

## **Perfect Match Public Art Program Guidelines for Property Owners – Residents and Businesses**

### **Introduction**

The inner west hosts an outstanding collection of street art and Perfect Match Public Art Program brings artists, residents, businesses and property owners together to foster innovative and contemporary creative expression and fantastic art in public spaces.

Perfect Match is part of Council's multifaceted approach to the prevention and management of unwanted graffiti. Council recognises that unwanted tagging and graffiti can be an issue effecting residents, businesses, the environment and community wellbeing.

Through Perfect Match Public Art Program, funding is available for residents, community organisations or business owners to have a street artwork painted on a wall that has been subject to recurrent unwanted graffiti or tagging. Artists are then commissioned by Council to collaborate with residents and community stakeholders to create artworks on walls at sites across the inner west.

### **Aims**

The aims of Perfect Match are to:

- reduce illegal graffiti and tagging on walls by removing blank canvases;
- support and provide opportunities for artists;
- grow the inner west's collection of innovative contemporary street art;
- build relationships between artists and local residents and/ or businesses, property owners and community partner organisations;
- enable residents, businesses and surrounding communities to be involved in the selection and development of artworks at selected properties;
- use innovative art to highlight and reflect the inner west's unique places, history, stories and character;
- provide opportunities for artists to contribute to the creative economy; and
- attract existing and new audiences to the inner west through a program to celebrate the area's unique places, creativity, arts and vibrant culture.

### **Eligibility & Site Selection Considerations**

To apply to have a Perfect Match mural painted on your wall:

- you must be the owner of the property wall or have written approval of the property owner;
- the property must be in the Inner West Local Government Area;
- the wall must be publicly viewable (eg. street facing), preferably at a profile location experienced by local community, passers-by and visitors to the area;
- the wall must be a safe distance from electricity wires.
- you must be willing to work collaboratively with the artist and Council to develop the artwork concept, methodology and installation schedule;
- you must be willing to liaise with your neighbours, seek their input and notify them of plans to install the artwork.

When submitting your Property Owner Application, please note:

- Property owner applications are highly competitive. Council receives far more applications than can be funded.
- To determine selected artwork sites, a variety of factors are considered, such as:
  - The location and profile of the wall, overall visibility and benefit to the community, passers-by and visitors to the area;
  - The degree of recurring unwanted graffiti at the site and how the Perfect Match program will support graffiti prevention initiatives;
  - Context of the streetscape and surrounding communities;
  - Heritage zoning and precinct identity considerations; and
  - In some circumstances a Development Application may be required to address zoning issues.

### **Project Delivery & Responsibilities**

If your wall is selected, you will be responsible for:

- working with staff of Council's *Living Arts* team to select the artist and contribute ideas and information (eg. history, photos or context of the site) to support the artist to develop an innovative and meaningful artwork for your wall;
- working with Council and the artist to ensure the artwork is not offensive and is appropriate for the site;
- notification of your neighbours to advise them of the artwork concept and plans to install the artwork;
- assisting Council and the artist to access the wall to deliver the artwork; and
- a contribution to costs (if required) such as applying the wall undercoat (in preparation for the artist to apply an artwork) or a graffiti proofing protective overcoat (following completion of work by the artist).

Council and the artist will be responsible for:

- relevant insurances and permits;
- artist fees;
- the cost of materials required for the artist to create and install the artwork.

### **Funds**

Council grants funds will be given directly to the selected artist for materials and artist fees. If you are a resident, business or commercial enterprise, Council may discuss options for you to contribute through preparation of your base wall, graffiti proofing or associated costs.

### **Maintenance**

Council's Perfect Match Public Art Program funding covers a one off fee for the artist to create the artwork. As the property owner, we recommend you fund the cost to apply a graffiti proof coating to the artwork. You be asked to assist in maintaining the artwork for as long as it is in reasonable condition. The artist will provide a brief maintenance schedule which includes details of paint and colours used and recommendations for maintaining the artwork. Once an artwork is installed, there is no guarantee that the artwork will remain untagged long term. Council cannot resource ongoing maintenance of the artwork.

## Application Process & Timeline

In order to apply, you will need to complete an online application at <https://innerwest.smartygrants.com.au/perfectmatchpropertyowners2017>

You will need to provide Council with the following:

- A photograph of the proposed wall and surrounds.
- Measurements of the wall.
- Evidence or description of the history of tagging and graffiti on the wall.
- A brief description of why you would like an artwork on the proposed wall.
- Two or more examples (web link or .jpg) of the kinds of art that you would like on the wall. If you have a specific artist in mind, please include examples and links to their work.
- Confirmation that you are the owner of the wall or a letter of consent from the owner.

Step	Task	2018 Key Dates
1	Artists and property owners complete online application at: <a href="https://innerwest.smartygrants.com.au/property_owner_t2017">https://innerwest.smartygrants.com.au/property_owner t2017</a> .	Submissions close: 8 March 2018
2	Council convenes Public Art Selection Panel to shortlist artists and property owners from submissions entered.	20 March
3	Selected residents / business or property owners work with Council to finalise artist selections for their wall.	15 April
4	Selected artists work with residents / businesses / property owners and Council to create artwork concept and installation schedule.	30 April – 30 June
5	Artists install artwork	30 June - 5 August
6	Free 2018 Perfect Match Public Art Program of artwork celebrations, tours, pop up activations and events.	3 – 5 August 2018

If you have further questions, please contact Council's *Living Arts* team on 9335 2280 or [victoria.johnstone@innerwest.nsw.gov.au](mailto:victoria.johnstone@innerwest.nsw.gov.au)