



## ARTIST'S BRIEF

### PAXIE'S LANE ARTWORK

### REQUEST FOR PROPOSAL

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#### Introduction

Napier City Council wishes to engage an artist to create a re-locatable artwork (sculpture, a living wall, multimedia installation – all mediums will be considered) on the south wall of Paxie's Lane (pictured below).



The wall is north facing, in all day sun. It comprises the side wall of Opossum World on the Marine Parade (east) end of the lane and King of Swords (west) end of the lane. Both these businesses have signage on the wall as do MacDonald's, Campbell's Bakery, Green Revolution Clothing and The Secretary. Note this signage may have to be incorporated into any artwork or alternatively, start a certain distance from the signs. The other side (south facing) of Paxie's Lane houses a variety of shops whose frontages open out into the lane. In front of these shops and running the length of the lane is some simple greenery placed within highly effective planter boxes.

### **Background**

Paxie's Lane is a significant pedestrian thoroughfare between the crown jewel that is Napier's Marine Parade and the shopping district of Hastings Street. It is an entrance way to the world renowned Art Deco Quarter and is currently being refurbished with wider pavements, boasting new shops and popular cafes. The Lane is named after a Greek family who were part of the fabric of Napier's retail culture since before the 1931 earthquake starting with their café named The Zealandia in the adjoining Paxies Building. A tea shop or restaurant continued to operate after the earthquake rebuild of 1932 until 2006 when the last Paxie proprietor, Nick Paxie, died. The lane was named in the Paxies' honour in 2013.

An artwork in Paxie's Lane will serve to augment Council's intent to invest significantly in the creation of functional urban spaces that are attractive, welcoming and easy to navigate.

In this regard Council is inviting proposals for a suitable (and potentially) re-locatable artwork (sculpture, a living wall, multimedia installation – all mediums will be considered) that can be placed in front of, or affixed to, the north facing wall of Paxie's Lane in accordance with its Arts Policy (attached). It is of importance that the successful artwork is re-locatable from Paxie's Lane so that the artwork may be saved and potentially moved with any future redevelopment of the 'Lane.

## **Scope of Work**

### **Stage One - The Proposal**

The artist will submit to the Napier City Council's Arts Advisory Panel a proposal that contains as a minimum:

1. Concept drawing(s) or scale model(s) of the proposed art work to be installed in Paxie's Lane
2. A description of the subject matter selected by the artist and its significance to the Napier social, cultural or physical environment
3. Visual evidence of previous similar artworks the artist has created
4. The timeframe for completing the artwork
5. The price of the artwork.

The proposal must be submitted to the Community Development Department reception by Friday 14<sup>th</sup> August 2015 marked attention to the Community Development Manager.

The Arts Advisory Panel will consider the proposals submitted and make a recommendation to the Council on the preferred proposal. The proposals shall be assessed in accordance with Napier City Council's Art Policy and in particular with the strategic priority of "high quality art in public places is maintained and developed".

Due to the subjective nature of artworks, the Arts Advisory Panel is represented by a diverse membership from community arts, fine arts, heritage, Maori and urban design backgrounds. Please note that the Arts Advisory Panel is not bound to select any of the artworks presented and its recommendation will be final. The preferred proposal will proceed to Stage Two.

### **Stage Two – The Artwork**

The selected artist will liaise with the Community Development Manager to prepare the area and create the artwork.

### **Price and Payment Schedule**

There is no set budget for the artwork however a range of \$40,000 to \$50,000 is considered to be an appropriate guide to achieve the level of quality sought to enhance this significant pedestrian walkway between Marine Parade and the busy shopping strip that constitutes the refurbished Hastings Street.

Payment will be one-third on commencement of the artwork and two-thirds on completion of the artwork.

### **Project Completion and Deliverables**

Timeframes for the deliverables are to be submitted as part of the proposal.

### **Resources**

The artist shall use their own resources to complete the artwork and will ensure all necessary health and safety measures are taken to complete the artwork.

### **Client Liaison**

Upon contractual agreement the Consultant shall liaise with, and report to:

#### **Antoinette Campbell**

Community Development Manager

#### **Napier City Council**

Private Bag 6010

Napier 4142

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