

a thriving city

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|-------------------------------------|--|--|
| Proposal | <p>The aim of this design is inject some added energy into the Perth Cultural Center and inspire passers by to be proud of our city. This will be done by covering the wall opposite the museum with vibrant, energetic graphics which are inspired by the rich history of our city.</p> |  Identity |
| Design Summary | <p>Background: Perth is quite often referred to as “dullsville”, a city with no life. However, our history paints a far different story. Unlike many other Australian states, Western Australia was colonised as a free settlement, not a penal colony. For many years growth of our city was slow but people came here hopeful, wanting to build a new life for themselves. Today, we have a THRIVING CITY, which is growing faster than ever. It is a place we can be proud of, built on a history we can be proud of- one of FREEDOM and HOPE.</p> <p>Design: The design is based upon two similar shapes, a neural network and the iconic Swan River. The neural network transmits thought. It is alive, buzzing, constantly growing. It glows like city lights. The neural network represents creative energy of our city and people. The Swan River is the hub of the activity in our city. It branches out, giving life. It is an integral part of our history and growth. Together they form a network of energy and life- A THRIVING CITY. Please see pg 2 for more details.</p> |  Activity  Creativity  Connectivity |
| Location & Size | <p>The artwork is designed for the wall opposite the museum. It will cover the entire wall which measures 54 meters x 2.9 meters. Ideally the artwork will wrap around the wall posts.</p> |  Panoramic |
| Materials & Installation | <p>There are a number of methods that could be used to attach the artwork to the wall. The most DURABLE and ‘WALL FRIENDLY’ method is to use digitally printed dibond panels (aluminium composite board). They will be installed with silicone direct to the wall. An Anti Graffiti Clear coat will be used. This method of printing will give the graphics a professional, high quality finish.</p> |  Long Lasting  Quality Graphics  Wall Friendly |
| Process | <p>The project is UNCOMPLICATED. It needs only one printing company’s services in order to complete the job.</p> <ol style="list-style-type: none"> 1. A Printing company to be chosen and communicated with regarding the particular requirements of the job 2. Artwork to be completed to specific specifications. 3. Final artwork to be approved. 4. Printing company to handle the printing and installation of the graphics. |  No Fuss |
| Timing | <p>The time frame will be QUICK and PREDICTABLE. A few weeks should be allowed for any artwork alterations and refinements to specific requirements. The printing and installation of the artwork could be completed within a month.</p> |  Quick  Predictable |
| Funding | <p>Quotes to print and install the artwork as described above have ranged from around \$16 000- \$45 000. These are initial figures, estimated from site photos. Once details are finalised a site visit would be necessary to determine actual costing. Please see pg 4 for more detailed pricing information.</p> <p>Sponsors could be found to cover the costs of this project. It would be a great opportunity for a company, as the wall is in a key public space and the artwork is a positive theme, one that many companies would like to be associated with. There would be a small space on the wall that credits the people involved in the project, which could as well include the sponsors logos. Please see pg 5 for details of companies I have contacted in regards to this.</p> |  Investment |
| Other | <p>An Anti Graffiti Clear coat will be used to protect the artwork.</p> <p>A possible addition to this artwork would be the use of special lighting at night. The wall could become a nighttime attraction. ‘THE GLOWING NETWORK’. One possibility is that lasers could be installed opposite the wall (perhaps on the museum building) and shone onto the wall to illuminate the network. They could even move along the wall to give the sense that the network is moving and buzzing. The area the wall is situated in already has a lot of walk through traffic at night. The lights would also serve to offer the area some added illumination.</p> |  Graffiti Proof  Nighttime Attraction |

NB: An actual site photo was unavailable due to construction work.



A Thriving City

The neural network transmits thought. It is alive, buzzing, constantly growing. It glows like city lights. The neural network represents creative energy of our city and people. The Swan River is the hub of the activity in our city. It branches out, giving life. It is an integral part of our history and growth.

A Thriving City

BUILT ON FREEDOM & HOPE

We have a history of freedom and hope.

BUILT WITH PERSEVERANCE

We can be proud of the city we have built.

ALIVE & BUZZING

We are a people with unique creative energy and thought.

CONSTANTLY GROWING

Our city is growing faster than ever before. We have unlimited potential.

CONNECTED

The strength of a city is in its networks and relationships.

We are forming new ones daily.

INCLUSIVE

Everyone is part of the network and has a unique and valued part to play in our city.

Artwork (to scale)



Colour Scheme

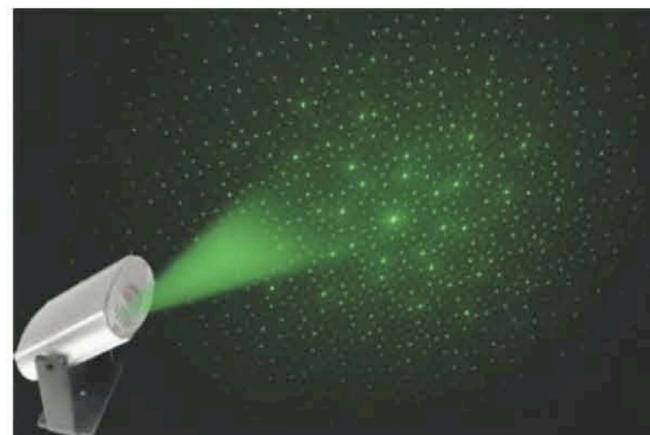
These colours of the design have been inspired by the natural Australian landscape and give this design an **Australian flavour. The colours serve to convey the concept that the city is an organic, every growing entity. A city is not a flat, concrete place but rather has a life of its own, being made up of vibrant living beings- ie US!** The colours are in keeping with the prescribed colour scheme (shades of green).



Other colour schemes could be considered, which give **the artwork a decidedly different feel, as shown right.**

Lighting

To give the wall an added stand out quality it could be lit by laser lights at night. The lasers could be attached to the museum and shone at the wall, lighting up the neural network so it looks like it is glowing and moving.



Laser Lighting



Nighttime Attraction

Quote 1

Kingman
VISUAL

EMAIL TRANSMISSION
RENEE KINGMAN | ACCOUNT MANAGER

SIGNS • DIGITAL PRINT • NEON • FABRICATION • DESIGN

Attention Claire Lowes
Company Renee Kingman
From Tuesday, 22 June 2010
Date 4
No. of pages
Reference Signage Quotation: Cultural Wall Proposals

Provisional Estimate Number: 15308

- To supply & install digitally printed dibond panels to walls. Price includes:
 - Flatbed digital print to 3mm dibond panels (aluminium composite board)
 - 2pk Anti Graffiti Clear coat finish
 - Installed with silicone direct to wall

Total Cost \$ 42 355+ \$4235.50 GST
- To supply & install digitally printed signwhite panels to walls. Price includes:
 - Flatbed digital print to 0.9mm signwhite panels
 - Anti Graffiti Laminate
 - Screw Fixed to Wall

Total Cost \$ 26 290 + \$2629.00 GST

These estimates are purely provisional and are subject to a full site inspection to ascertain installation method. Please be aware item 2 is the budget option, and as the signwhite is very thin this will look fairly cheap and not rigid, however I felt it was important to give you options for you to work a budget to.

Another method I have thought of that would have a very nice finish is to build a frame and install it into the ground which will ensure the wall does not take any fixings. This will obviously cost more, however would look great. Please let me know if you would like to see this option

This price is subject to the following conditions:

- All artwork is to be supplied as print ready
- A 50% deposit is required to confirm your order with balance due on completion. Credit applications are available upon request

R-K
Renee Kingman
Accounts Manager

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ASOFIA



MASTER BUILDERS
MEMBER



WILDCATS



Example of recent job using 3mm dibond panels

Pricing Details

Quote 2

ALL FLAGS SIGNS & BANNERS

Flexible Signage Solutions

All Flags
Rhonda Wagener

We would use 2mm aluminium sheet. Installation would be with liquid nails/silicone direct to existing wall structure.
Printed Self adhesive vynal with anti graffiti overlaminat.
(we do not direct print onto sheet, anti graffiti laminate is a self adhesive laminate that is applied over print.)

54*2.9-3m: \$11340.00+gst
Installation: \$2200.00+gst

Prices current for 30 days from quote.

50% deposit required on order, balance due on completion of order.

Quote 3



| | |
|----------|---|
| Qty | 54 metres |
| Size | 2500 x 1200mm panels |
| Material | a) 4mm di-bond b) 0.6mm colourbond / signwhite |
| Art | Supplied by client |
| Fixings | Silicone and screwed into wall |
| Cost | a) \$41,343.00 plus gst b) \$35,756.00 plus gst |

- All works are to be carried out during normal standard hours.
- A 50% deposit is required and the remainder on completion.
- **Di-bond panels to be printed direct with a tru anti graffiti laminate applied.**
- No cutting of the Di-bond has been allowed for on site.
- The size has changed slightly due to the maximum size of the printing bed.
- No Council permission or permits have been allowed for in the above prices.

The Curator
Westfarmers Arts
Westfarmers Limited
11th Floor, Westfarmers House
40 The Esplanade
Perth 6000
Western Australia

Dear Lisa Fernandez,

I am writing to you on behalf of EPRA (the East Perth Redevelopment Authority).

EPRA, in conjunction with Central TAFE, have decided to commission an artwork that will improve and beautify the Perth Cultural precinct. The project will involve the installation of an artwork onto the wall opposite the Perth museum. This area is a key public space. It features a high level of foot traffic. Also, due to the size of the project, covering a wall that is 54m x 2.9m, it will be a very prominent.

I have attached a copy of the proposal. This includes a copy of the artwork along with a brief summary of the project.

The artwork is based on two images with similar shapes: the iconic Swan River and a neural network. A neural network transmits thought, it is alive, buzzing and constantly growing. It represents the creative energy of our city and people. The Swan River is the hub of the activity in our city. It branches out, giving life. It is an integral part of our history and our growth. Together they form a network of energy and life. A thriving city.

The project requires sponsorship to be able to be completed. I thought of approaching Westfarmers because of your continued support of the arts in the City of Perth. As well as this, Westfarmers is, and has been, an integral part of making Perth (and Western Australia) what it is today.

The cost of the project is going to be approximately \$45000. With part of this cost already raised, we are looking to find a few more key sponsors to help make this project possible. In return for your sponsorship, there will be an allowance made in the design to thank our sponsors. Your company name and logo will be featured.

If you are interested in providing sponsorship, or you would like to discuss anything further, please contact me on the details below.

Kind regards,

Claire Lowes
(M) 0402-765-223
(e) clairelowes@inet.net.au

I have contacted various organisations in regards to the possibility of gaining sponsorship for this project.

The companies I contacted have either: a proven track record of supporting the arts in Perth; or have some connection to the theme of the artwork such as energy or communication.

Another option is to negotiate with printing companies. They could provide cheaper print prices in exchange for the opportunity to display their logo on the credits space on the artwork.

These are the companies I have contacted

Wesfarmers

Woodside

The City of Perth

LotteryWest

Optus