

Call for Expressions of Interest

University of Sydney Library Digital Placemaking Project

Service Unit and Team:

University of Sydney Library, Wingara Mura Cultural Competence Project Team

Contact:

Antonia Mocatta, Director Central Services, University of Sydney Library

Email: antonia.mocatta@sydney.edu.au Phone: 02 8627 5664

Submission Deadline for Expressions of Interest and Proposals:

31/07/2020

Executive Summary

The University of Sydney Libraries will be undertaking a project in 2020 to develop and install digital placemaking signage across their sites to promote awareness of the sites' First Nations cultural and historical context. This document includes a call to Sydney-based, First Nations artists to submit an expression of interest and proposal in response to the following project brief.

Introduction

The University of Sydney Library has prioritised a 2020 strategic program focusing on diversity and inclusion. This includes significant work being undertaken to improve culturally competent practice at the Library, and to enhance the cultural awareness of our staff and clients in relation to our First Nations cultural heritage. As part of this program, the Library has been awarded a Wingara Mura grant by the Deputy Vice Chancellor Indigenous Strategy and Services for the development of digital placemaking signage which will be displayed across the University Library sites. This artwork will incorporate an Acknowledgement of Country as well as providing cultural and historical context for the physical library sites.

Timeline

Stage 1 – Call for Expressions of Interest

Deadline for Submission of Proposals: 31/07/2020

Stage 2 – Review Expressions of Interest by Selection Committee

Notification to Applicants: 14/08/2020

Stage 3 – Production of Artwork

Meeting to Agree Concept and Production Milestones: 21/08/2020

Progress Meetings: Two-Weekly – Suggest Fridays August–October. It is highly recommended that the artist arranges to test their files on the Library video wall early in production.

Stage 4 – Final Reviews and Approvals

Meeting to Review Final Draft Artwork: Friday, 30/10/2020

Final Approval of Artwork by Library Executive and Key Stakeholders: 20/11/2020

Stage 5 - Installation

Installation of Artwork on Library Screens / Platforms: 27/11/2020

Artwork: Objectives, Themes and Key Considerations

The key objectives of the University of Sydney Library's digital artwork project are to:

- Develop the cultural awareness of visitors to Library sites by providing them with an opportunity to learn about the historical and cultural context of the sites that are now occupied by the University Libraries
- Show respect to our unique, First Nations cultural heritage and the knowledge embedded within the Aboriginal custodianship of Country
- Enhance the sense of cultural safety experienced by Aboriginal and Torres Strait Islander staff, students and community when visiting the University Libraries.

The Library is seeking an Acknowledgement of Country as a key inclusion within the artwork. While an official University Acknowledgement of Country exists, the Library would like to work with the artist to develop an acknowledgement that reflects the Library values of:

- Collaboration
- Curiosity
- Inspiration
- Integrity
- Respect.

Given the nature of the sites in which the artwork will be displayed, the Library would like the artistic response to include the following themes:

- Knowledge sharing
- Learning
- Community and coming together.

To tell the story of the culture of the region that existed for millennia, the artist may consider including maps, historic images, Gadigal words, botanical illustrations, and references to place-based cultural artifacts (e.g. Sydney rock engravings) or traditions.

The University of Sydney has undertaken some research about the historical usage and context of the campus sites, and it may be of assistance the those expressing interest in the project to review related documents which can be found [here](#).

Artwork: Scope and specifications

The University of Sydney Libraries received 4.9 million visitors in 2019, including University staff, students and the public. To maximise the exposure of the artwork to clients, it will be publicly displayed on prominently positioned, large-scale TV screens in the foyers of the main University of Sydney Library sites. Locations will include:

Camperdown

- Fisher Library
- The Law Library
- The SciTech Library
- The Susan Wakil Health Precinct
- The Quarter
- The Wingara Mura Library

The City

- The Conservatorium of Music Library

The artwork will also be displayed on a 6.3m wide x 1.2m tall (approx) video wall in the Library's maker space / innovation hub, ThinkSpace.

These screens on which the artwork will be displayed provide scope for either stills or moving images to be displayed. The choice of format will be left to the discretion of the artist and should be detailed in the proposal. For example, the artist may choose to produce a sequence of still images to tell a story, a line-art animation, or a motion graphics video clip.

On the screens located in the Library foyers the artwork will be played on a loop alongside other, key Library messaging to a high volume of patrons who will be passing through the area. The ThinkSpace video wall is situated in a maker space where seated students typically spend greater durations of time as they study or work. The Library is therefore seeking a different artistic approach for the artworks to be displayed in the foyers versus the artwork produced for the ThinkSpace video wall.

The Library would be happy arrange a tour of the physical locations in which the artwork will be displayed. Should an artist wish to arrange a visit, prior to developing an artistic concept and submitting an EOI, please contact Antonia Mocatta (contact details on page 1).

The produced artworks must be compatible with the formats of the screens on which it will be displayed.

The technical specifications of the screens appear below:

Displays in the Library Foyers

The resolution of the screens in the Library foyers is: 1920 x 1080 pixels

The ThinkSpace Video Wall

The video wall configuration is 12 screens: 6 screens wide x 2 screens tall.

- The 12 screens can operate together as one, with an aspect ratio of 16:3 (11520px x 2160px for high res or 5760px x 1080px low res); or,
- As 3 segments of 16:9 aspect (1920px x 1080px by 3).

A Photoshop template can be provided for the screens prior to the commencement of production if a stills sequence is being planned.

MP4 format works best for video.

Please note: **no sound** can be included in the artworks due to the nature of the locations.

Digital artwork provides flexibility with regard to re-sizing and changes to format if needed. Given that the objective of the artwork is to promote cultural competence to Library clients and to enhance the cultural safety for our Aboriginal and Torres Strait Islander community, it is envisaged that the artwork will also be adapted for use by the Library for display on other University of Sydney platforms. This be done by the Library after the completed artwork is delivered to allow the Library to maximise client exposure to the messaging. Other platforms may include but are not limited to:

- The Library website
- Library social media

- Screen-savers within the University Libraries
- Library newsletter and email communications
- Documents prepared for use within the University (e.g. cultural protocols or strategy reports)
- The University Library's digital asset preservation system
- Press releases, articles and other platforms outside the University



Video screens in the foyer of Fisher Library



The ThinkSpace video wall

Considerations and Key Elements

It is expected that the artworks will

- Comprise either a sequence of stills, an animation or a video clip
- Be provided to the Library in digital form as per the formats and dimensions specified above
- Include an Acknowledgement of Country (wording developed in consultation with the Library)
- Contain imagery and words that tell the story of the historical and cultural context of the Library sites
- Incorporate themes concerning knowledge sharing, learning and community
- Be used at the discretion of the Library in a variety of platforms, in differing formats to promote cultural competence.

Budget

The total budget available for this project is \$9,000 inclusive of artists fees, consumables and services such as scanning, filming or editing.

Payment

For the artist whose EOI and proposal is selected as a result of the competitive assessment process, the Library will raise a purchase order for the agreed amount prior to the commencement of artistic production. The artist will be paid the agreed sum upon delivery of the final artwork and after submitting an invoice to the Library for this amount. It is therefore a requirement that the artist has an ABN, as they will not be placed on the University's payroll as an employee, and will charge the University for the work as an independent contractor.

Criteria for Assessment of the EOI

Artist submissions for this Expression of Interest will be assessed by a panel using the following criteria:

- You must be Aboriginal and/or Torres Strait Islander and identify as a First Nation Australian
- All expressions of interest must be submitted by no later than 11:59pm on Friday the 31st of July, 2020. EOIs submitted after this date will not be included in the selection process
- All submissions must be submitted [online](#).
- To be considered, submissions should include the following:
 - A written expression of interest must be attached to the submission and should include:
 - The artist's contact details
 - The artist's interest in the project
 - Related experience in public, digital art projects,
 - The artists connection as a First Nations person to the Eora nation or greater Sydney region and/or community.
 - A proposal that:
 - Outlines the intended artistic concept at a high level
 - Addresses the briefed objectives, themes and key considerations
 - Includes concept drawings or sketches (optional)
 - Outlines production milestones and deliverables in line with the briefed timelines
 - Confirms the formats and specifications of the files that will be delivered
 - A CV or resumé
 - Examples of other digital works by the artist (for example, a web-based portfolio, A PDF folio or Instagram site).
 - Where it is proposed that more than one artist is to be involved, the submission will include the above details of each person involved in the project in the EOI letter, as well as providing their CV and portfolio.

Terms and Conditions

Artists Eligible to Apply and Project Conditions

This project is open to Sydney-based Aboriginal and Torres Strait Islander artists.

The selected artist(s) will be required to work in consultation with the Library's Selection Committee and develop artwork that reflects the project expectations. The artist will work closely with the Wingara Mura Project Team and Project Manager to determine the most appropriate wording for the acknowledgement, and imagery to meet the brief.

Process

Submissions that do not meet all the requirements of this EOI may be excluded from further consideration. Submissions that do meet the EOI criteria will be reviewed by a panel of University staff and assessed on a competitive basis against the requirements of the brief and for their conceptual and artistic merit. The panel's decision will be final and applicants will be notified of it by Friday the 14th of August, 2020.

The successful applicant must promptly enter into a formal agreement with the University for creation and delivery of the artwork on terms consistent with and to give effect to the terms of this EOI. As the successful applicant will be engaged by the University as a contractor, they must possess a registered ABN and will be required to complete a contractor assessment questionnaire.

Production

The artist must own or have access to the digital production tools and hardware required to produce the artwork. Given the current restrictions resulting from COVID-19 the artist must be able to work remotely and should not rely on access to campus facilities during the production stage of the project. They will also require internet access and web conferencing software to liaise with the Library project team.

Expenses

No payment will be made for any expenses or losses which may be incurred by the responding party in connection with the preparation of the EOI.

Confidentiality

Information provided or imparted to any respondent as part of the EOI is confidential to the University and shall not be used by the respondent for any other purpose. Information supplied by a respondent shall not be treated as commercially confidential unless specifically requested by the respondent. Information received by the University of Sydney Library may be subject to public disclosure under Government Information (Public Access) Act 2009 unless it is provided or relates to commercially sensitive information and meets the criteria for exemption from disclosure under the Act.

Disclaimer

The University is not committed contractually in any way to a company or individual who makes a submission in response to this call for expressions of interest. The issue of this call for expressions of interest does not commit the University to proceed with any part of this project.

Investigations and Warranties

Artists are responsible for making their own investigations and determinations and for preparation of their responses. Artists should examine the terms and conditions of this EOI in framing their responses. Parties are advised that the University of Sydney Library, its employees, agents and contractors make no representations or warranties as to the accuracy, reliability or completeness of the information and do not have any liability arising from that information.

Ownership of Artwork

For avoidance of doubt, the ownership of the artwork and all intellectual property rights in and to the publication/ creative work and any other materials created by the artist pursuant to the artworks will remain with the Artist. The Artist will grant to the University a royalty-free license to reproduce, publish and communicate to the public, the artworks for the University's purposes in perpetuity on terms set out in the substantive agreement.

By submitting an expression of interest for this project, the Artist acknowledges that if they are the successful applicant, the license rights granted to the University will also permit their artworks to be adapted for use on other University of Sydney Library platforms and other formats to promote cultural competence at the Library, and that preservation copies of the artworks will be stored in the Library's systems used for managing and preserving digital content.

The Artist will be required to provide an appropriate moral rights consent to the University to facilitate use and adaptation of the work by the University within the scope of the above license, subject at all times to reasonable attribution.