

NORTHERN GATEWAY

Significant Artwork Commission

Expression of Interest (EOI) Information



Northern Gateway Artwork Commission

Expression of Interest

INTRODUCTION

This document is 5 pages long. Please refer to page 5 for submission requirements.

The City of Launceston is seeking responses from artists to develop a significant permanent public artwork for the Launceston Northern Gateway. Artists with a demonstrable connection to Launceston will be highly regarded, please refer to the artist selection criteria below.

The City of Launceston is committed to diversity, equity and inclusion in all aspects of their work. They support a thriving arts and cultural sector where creativity is nurtured by the diverse experiences of people and communities. Submissions are welcomed from individuals of all backgrounds, identities and abilities.

This project is funded by a grant from the Tasmanian Government under their Northern Gateways program.

Following this Stage 1 (EOI phase), three artists will be selected to progress to Stage 2 (Concept Design) in a paid competition process. Two artists' concepts will be selected for a public vote, after which one artist will be commissioned for this opportunity.

UAP (uapcompany.com), together with the City of Launceston, will coordinate the commissioning, project management and fabrication of the artwork. ERA Planning & Environment (eraplanning.com.au) will work alongside UAP to conduct community stakeholder engagement.

ARTWORK VISION AND OPPORTUNITY

The artwork opportunity is located at a sweep of the Southern Outlet of the Midland Highway to Launceston. This location will offer visitors a first glimpse of the city and serve as a distinct and memorable gateway.

The curatorial vision, *In clouds*, reflects upon the top of the Southern Outlet where it feels like you're soaring in the sky or heavens. Entering into Launceston is a pathway into another world. The vista is a moment where the sky meets the land, reminding us the two are linked. The Northern Gateway commission will respond to the ever-changing yet powerful wisdom of the sky.

ARTWORK FORM

The artwork's form is to embrace simplicity in design and achieve a scale that maintains a strong visual presence from multiple angles and distances, particularly from the predominant perspective of passing vehicles.

The material selection must be suitable for the City of Launceston's expectation of a minimum 20-year life expectancy, and be resilient to environmental factors such as UV exposure, traffic pollution and general weathering as associated with an outdoor environment.

Northern Gateway Artwork Commission

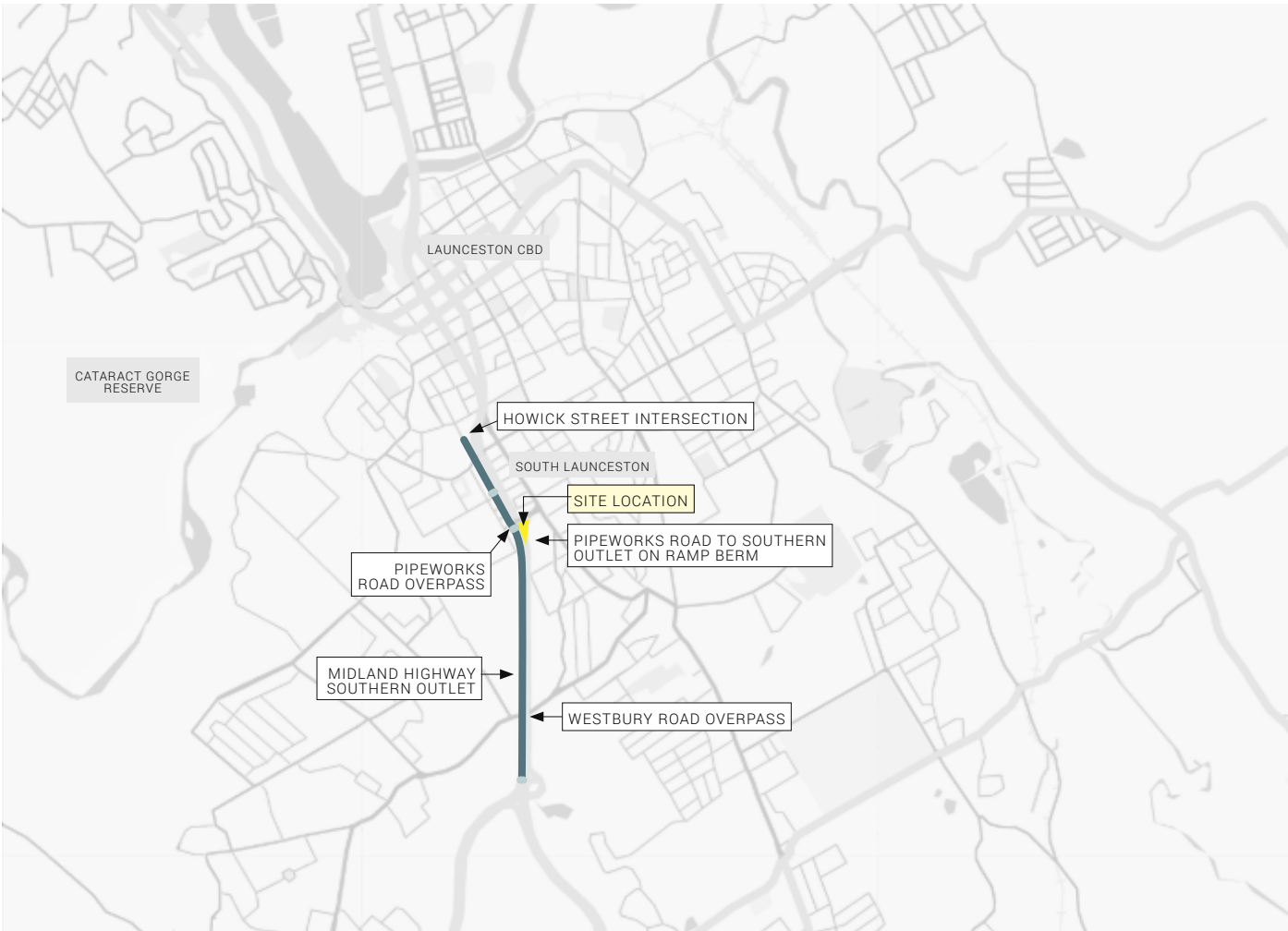
Expression of Interest

Site Location



ARTWORK LOCATION
Rest of the Southern Outlet of the Midland Highway

SITE LOCATION 
ARTWORK FOCUS LOCATION 



MAP VIEW
The Midland Highway (Southern Outlet section)

Northern Gateway Artwork Commission

Expression of Interest

PROCESS AND PROGRAM

The EOI will open on 19 May 2025 via the Tomorrow Together Launceston website. **EOI submissions should be received no later than 5pm AEST on 6 June 2025.** Please note late submissions will not be accepted.

EOI submissions will be assessed by an Artist Selection Panel, comprised of experienced specialists from the City of Launceston and the arts.

Three successful EOI applicants will be notified as soon as possible from the week commencing 7 July 2025 onwards.

The concept design period will be during July 2025 (a detailed program will be shared with the successful artists as part of a technical artist brief package). The concept phase, construction phase and installation of the artwork will run from July 2025 to August 2026.

Artists must be willing to have their concept presented for a public vote. The artist selection panel will recommend two concepts to the City of Launceston to go to public vote. The artwork concept that receives the most votes will be awarded the commission, and progress to a detailed design and construction phase.

ARTIST SELECTION CRITERIA

The artist selection panel will use the following criteria when reviewing submissions:

- Demonstrated connection to Launceston
- Demonstrated exhibition practice
- Demonstrated public art experience
- Synergy between the artist's conceptual practice and the site, opportunity and the curatorial vision

ARTIST FEES AND ARTWORK PRODUCTION BUDGET

A concept design fee of \$5,000 will be paid to each of the three shortlisted artists. The shortlisted artists will receive a detailed briefing from UAP on the project site, curatorial theme, artwork production budget and artwork opportunity.

UAP will support the shortlisted artists in the development of their designs through visualisation, material exploration and budget feasibility of artwork concepts.

The artist awarded the commission will be paid a fee of \$50,000.

Northern Gateway Artwork Commission

Expression of Interest

EOI SUBMISSION REQUIREMENTS

The City of Launceston is seeking responses of interest from artists who may or may not currently reside in Tasmania. Demonstration of a connection to Launceston will be highly regarded by the Artist Selection Panel.

Artists who wish to submit an EOI are invited to apply via online submission at tomorrowtogetherlaunceston.com.au/launceston-northern-gateway, or by written application which can be requested from City of Launceston Town Hall*. All EOI applications are to be submitted by 5pm AEST on 6 June 2025. Artists are required to submit and meet the following requirements:

Artists are required to submit and meet the following requirements:

- 1 page (maximum) CV
- 200 word (maximum) biography
- 150 word (maximum) summary of artist practice and demonstration of connection to Launceston (if applicable)
- Up to 5 images (maximum) of previous work
- Confirmation of availability for the indicated dates
- Ability to collaborate with UAP through the Stage 2 Concept Design, where UAP will support the artist through the development of their concept, material and form investigations, budget feasibility and indicative visualisations.
- Artists must be willing to have their concept presented for a public vote via Tomorrow Together.
- Artists must be 18 years or older.
- City of Launceston employees cannot apply or be engaged as subcontractors to the artists.

For any questions regarding the application process, please email publicart@launceston.tas.gov.au

**Please note UAP will be provided with all artist submissions for selection purposes.*