

# Community led public art projects in Knox

Great art + good process = best practice outcomes.

Public art refers to any artwork or creative asset placed permanently or temporarily into the public realm, meaning anywhere indoors or outdoors that is a shared community space.

## Considerations when planning a public art project

- **Why public art?** - have a clear rationale as to the what, why and how your intended project
- **Best Practice** – Have you read the [NAVA Code of Practice?](#) This document will guide you through a best practice approach to public art project delivery
- **Site** – is the site ready to go or does it need any maintenance or site preparation? Do you have permission from the owner and/or leaseholder?
- **Safety** – are there any potential risks while working on this site? How could they be mitigated?
- **Traffic Management** – will working at this site impede normal vehicle, bike or pedestrian access?
- **Cost** – does your budget cover site prep, a NAVA compliant artist fee, materials, safety equipment and anti-graffiti coating?
- **Maintenance** - who will be responsible for maintaining your artwork (cleaning graffiti or repairing damage)? Who will cover the cost of this?
- **Lifespan** – what is the expected lifespan of the artwork? Who will be responsible for removing the artwork when it reaches the end of its lifespan?

## The key steps for public art project management are:

1. **Contact Arts & Culture.** Let us help you prepare a clear plan, get resources, templates, and check in support. Give at least 12 weeks' notice prior to your planned project installation date.
2. **Prepare an Arts Brief.** This may involve key stakeholder consultation, site specifications, theme, creative concepts, scope specifications, target artists etc.
3. **Advertise your Artist Call Out/ Expression of Interest.** Following the right level of engagement and advertising for the budget and target market.
4. **Review Submissions with the AAP.** The Knox Art Assessment Panel (AAP) will review your documentation and approve your artwork concepts. The AAP will ensure that the content of the artwork is suitable for a general audience and does not pose any safety risks. *Please allow 2 weeks for this process.*
5. **Procure with an Arts Agreement.** Clearly define the responsibilities for risk, safety, insurance, copyright, ownership, permits, materials, hire equipment, maintenance, and finalised the NAVA based fee and schedule.
6. **Fabricate the work.** Support the artist on site with site preparations, induction, risk, safety and other regulated activities listed in the arts agreement.

7. **Protect.** Apply anti-graffiti coating to painted surfaces. This will allow for easy cleaning in the event of tagging.
8. **Maintenance:** Monitor your artwork and maintain as required. This might involve regular cleaning, graffiti removal or replacement of parts. Have a clear understanding of who is responsible for this.
9. **Support arts development** promote your Public Art Project via Social Media, newsletters, local newspapers or on your website. Tag or share with @knoxartsandevents so that Council can promote your project too. Don't forget to acknowledge & tag your artists in your promotional materials.

**Contact Us:** Knox Public Art Projects [publicarts@knox.vic.gov.au](mailto:publicarts@knox.vic.gov.au)