

Street Art Festival Public Art Project

Expression of Interest

August 2025

Introduction

The City of Launceston is seeking Expressions of Interest (EOI) from Australian-based artist(s) to design and install a mural as part its inaugural Street Art Festival (Festival) from mid to late March 2026 in the Launceston CBD.

Artists applying for this EOI will be considered for selection for a variety of wall and similar structures available as part of the Festival. The City of Launceston highly encourages applications from artists from all backgrounds, experiences, and skillsets that can translate effectively for installation and display in the public realm.

Project Overview

Guided by the City's [Public Art Strategy 2023 - 2031](#) and [Cultural Strategy 2020 - 2030](#) the Festival will play to Launceston's strengths, attracting locals and visitors alike, and will provide an opportunity for artists and the community to take part in public art and laneway culture.

Expressions of Interest (EOI) for this project closes **3pm, Wednesday, 1 October, 2025**.

Creative Brief

The Festival will commission artists from a variety of visual languages and creative approaches to bring their unique voices to the City's streets.

Our vision for the festival is to celebrate and showcase street art, transforming Launceston's public space into a vibrant art gallery featuring a diversity of art practices and perspectives.

The City of Launceston is a rich bedrock for creative practice and artistic interpretation. As the gateway to Northern Tasmania, Launceston is home to rich heritage, gastronomical culture and green spaces.

The City is excited to platform vibrant works of public art that transforms the atmosphere of space with colour, energy, and movement, creating a sense of excitement and wonder for everyone who encounters it.

Commission Scope

Mural commissions will be delivered across a series of high-visibility public sites, with a focus on:

- **Brisbane Street Mall:** Smooth concrete tiled floors and painted corrugation, visible to high pedestrian traffic.
- **Quadrant Mall:** Smaller-scale walls and laneway side elevations, suitable for medium-sized murals.
- **Tatler Parade:** Long, low concrete retaining walls and service structures with potential for extended, horizontal mural treatments.
- **Other CBD sites:** May service laneways, or privately-owned walls activated in partnership with property owners.

Wall surfaces vary across **concrete, rendered block, brick, and corrugated pane**.

Key Considerations

Murals must be designed with longevity in mind (minimum life span of 5 years).

- The design of all works must discourage graffiti and use durable, UV-stable paints.
- Artists are required to install their mural between 23 - 29 March 2026 in negotiation with the project manager.
- Larger or challenging walls may require a greater lead in time which can be negotiated with the City of Launceston.
- Artists must work safely within a CBD environment, coordinating with the festival production team, site managers, and traffic controllers when required.
- Artists must be available on site during the Festival period from 27 – 29 March 2026.

The selected artist(s) will develop a paid concept design proposal and submit it to the City of Launceston for feedback and comments. The artists must adequately prepare the site and use high-quality materials to ensure that the artwork requires minimal ongoing maintenance. The asset owners reserve the right to re-paint over the artwork in the future.

The selected artist(s) will be required to dispose of waste materials such as empty aerosol/paint cans and clean any paint spatters in a sustainable and responsible manner and use drop sheets where necessary. The City of Launceston will take responsibility for clearing the work area prior to artwork installation and ongoing maintenance of the artwork for its lifetime.

The selected artist(s) will retain copyright of the artwork and of any designs created. The artist(s) agrees to permit the City of Launceston to publish reproductions of the artwork for any non-commercial purpose, including the City of Launceston brochures and promotional materials. The City of Launceston will acknowledge the artist(s) as the creator of the artwork in all the City of Launceston publications in which the artwork is included.

Timeline

Key dates include:

Activity	End Date
Expressions of Interest open	01/09/2025
Expressions of Interest close	01/10/2025
Successful artist(s) notified	15/10/2025
Final design approval	10/12/2025
Installation deadline	31/03/2026

Artist Fees

Activity	Fee Percentage
Concept design	10%
Installation	30%
Project sign-off and handover	60%

Project Budget

Identified artists from the Expression of Interest process will be offered walls based on the artists capacity and the overall curation of the festival program. Budgets will be reflective of similar COL public arts projects, and we endeavour to support artists with commensurate industry appropriate rates.

Evaluation Criteria

A selection panel comprising of Council Officers and industry professionals will review the Expressions of Interest to recommend the awarding of the commission to an artist(s) based on evaluation criteria:

Criteria	Weight
a. Artist practice <ul style="list-style-type: none"> • Provide up to 250 words addressing the Creative Brief and how it connects with your practice 	30%
b. Demonstrated experience <ul style="list-style-type: none"> • Provide up to 150 words addressing your experience within your arts practice • Provide up to 5 images of previous work or associated links to portfolios 	50%
c. Demonstrated capacity or potential to deliver art in the public realm <ul style="list-style-type: none"> • Provide a short summary of projects that best reflect your technical ability to successfully deliver on a public art project. 	20%

Expression of Interest (EOI) Form

To be considered for this project, artists are requested to provide the following information and supply their responses addressing the Evaluation Criteria:

Contact details					
Title		Given Name/s			
Surname					
Unit/Street No		Street			
Suburb		State		Postcode	
Contact phone number					
Contact email address					
ABN					

a. Artist statement (250 words) Provide up to 250 words addressing the Creative Brief and how it connects with your practice

b. Demonstrated Experience (150 words)**Show us a short portfolio of your work****c. Demonstrated capacity or potential to deliver art in the public realm (150 words)**

Provide a short summary of projects that best reflect your technical ability to successfully deliver on a public art project.

Submission Checklist**I have included:**

- ☐ completed Expression of Interest (EOI) along with any relevant attachments
- ☐ copy of current Public Liability Insurance (or statement of intention to obtain)
- ☐ supporting documents (optional), e.g. portfolio, social media, website, weblink, CV, etc.
- ☐ I am available to deliver this project from **27 – 29 March 2026**

Signed by the artist:

Signature: _____

Date: / /

Expression of Interest (EOI) must be supplied by **3pm, Wednesday, 1 October, 2025.**

Submit via either of the following options:

- Email completed form to: contactus@launceston.tas.gov.au
- Submit the online form, available via:
launceston.tas.gov.au/Expressions-of-Interest-Street-Art-Festival

Any questions or clarifications can be directed to:

Attn: Arts and Culture Team

City of Launceston

contactus@launceston.tas.gov.authoroughfare@launceston.tas.gov.au

03 6323 3000

For more information go to: launceston.tas.gov.au/Arts-and-Culture/Public-Art