



PSP22-009 Location Case Artwork by Eastern Maar Artist/s

Provision of design/artwork for decoration of railway signalling location cases at various sites on the V/Line rail network

Expression of Interest

Overview

As part of the works involved for the Warrnambool Line Upgrade project, V/Line and the Department of Transport and Planning have upgraded a series of level crossings on the Warrnambool line section of the V/Line railway network

Part of these works include installing new location cases near the level crossings. This initiative aims to transform these new location cases into vibrant expressions of art. It will also serve as a deterrent to graffiti, as wrapped location cases are less likely to be targeted.

V/Line is seeking artwork that reflects Eastern Maar culture and storytelling on Eastern Maar Country (Warrnambool, Terang and Stonyford) and invite Eastern Maar artists to submit artworks for this project.

Scope of Works

V/Line is seeking expressions of interest for an Eastern Maar artist(s) to work on 3 artwork submissions:

1. Design/artwork for decoration of railway signalling location cases in Warrnambool
2. Design/artwork for decoration of railway signalling location cases in Terang
3. Design/artwork for decoration of railway signalling location cases in Stonyford

Artists may wish to consider a collaboration with other Eastern Maar artists and submit one application to deliver the three artworks.

It is planned that the artwork will be printed onto an adhesive wrap and then installed on site under the supervision of the artist. This process will be organized and completed by V/Line

It is planned to produce 3 different pieces of artwork based on the geographical location of the sites as detailed above. This artwork may then be installed at several sites within the geographical area.

Dimension sizes for the areas on the signalling location cases to be used for the artwork are as provided in Appendix A

Selection Criteria

The artist will be selected from a panel consisting of V/Line, Department of Transport & Planning and Eastern Maar Aboriginal Corporation representatives and will then be directly engaged by Vline.

Artist will be assessed on the information provided in the 'Artist Background'

About The Artist

Eastern Maar Artists to provide the following background information

- Connection to the traditional lands for the geographical locations contained within this expression of interest
- Examples of previous artwork (including relevant stories)

Consultation With The Artist

Once artist is confirmed, V/Line will arrange a meeting to discuss

- Scope of project
- Artwork parameters and submission timelines
- Brand guidelines and considerations

V/Line would also like to work with and invite the artist to:

- Media opportunities
- Interaction with V/Line, Department of Transport & Planning staff and Eastern Maar Aboriginal Corporation representatives
- Oversee installation works of artwork on site

Submission of Artwork (Once Artist is Selected)

As artwork will need to be printed onto an adhesive wrap that will then be installed onto the location cases, there is a need to ensure the artwork is submitted in a workable format.

The format to be provided will be agreed once the artist is selected and may include provision of a digital file (eg Adobe Illustrator File) or alternatively scanning a high-res image of a drawing or painting which will then be transferred to an appropriate digital file

V/Line will work closely with the artist throughout the design process to ensure artwork meets all design and printing specifications

The artist will be required to provide a brief story behind their artwork and the connection between it and the geographical locations the artwork will be installed in.

Use of Designs

3 design submissions are to be provided based on the geographical locations detailed above (Warrnambool, Terang, Stonyford).

The designs will then be re-produced and installed on location cases at multiple sites as required within these geographical locations.

Contract

The successful artist will be required to enter into a formal written contract with V/Line, which in summary will provide

- That the artist will create and supply an original artwork in accordance with the specifications and timing
- That V/Line will purchase and take assignment of legal rights to print and install the artwork for the agreed fee
- Details about how V/Line will use and commercialise the artwork
- Confirmation that the artwork does not need to be exclusive to V/Line and that IP of the artwork will be retained by the artist

A draft copy of the proposed contract between V/Line and the artist is provided as Appendix B to this EOI.

Indigenous Cultural and Intellectual Property (ICIP)

The contract between the Artist and Vline will include clauses to protect the ICIP of the Artist and Eastern Maar community, while permitting use of the artwork/designs by Vline. More details are included in the Artist Contract, available on request.

Fee

\$30,000 plus GST for artwork usage for:

- 3 artwork designs

Submission Timelines

Expression of interest must be submitted by 28th April 2025

Final designs by the selected Eastern Maar artist(s) must be submitted by 30th June 2025

How to Submit

To express your interest, include the below information in an email to Troy Wilson – V/Line Project Manager, Troy.Wilson@vline.com.au

1. First and last name
2. Contact Email
3. Contact Phone number
4. Confirmation that you are an Eastern Maar citizen (written confirmation of family connection is acceptable)
5. Provide a brief outline of your relevant experience (include your Social media handle and/or website)
6. Include one or more examples of your previous artwork / designs.
7. Describe your art style.
8. Anything else you'd like to mention eg. thoughts, concerns, ideas