

CITY OF SALISBURY – CREATE-A-PLACE ART PROJECT

PROJECT BRIEF – CROSS KEYS ROAD, SALISBURY

(Corner of Acrylon & Cross Keys Road)

The City of Salisbury invites qualified artists to submit an Expression of Interest (EOI) for the design, fabrication, and installation of a public artwork on Cross Keys Road, Salisbury. This large blank brick wall faces some of Salisbury's newest and most exciting business developments.

The commissioned artwork will become part of the City of Salisbury's growing art trail, enhancing the area's visual appeal and contributing to the vibrancy and interest of the region.

The City of Salisbury is located in Adelaide's northern region, just 25 km from the Adelaide Central Business District. Home to 142,560 residents across 31 suburbs and covering 158 square kilometres, Salisbury is a city of opportunity.

Project Sites

Cross Keys Road Wall

While this wall looks out to Cross Key Road, a busy connecting road to many small and large businesses, this large black canvas is the end wall of a nest of small local businesses. Consisting of long term tenants Spike's Crash repair business and a food catering wholesaler.

Concept of Works

We are encouraging artists to be artistic and creative in a way that showcases the many different and diverse businesses in the area, we hope artists create a mural that stands as a 'symbol' of renewal and creativity that will transform this blank space into a visual story of this bustling industrial area surrounding it.

Types of business in the area: Auto repair, solar wholesalers, cabinetry, Haigh's chocolate factory, Bickfords drinks, Bridgestone tyres, Bega, Coca-cola and NOUMED Pharmaceutical, just to name a few.

Photos of the selected wall:



The brick wall (full mural space) measures 22metres wide and 6metre high, with safe access off the main road. A wide space around the wall to allow for scaffolding or any equipment required.

Practical Considerations

The artist must exercise a duty of care in the concept design and consider the management of risk and public safety. The artworks should be produced from durable materials, require minimal maintenance and will be appropriate in scale. Council will be responsible for a high pressure clean of the wall one week prior to approved artist commencing the artwork.

Artists will also need to ensure all elements:

- Is safe for the general public;
- Is durable, robust, resilient and painted with appropriate high quality materials;
- A high quality anti-graffiti coating is applied to the completed mural.
- Meet all relevant safety standards, City of Salisbury Work Health and Safety clauses as per the Terms and Conditions.

The public artwork is limited by the nature of the location hence is open to the possibility of vandalism and desecration.

Copyright

The copyright for the design will remain at all times with the artist. The completed artwork and will become an asset within the City of Salisbury and will be added to the Councils Register.

Budget

An amount of \$500 will be paid to the selected artist upon approval of the concept. This will be included in the total commission of \$15,000 GST).

Acknowledgement by the City of Salisbury

The City of Salisbury will acknowledge the artist and artwork in a manner fitting to site. The artist and any photos of the work will be acknowledged in any publicity or promotion materials regarding the project.

Time Frames

Action	Description	Due Date
Expression of Interest	Artists invited to submit their Expression of Interest with brief concept design and completion dates within the fixed quote.	18 March 2025
EOI assessment by the Public Art Panel	PAP to select appropriate artist for location and approve design	TBA
Site briefing	Artist and Project Coordinator to meet onsite to discuss installation of the piece	TBA
Budget	Approval	TBA
Contract to Artist	Contract to be signed by Artist prior to the commencement of works	TBA
Installation start dates	By agreement between artist and Project Coordinator	TBA
Completion of works	Project Coordinator to register artwork on to Council Asset Register and photograph for our Communications Division.	End of May / June 2025

Public Art panel – Approval concept design

City of Salisbury Public Art Panel will approve final concept designs and will comprise the following:

- Mayor Gillian Aldridge OAM
- Cr Lauren Brug
- Cr Kylie Grenfell
- Raichel Graves - Senior events lead
- Amy Pokoney Cramey – GM Community Development
- Tom Beales - Team Leader: Sport, Rec & Events