

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
- **Content** – is the design free from inappropriate language or imagery?
- **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.** We can provide you with templates and advice. 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. **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.
5. **Fabricate the work.** Support the artist on site with site preparations, induction, risk, safety and other regulated activities listed in the arts agreement.

6. **Protect.** Apply anti-graffiti coating to painted surfaces. This will allow for easy cleaning in the event of tagging.
1. **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.
2. **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 publicart@knox.vic.gov.au