

# Green Walkable Streets Artwork Project Guidelines

## OVERVIEW

As part of the Ipswich Central Revitalisation, one of the priority projects identified in Revitalising Ipswich Central: From Plans into Actions is to create Green Walkable Streets.

This project is a public realm improvement initiative to establish a connected network of comfortable and safe pedestrian focused streets, to bring life and vitality back into the heart of Ipswich and onto its streets.

## THEME

We invite artwork based around the concept of Green Street Art.

Community members and artists are invited to combine elements of urban art and natural elements.

Designs incorporating or reimagining trees, leaves, grass, flowers, and local flora, should be used as the focus for the design. For local ideas and inspiration please see [Ipswich's significant flora and fauna](#).

## WHAT IS THE ARTWORK PROJECT?

The artwork project focuses on installing artwork vinyl wraps on 11 Energex assets in Ipswich Central.

The benefit of this project is to:

- improve the visual impact of the infrastructure
- minimise graffiti
- showcase talented community members and artists
- improve the walkability of our streets
- contribute to 'greening' up Ipswich Central.

## WHO CAN APPLY?

Submission into the green walkable streets artwork project are open to:

- Ipswich City Council residents
- people who work or study in the Ipswich local government area.

Participants can submit the design as an individual or a group, but if the design is submitted as a group, there is only one prize per submission.

## HOW TO APPLY?

Submissions should be made through [ipswichcentral.com.au](https://ipswichcentral.com.au)

The application period opens on Wednesday 30 November 2022 and closes on Wednesday 18 January 2023.

The **design** must be submitted as an attachment A3 in size and no larger than 5MB.

An **artwork statement** of no more than 250 words addressing the theme and answering the question 'How does your design contribute to green walkable streets in Ipswich Central?'. It should explain how you reached your chosen design and how the theme is reflected through your artwork.

**Green theme** – outline in no more than 100 words any of Ipswich's significant flora and fauna that has been included in your design.

An artist statement of no more than 50 words is to also be submitted. The artists statement is a brief description of you as an artist, written, and this will be included in the online gallery if your artwork is chosen.

If you have designed your asset for a particular location or have a preferred asset number for your artwork, please advise this during your application. The Energex assets being wrapped will be:

ID	Name	Location
1	Pad Mounted Substation SC83821	Bell Street near the station
2	Station 876497	Bell Street near the station
3	Pad Mounted Substation SC764375	Limestone Street near East Street
4	Substation SC844633	Brisbane Street near Thorn Street
5	Substation 776111	Limestone Street near Thorn Street
6	Substation SC775616	Brisbane Street near Mortimer Street
7	Station SC429720	Brisbane Street near Mortimer Street
8	Station X843784	Limestone Street at Murphy Street
9	Station SC843783	Limestone Street at Murphy Street
10	Station SC21016	West Street near Brisbane Street
11	Substation SC762548	Burnett Street near Brisbane Street

## ASSESSMENT CRITERIA

<b>Design (60%)</b>	Include a digital image of your artwork, no more than 5MB in size.  When creating your design the shape of the boxes vary, so it is suggested that you think about how your design might look if it were chopped up or cut into different shapes. Consider the use of patterns or abstract designs rather than landscape scenes.  Some examples of previous designs are in Appendix 1.
<b>Artwork statement (20%)</b>	Provide a written statement of no more than 250 words addressing the theme Green Walkable Streets and answering the question - 'How does your design contribute to green walkable streets in Ipswich Central?'  The artwork statement should explain how you reached your chosen design and how the theme is reflected through your artwork.
<b>Green theme (20%)</b>	Outline in no more than 100 words any of Ipswich's significant flora and fauna that has been included in your design.

## ASSESSMENT

All submissions will be viewed by a panel of Ipswich City Council staff and a minimum of one (1) external representative. The panel will assess based off the criteria outlined.

## PRIZES

There are eleven (11) boxes in Ipswich Central that have been identified for wrapping in this round.

Each submission selected by the judges for installation will receive a \$250 gift card. If the design is submitted as a group, the prize is one \$250 gift card to be shared amongst the group.

The chosen submission will have their art reproduced and then wrapped on an electrical box in Ipswich Central.

There may be media coverage, including but not limited to photographs, videos and social media posts.

## APPENDIX 1: EXAMPLES

