

# GLaWAC ARTWORK PROJECT BRIEF

## Morwell Hub Branding Project



### 1. Introduction

The Gunaikurnai people are recognised by the Federal Court and the State of Victoria as the Traditional Owners of a large area of Gippsland spanning from Warragul in the west to the Snowy River in the east, and from the Great Divide in the north to the coast in the south, approx. 10% of the state.

GLaWAC is the Registered Aboriginal Party (RAP) for the Gunaikurnai, the Traditional Owners of our Country, as determined by the Victorian Aboriginal Heritage Council under the Aboriginal Heritage Act, 2006.

More information about GLaWAC can be found here: <https://gunaikurnai.org/our-story/>

### 2. Background

The Gunaikurnai Land and Waters Aboriginal Corporation are opening a new office and Community Economic Hub in Morwell.

The Hub will be used as a base of operations for a range of cultural and economic supports for our mob, as well as the Aboriginal business and artist community within the West Gippsland region.

GLaWAC want to:

- Provide a culturally safe space and deliver comprehensive cultural and capacity building programs.
- Provide a retail space and gallery for Aboriginal owned businesses to showcase and sell products.
- Provide access to meeting room facilities and office space for Aboriginal entrepreneurs and businesses, including spaces for group training and program delivery.
- Provide a business base for GLaWAC and to promote culture and grow services and tourism opportunities.

# GLaWAC ARTWORK PROJECT BRIEF

## Morwell Hub Branding Project



### 3. Project

Project title:

Morwell Office and Community Economic Hub Branding

Site Location:

235-237 Princes Drive in Morwell

Project Description:

GLaWAC are seeking culturally appropriate artwork that reflects Gunaikurnai community and their connection to culture and Country across Brataualung and Brayakaulung lands.

There are two elements to the EOI:

- Element 1: Eight art panels across the front of the building (artwork will be digitised and printed on each window)
- Element 2: The facade banner above the windows

GLaWAC are looking for artworks that respond to the following and meet the artwork specifications:

- Be culturally appropriate
- Draw inspiration from Community, culture and Country
- Foster a sense of place for local mob to want to be actively involved in.

The EOI can be treated as a single or multiple artworks (see Artwork Specifications for more detail).

The artwork will be purchased with a licence in perpetuity to become the branding for the front of the GLaWAC Office and Community Economic Hub at 235-237 Princes Drive in Morwell.

In discussion with the successful artist/s, GLaWAC may extend the licence for corporate use i.e. merchandise, documents, etc, in conjunction with existing GLaWAC Corporate Branding.

# GLaWAC ARTWORK PROJECT BRIEF



## Morwell Hub Branding Project

### Commissioning of the artwork:

Once the artist/s have been selected they will need to develop their designs which will then be presented to the GLaWAC Project Working Group (PWG). It is expected that the commissioned artist/s will consult with the PWG to refine their final design.

### Copyright & Indigenous Cultural Intellectual Property (ICIP):

The commissioned artist/s will retain copyright and Indigenous Cultural Intellectual Property of the work and agrees to allow GLaWAC to publish reproductions of the work for any non-commercial purpose, including community newsletters, visitor information, promotional posters, and social media. GLaWAC will acknowledge the Artist/s as the creator of the work in all promotions of the works.

### Artwork Specifications:

#### Element 1: Eight large sloped window panes

- Total art size is 2.1m H x 11.2m W
- The art will be "interrupted" at each aluminium window frame.  
(Note: The printer will account for frame widths in printing so that the continuity of the artwork isn't compromised).
- The glass panels are approximately 3.5 m high.
- We would like to leave the bottom ~400mm and the top ~1000mm clear, making the artwork itself approx 2.1m high.
- Each glass pane is approx 1.4m wide. The art will span across the 8 panes (equalling approx 11.2m wide in total).
- The selected art will be digitally printed on "one-way vision" which is a vinyl decal that allows people inside to see out but blocks the view when looking in. Installation will be at no cost to the artist.

#### Element 2: Signage Banner

- The banner that runs across the full width of the building also requires artwork.
- It is approximately 700mm high and 19m wide.
- The selected art will be digitally printed on a vinyl decal and installed at no cost to the artist.

# GLaWAC ARTWORK PROJECT BRIEF



## Morwell Hub Branding Project

Delivery date for final artwork:

Before May 1<sup>st</sup> 2024, with exact date to be negotiated with successful artist.

### 3. Budget

The budget is to cover all costs involved in concept and design development, execution, and delivery of the project, excluding installation of the final work which is covered by GLaWAC.

The artist fee for each element is \$8000 + GST; a combined total of \$1600 + GST for completion of both elements.

This budget includes;

- Artwork concept and design development drawings
- Artists materials
- Artist's fees (including travel)
- All other associate costs for the delivery of the work.

GLaWAC is responsible for the installation and associated costs.

The successful artist/s will receive instalments of a fixed sum at agreed project milestones to cover all costs associated with the artwork's completion.

### 4. Submissions

Submit your Expression of Interest online via our website:

<https://gunaikurnai.org/morwell-hub-branding-eoi>

EOI submissions must be received by 11:59pm on Friday 15<sup>th</sup> March.

Late submissions will not be accepted.

Please contact the GLaWAC if you have any enquires or if there are other ways that we can support the accessibility of this application.

*Enquiries can be directed to:*

Taryn Price (Morwell Office Manager) on 03 5152 5100 or via [admin@glawac.com.au](mailto:admin@glawac.com.au)