



ARTWORK BRIEF

Introduction

An open access community initiative, Artforce Brisbane allows Brisbane residents, regardless of age, ability, or artistic experience, the opportunity to design and paint murals on one of over a 1000 traffic signal boxes (TSBs) and a small selection of Energex Padmount Transformers (EPTs) located across 26 Brisbane wards.

As a key placemaking strategy, Artforce Brisbane provides volunteer participants an opportunity to deliver artwork that responds to the immediate environment. This strategy has a wide range of community benefits including fostering creativity in the community, engendering community pride, supporting emerging artists and improving the community's perception of safety in public places.

Each year, the Artforce Brisbane Awards celebrate this popular, all-ages community project. There are a range of categories and prizes and all program participants are eligible for an award.

Since its inception in 1999, over 5,500 volunteers have participated in the program. The program's popularity is continually reinforced by positive feedback from participants, residents and local community organisations. It has been identified by tourists as one of their favourite aspects of the Brisbane Streetscape.

Artforce Brisbane aims to:

- reduce the incidence of graffiti and costs associated with vandalism
- provide full community access and foster creative communities
- deliver artwork that responds to its immediate environment, the character, culture and history of an area
- deliver artwork that enhances local identity and instils community pride
- improve the amenity of public spaces
- assist with wayfinding and provide local landmarks
- improve community perception of safety in public places

Traffic Signal Boxes (TSB)

Council currently owns and manages over 1,000 Traffic Signal Boxes (TSBs) which house the electronic controls for traffic lights and are located at signalised road intersections and crossings. Each year, the number of TSBs grows as Council replaces old cabinets and upgrades intersections.

Energex Padmount Transformers (EPT)

Energex Padmount Transformers (EPTs) are managed by Council on behalf of the asset owner, Energex. EPTs are large metal boxes mounted on the ground to service underground distribution networks, are located across the city and form part of the electricity network.

EPTs are built in a range of models and sizes and are considerably larger than TSBs. Due to their large size and safety requirements, the number of EPTs available to paint is limited and only experienced Artforce Brisbane participants are invited to submit designs.

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Conditions for participation

To be eligible to participate in the Artforce Brisbane program:

- Participants must reside within the City of Brisbane
- Participants must not be an employee of Brisbane City Council

To manage the numbers of registrations of interest, priority is given to new participants each year and TSB/EPT allocations include:

- A maximum of two TSBs in a four-year period. Not in consecutive years
- A maximum of one EPT in a four-year period

Artforce Brisbane Awards

Each year, the Artforce Brisbane Awards celebrate this popular, all-ages community program. There are a range of categories and prizes and all program participants are eligible for an award.

Participants who have painted a TSB will also be entered into the Lord Mayors award and Overall Winner categories.

Note that EPTs have their own separate category 'Best Energex Box' and EPT participants are not eligible for other category awards.

All participants will be entered into the People's Choice Award.

The current Award categories are outlined as follows:

- Lord Mayor's Award
- Best Overall Traffic Signal Box
- Best Energex Box
- Best 12 and Under
- Best 18 and Under
- Best High School
- Best Primary School, Kindy and Creche
- Best Organisation
- People's Choice

Pre-painting site visit and box inspection

Once a participant has been allocated a Traffic Signal Box (TSB) or Energex Padmount Transformer (EPT), it is important to undertake a pre-painting site visit to inspect the box and:

- Confirm the box ID number and address location.
- Confirm box dimensions. This is necessary for EPTs which vary in size.
- Ensure the box is located at least 1.5 metres from the kerb. If the box is less than 1.5 metres from the kerb, contact the Artforce Coordinator.

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- Ensure the box is in good condition - check for rust holes, physical damage, open doors or any shocks or “tingles” when near or touching the cabinet. If any of the above are present, contact the Artforce Brisbane Coordinator asap.
- Ensure a work area can be created around the box without blocking the pedestrian thoroughfare and that there are no hazards around the box that present a safety risk.
- Make note of how many sides of the box require painting. For example, some boxes are located close to a fence or hedge, preventing access and views to the rear or side face of the box.
- Get a feel for the local area, neighbourhood and place character, and the best view lines.
- Take some site photos for reference.

[Refer to Painting Procedures in the Artforce Brisbane Manual]

The Artwork Design

These are some key considerations for the development of a successful artwork design.

Themes, subjects and messages that are:

- Broadly appealing to a general public audience, including both locals and visitors
- Socially inclusive across ages, genders, abilities and cultures
- Visually distinctive, adding to the local area and character
- Relevant to the local area, referencing local natural or built features, stories, characters, histories, etc
- Thought-provoking, continue to intrigue and engage over time
- Respectful of First Nations cultures - does not use traditional designs or express traditional stories without relevant permissions / support from community and/or elders.

Artwork design considerations:

- Use bold designs that ‘read’ well from both a distance and up close, and that can be appreciated by both pedestrians and viewers in vehicles
- Consider intensive all-over patterns. Do not use large areas of plain, flat colours, particularly light or bright colours, as these areas can attract tagging
- Use clean lines and shapes – ‘brushy’ paint can look muddy when driving by at road speed
- Use only a limited amount of fine detail or text – fine detail does not read well from a distance and may be distracting to drivers
- A great design is one that ‘wraps’ the imagery around all faces of the box in a continuous flow. Avoid using each face of the TSB for a different image or concept.

Refer Appendix - examples of completed designs.

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Community Engagement

In order to develop an artwork design that is meaningful to the local area, participants may wish to undertake some form of local community engagement. Community engagement is optional, not required.

There may be opportunities for community engagement in the local vicinity of the box. You may be able to identify a local community group, charity or social service organisation who may be interested in working with you. For example, a box located near a school provides opportunity for engaging with local school children. With the support of the school Principal and relevant teaching staff, this could be a small creative workshop to generate ideas to inform your artwork design, or it could be a presentation to the class about how to make a design for a traffic signal box.

Alternatively, you may already belong to a community group or be a supporter of a local charity and wish to involve them in your artwork project.

Artforce Brisbane welcomes efforts to build inclusive and creative local communities.

The Assessment of Artwork Designs

Artwork designs are assessed based on the evaluation criteria, artwork restrictions, and in consideration of the overall Artforce Brisbane Gallery. Artwork designs are assessed by the managers of Artforce Brisbane and reviewed and approved by Brisbane City Council.

Should artwork designs not fulfil the selection criteria and restrictions, participants will be given feedback advice and asked to modify and resubmit their design.

Evaluation Criteria and Restrictions

Placemaking Criteria

- Artwork responds to its immediate environment, the character, culture and/or history of the local area, enhancing place identity
- Original creative artwork, enhancing place distinction
- Fosters community pride, improving place amenity
- Demonstrates community inclusion through expressing positive social messaging, broad appeal, and diverse perspectives in relation to age, gender, ability and cultural backgrounds

Graffiti-prevention, access and safety criteria

- Do not have large blank areas that may invite tagging
- Your design must not resemble illegal graffiti
- Do not use a significant amount of text. Any text is to be small component of the overall design and is well embedded within the design.
- Any featuring of faces is not inviting of graffiti and is well embedded in the design
- Your design is to be brightly coloured. Do not use lots of dark colours which can cause the box to overheat
- The aim of your design is not to camouflage the box as this will cause vision impairment issues
- Your design must not involve collage or gluing anything onto the box

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Restrictions

- Does not contain potentially offensive material, obscene imagery, violence or nudity
- Does not contain potentially inappropriate material, religious iconography, political figures or celebrities
- Does not contain trademarks, brands, business names, logos or copyrighted images

Submission Checklist

- Completed Artwork Design Submission Form
- Completed Artwork Design template
- Signed Contract: Artforce Brisbane Public Art Program Participant Agreement

Submission process

Please send Artwork Designs Submissions to Artforce Brisbane via

- Email – info@artforcebrisbane.com.au

Or

- File transfer, through Dropbox, WeTransfer, Hightail, or other file transfer program

Program Management

Please direct any queries to the Artforce Brisbane Coordinator:

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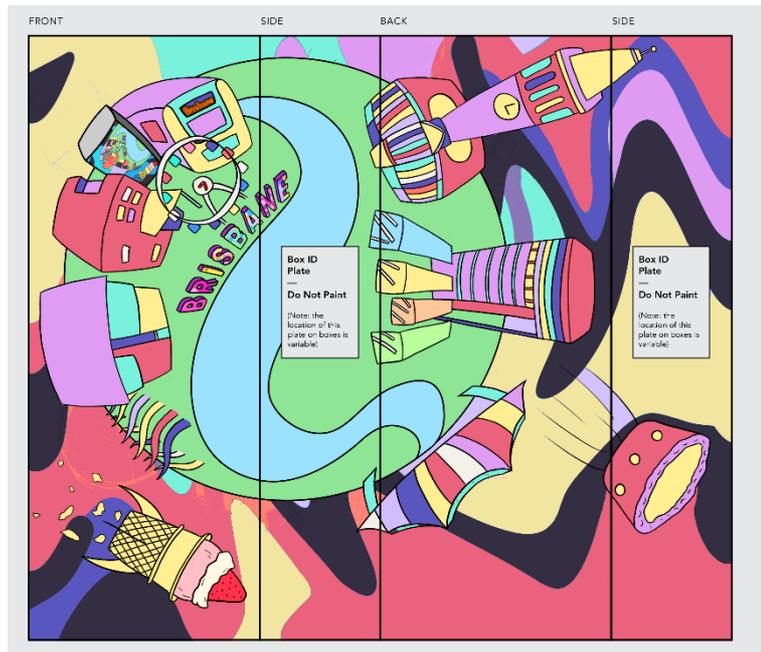
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APPENDIX: Examples of completed and approved artwork designs



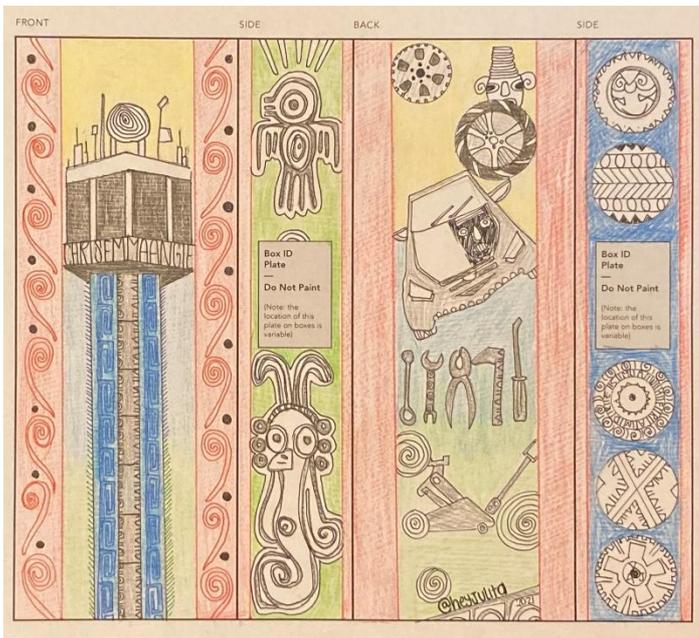
Natasha D'Arcy & family *Bee Yourself*

As our family are into bee keeping, it was only natural for us to create artwork based on bees. The box is across the road from the local school and park and runs along a bike track, therefore we have designed a family friendly bee hive with an inspirational quote to encourage children to be themselves.



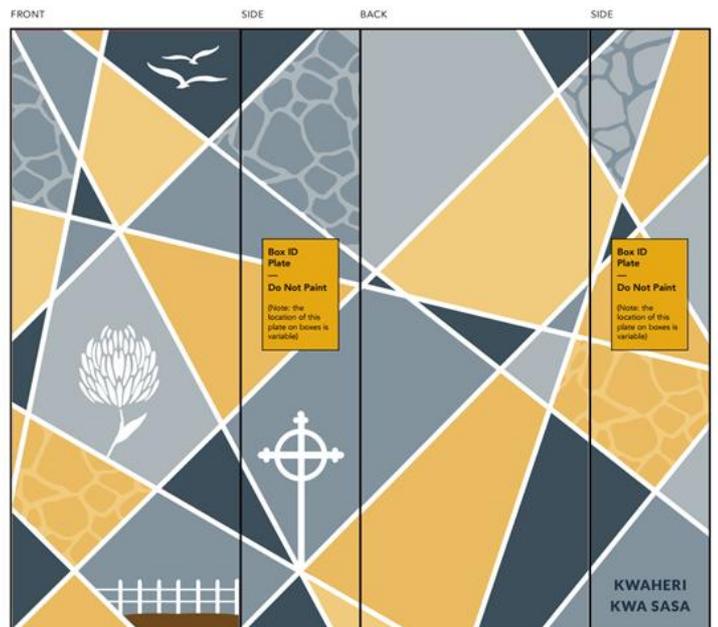
Emma Chen *Planet Brisbane*

A trip around the Brisbane globe featuring iconic landmarks and icons such as QAGOMA, Brisbane Museum, Story Bridge, Wheel of Brisbane, City Hall, Grand Arbour and Brisbane Square Library. Some childhood favourites such as Ekka strawberry sundaes and party meat pies.



Julieth Catalina Canon Lara *Tribute*

Archerfield is a suburb full of strength. Two known industries are flights and cars. I decided to make a tribute to both areas and decided to also include a piece of me, with some pre-Colombian and Colombian Patrons.



Mandy O'Brien *A Window into Wynnum*

Drawing inspiration from the beautiful mosaic windows that define the church in the background, we propose to represent the many facets of bayside life in geometric panels that come together and make one mosaic, one community.