



Brief for ArtWeek in the City Centre 2024: Freyberg Steps Project

Artist Fee: \$3,500 + GST

Deadline for submission: 5pm, Friday 26 July 2024

Overview:

Being held in Auckland's city centre between 4-13 October 2024, ArtWeek in the City Centre will celebrate art and creativity that expresses the theme of '*Happiness.*'

The aim of ArtWeek in the City Centre is to create reasons for people to explore and enjoy the city centre and its businesses, while providing opportunities for artists. It includes the popular Late Night Art, Changing Lanes and Urban Art Village events, and various exhibitions and activations in galleries, venues and public spaces.

The Freyberg Steps project is a key part of the ArtWeek in the City Centre programme and is a great way to reimagine a popular city centre space. It's a temporary public art project in the High Street District. The one successful proposal will be turned into a vinyl decal that will cover the Freyberg Place Steps w/c 30 September – w/c 1 December 2024.

The opportunity and eligibility

Designers, and artists with a strong interest in public art, communities, and urbanism are invited to submit a proposal for one (1) piece of artwork for the Freyberg Steps project. Submissions can be made as individuals or a collective.

The successful artist will work with Heart of the City's supplier, Blink Ltd, to provide the files required to convert the concept to final artwork. Blink Ltd will also print the artwork onto vinyl decals and complete the installation and deinstallation.

The successful proposal will directly respond to the theme and the practical considerations outlined in the brief below.

Artist Fee

The artist fee is \$3,500 + GST. This fee covers the design and to oversee the production of the final layout and artwork of the vinyl for application.

The fees for installation and removal will be covered by Heart of the City (i.e. at no cost to the artist) and is separate to the Artist Fee. Installation and removal will be the responsibility of Heart of the City and Blink Ltd.

Theme:

The successful proposal will directly respond to the positive theme of ***Happiness*** – *the state of being happy and having an enduring mind-set consisting of feelings of delight, positiveness, joy, enjoyment, exhilaration, well-being and contentedness. In the palette of emotions, happiness is the brightest stroke*



of vibrancy - a burst of golden yellows, coral pinks, and sky blues. It thrives in simple pleasures: a shared meal with loved ones, the touch of a friend's hand, or the scent of blooming flowers. Happiness is not a constant state; it ebbs and flows like tides. It is found in the quiet corners of solitude and the bustling streets of celebration. It is both fleeting and eternal.

Further to aesthetic and thematic considerations, the concept of the artwork can consider all the different groups that use the Freyberg Steps and reflect how it is used daily – as a place to sit and talk, eat and contemplate.

The purpose of the successful proposal will be that it creates a reason for people to pause, smile (be happy) and reconnect with the urban surroundings and each other.

Practical considerations:

The successful proposal will acknowledge the following:

- Use of bright, happy colours and bold imagery that can include patterns, graphics, illustrations and photography and is suitable for the 3-dimensional space.
- Be a design that can be easily translated and printed onto a vinyl decal and installed onto the Freyberg Steps and considers the different angles and levels of the site.
- Bold large patterns that span more than the height of one step work best, especially those that merge and flow (i.e., don't require rigid matching and lining up) across the different levels and angles of the steps will work the best and translate more easily into artwork. (See past examples in the appendix).
- Anything that involves complex perspective or optical images across multiple steps has challenges for the artwork layout and production and there is potential for the design to be compromised if it is too detailed or small.
- Artwork needs to be completed and files provided to Blink Ltd by **6 September** at the latest, to allow the artwork production to be completed and the decals to be installed w/c 30 September – w/c 1 December 2024.
- Artists need to be aware that Freyberg Steps, as a public space, may have other activations and artworks up during the installation of the Freyberg Steps project.



The Space:



The successful proposal will be installed on the Freyberg Steps (pictured above) using vinyl decals. The template that will be used in the layout and production process is [available here](#).

Permitting, Health and Safety:

This installation will require a Council permit and Heart of the City will manage this process.

Submission requirements:

To apply for the Freyberg Steps proposal, artist/s will need to provide the following to info@hotcity.co.nz by **no later than 5 pm, Friday 26 July 2024**: (Please note that late submissions will not be accepted):

- A written outline of their concept including a title of the artwork.
- An illustration of their concept showing colours and patterns clearly and mocked up to show how it will look on the stairs.
- CV of artist or team members including relevant experience and examples of relevant completed artworks. (Examples should have images and a short description of the project and your role in it)
- The supply of copy and images for the marketing and PR campaign for the successful proposal is required no later than **16 August 2024**

Questions?

Email info@hotcity.co.nz.



Appendix:

Examples of past work:

Rebirth - Eduardo Tan 2023



P.A.C.I.F.I.C.A - Pouarii Tanner, 2022





Nature Wins! - Deborah Crowe, 2021



Pride rainbow steps, 2020 and 2021

