recent illustrations I have done.

I have been practising illustration since 2007. My debut show was exhibited at Kieth & Lottie (now the Butcher Shop) on William Street in April 2009. I have also participated in group shows, such as the recent This Is How We Roll, design markets like Unwrapped and the City of Stirling Summerset Festival.

I have my own website and blog and have been selling art online and in cafes in the form of posters, prints, cards and badges. My side project, the *Paper Doll Project* was featured in Frankie magazine last year, which generated over 100 private character commissions.

I have always wanted to do be involved in a Public Artwork project and to see my work large scale. This would be a fantastic opportunity to embrace this challenge.



Costing Details

Costing of Proposed Public Artwork		
Item	Low Range (30-40 panels)	High Range Entire Wall 40 Panels
MarinaPly AS 2272 2400mm x 1200mm x 25mm (suitable for external uses where the plywood is expected to be in constant contact with water)	\$8,000.00	\$10,000.00
Hexagon head sleeve anchor masonry bolt stainless steel 12 x 100mm trade box of 25 @ \$125.58 each	\$500.00 (for 100)	\$1,000.00 (for 200)
Delivery of MarinaPly to Central TAFE workshops	\$50.00	\$100.00
Pickup of custom cut MarinaPly from Central TAFE and delivery to studios	\$100.00	\$200.00
Pickup of Painted MarinaPly from Studios and delivery to site	\$100.00	\$200.00
Last Chance Studios (Painting Services)	???	???
AG#2 Anti-Graffiti Coating/ KBS Diamond Finish ClearCoat 4 Litres - \$260.00	\$520.00 (for 8 litres)	\$780.00 (for 12 litres)
Installation of painted panels (drilling and masonry bolts)	???	???
TOTAL	\$9,000.00	\$12,280.00

Damage to Artwork

Water Damage

MarinaPly BS 1088 uses an A Bond exterior glue making it suitable for external uses where the plywood is expected to be in constant contact with water and moisture. Waterproof adhesive will resist rotting in high-moisture environment.

Climbing/Impact/Physical Damage

Artwork will not be higher than the wall, and will not have any protrusions to aid climbing. If the wall itself is climbed, care will be taken to make sure cut panels do not have any sharp corners that could cause possible injury to public. The ply panels are also very strong and will withstand any attempted physical damage.

Sun Damage

The clear coating will aid to preserve artwork. MarinaPly will be at least 25mm thick and is made from a high quality ply, helping to reduce risk of warping from heat and weather conditions. MarinaPly is used as a structural boating material and can withstand conditions quite well.

Graffiti Damage

It must be taken into account that as these are well known street-artists, there is a chance that others will attempt to graffiti the artwork. KBS Diamond Finish ClearCoating is now being frequently used in all painted structures and signage by businesses to make it easier to remove graffiti. It has been proven to be very efficient and 100% of commercial spray paint can be effectively removed with a general solvent. The clearcoating protects the artwork from damage.

