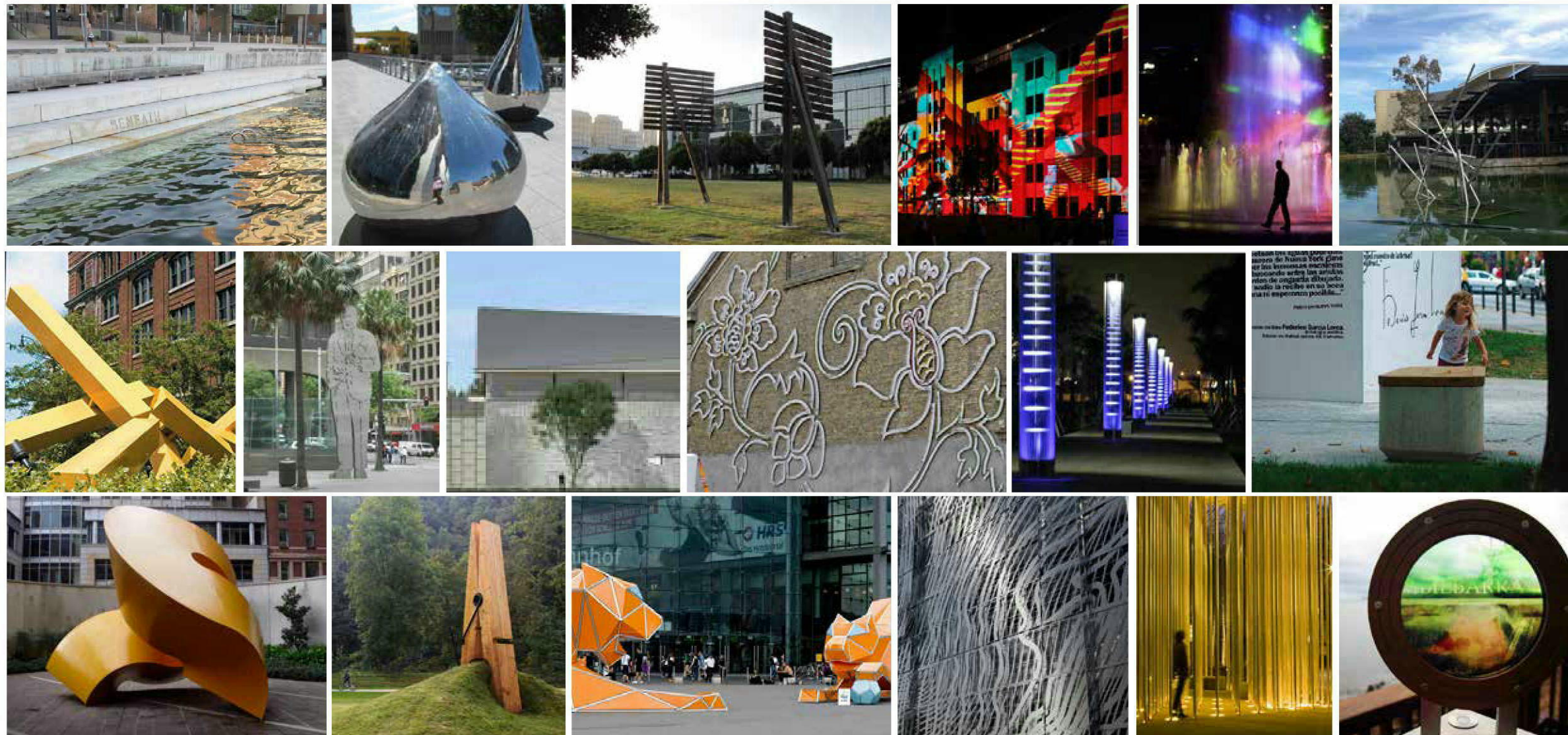


# PUBLIC ART STRATEGY PANTHERS PRECINCT

PUBLIC ART REPORT  
008-LA-9562



SITE IMAGE PUBLIC ART CONSULTANTS  
10th JUNE 2014  
ISSUE 04



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# Introduction

Panthers Precinct is an entertainment, leisure & lifestyle destination, comprising a significant asset of Penrith and Western Sydney. The proposed redevelopment of the precinct will provide a broad spectrum of community facilities and activity, retail, tourism, commercial, leisure and sport facilities, with a significant permanent residential population. An important element in reinforcing the identity of the enlarged Panthers Precinct is the public art program. This involves the staged integration of public art with public spaces as development is built. On a broad level, Penrith has a specific identity and relationship with greater Sydney in terms of geography, identity, culture, community, CBD, transport connections, and generally as a growth corridor.

Public Art refers to all manner of artwork that is located in the public domain rather than in galleries and museums. It may be functional or otherwise, free standing or integrated into the building fabric or outdoor spaces, taking on many forms in a range of materials. Public art evokes expression in the public domain to encourage the community’s participation with its environment and provide understanding, interpretation and specific local identity relating to ‘sense of place’. Public art and place-making principles can operate on many levels, from creating destinations that animate the imagination, to strengthening knowledge networks and stimulating the local economy, through to creating places that invite positive social interaction and enliven the city centre, town centres and local neighbourhoods.

### Objectives

- To encourage the role public art and place-making plays in the life of the City and its communities in contributing to its creative and cultural life, liveability and amenity
- To provide public art and place-making principles that contribute to the development of lively spaces in the City’s public domain
- To be site specific by referring to the sites history and heritage, acknowledging the Indigenous heritage, European settlement and growth, and contemporary community and culture
- To facilitate and integrate high quality artwork into the urban fabric that is accessible to the public and adds to the cultural development of the city
- To complement and coordinate with the Public Art program of Penrith City Council
- To reference and provide interpretation / expression of natural environment and landscape themes
- To reinforce the Panthers Precinct as being an integral component of Penrith and Western Sydney
- To develop a framework for a cohesive and enriching user experience through storytelling and

- narrative that relates to the site precincts and features, journeys, gathering areas and destinations
- High quality in design and materiality - demonstrating high standards of design and innovation
  - Integrated with the built environment - planning for public art is required so as to enable the early integration of art with architecture and landscape and integrate with public art in the locality
  - To develop original artworks that are designed and created by an artist/s – creating opportunities to support indigenous artists as well as young, emerging and established artists locally.
  - Ensure works are publicly accessible – its location within the development and suitability to the site must be allow for the artwork to be installed in publicly visible locations such as on the building façades or forecourt areas to ensure engagement with community
  - To create a richer experience and understanding of the place for residents and visitors

This report describes the background, framework and guidelines of the Public Art Strategy for the precinct. The ongoing program of permanent and temporary installations of Public Art are to reference Penrith’s natural and built environments while celebrating and engaging with the community and it’s heritage and living culture. The report provides a framework for curation of public art as a sustainable, long term evolving program, providing an enduring and enriching asset to Panthers Precinct and the local community.





# Conformance with Penrith City Council Public Art Policy

In preparing the Panthers Precinct Public Art Strategy close reference has been made to the Penrith City Council Public Art Policy. This Strategy document establishes the framework for specific artwork proposals, establishing opportunities and possible locations, themes, scale, form and interpretive opportunities. The Strategy provides a coordinated approach to incorporate public art into the urban structure, built form, streetscapes and landscape proposals for the enlarged precinct as set out in the DCP. On-going curation of public art commissioning, implementation, and ongoing management will be provided guidance by the Strategy, with the framework ensuring conformance with Council's Public Art Policy.

For reference, the following extract is provided from Penrith City Council DCP 2010 sec C8 Public Domain Chapter, 8.5.Public Art

### Objectives

- a) Encourage the role public art and place-making plays in the life of the City and its communities in contributing to its creative and cultural life, liveability and amenity;
- b) Provide public art and place-making principles that contribute to the development of lively spaces in the City's public domain; and
- c) Encourage new development to facilitate and integrate high quality artwork into its development fabric that is accessible to the public and adds to the cultural development of the City.

### Controls

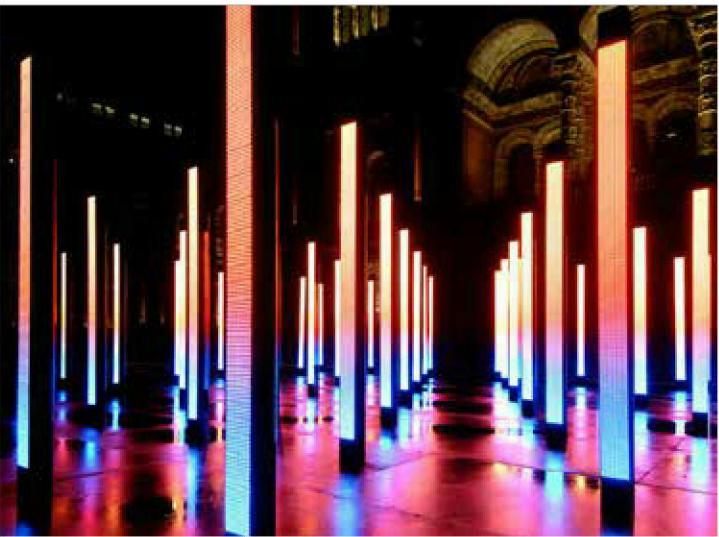
- a) Council will identify locations in the City's commercial and employment areas where it considers public art should be integrated into the public domain, regardless of land ownership.
- b) Applicants intending to, as part of their development, commission and install artworks in the public domain and/or integrate them into the building fabric are to liaise with Council's Public Domain Amenity and Safety Department and Community and Cultural Development Department.
- c) For commercial developments with an estimated cost of \$5 million or more, an element of the development should include public art. The nature of public art proposed in the development will depend on whether it is integrated into the design of the building and/or is artwork installed within

the development's public domain. Public art is a creative site specific response which may also be functional. Opportunities for both artist designed artworks and artists commissioned to support community participation, should be considered. Details of the nature of the work, its approximate location and size are to accompany the development application.

The application must also address how the proposed public art meets the following Design Selection Criteria:

- i) Standards of excellence and innovation;
- ii) Relevance and appropriateness of the work in relation to its site;
- iii) Its contribution to creating sense of place, and integration into the built form;
- iv) Where possible, participation of local artists, local groups, youth or indigenous groups;
- v) Consideration for public safety and the public's use of and access to the public space;
- vi) Consideration of maintenance and durability requirements of materials, including potential for vandalism and graffiti;
- vii) Where applicable, consistency with current planning, heritage and environmental policies and plans of management; and
- viii) Evidence of appropriate Public Liability Insurance to cover construction and installation of work.

We understand that the formation of this Public Art Strategy is guided by the Policy, and that subsequent commissioning, implementation, maintenance and management will be guided by this strategy, and subsequent public art proposals, with these proposals to be prepared in consultation with Council officers to conform with all aspects of Council's policy. The Panthers Precinct public art outcomes and ongoing program is being undertaken on private land, with long term maintenance and curation to be undertaken by Panthers, or by specific lot owners or management as a documented and binding obligation to Panthers.





# Overall Precinct Masterplan

Site Image has been involved with Panthers Precinct as landscape architects for over six years in the formulation of precinct masterplanning through to DCP preparation and amendment. From this, there is a very good appreciation of the precinct proposals, providing an foundation for preparation of public art strategy proposals for the project. An outline of the proposals is provided below to provide context for the following sections of this report.

The built form, streetscape, pedestrian network, and landscape proposals set out in the master plan / approved DCP documents have been developed to build upon the existing landscape, responding to the open space and mountain outlook to the west and increasing density of built form and civic address to Mulgoa Road to the east. Parklands and playing fields transition to active waterfront landscapes to the lake, and then to refined public domain streetscapes, plazas and landscaping to development lots. Increased amenity, quality of finishes and landscape will be matched by higher levels of open space management and maintenance. The lake and adjoining sporting, lifestyle, retail and entertainment facilities will provide the main visual and activity focus for the precinct. The upgraded landscape (completed in stages associated with adjoining development lots) will provide an increased level of amenity, with areas providing for sports, passive recreation and club activities with a focus on families. The extensive open lawn areas will provide for events, festivals, promotion activities, markets and the like. The base population provided by proposed residential and commercial areas will combine with strong regional visitation to create a very active, busy precinct that will contribute to the vitality of Penrith as a regional destination.

A quality public domain and landscape treatment is proposed for the Panthers Precinct. This will enhance the visual amenity of the area as well as creating a quality visitor, club member, tenant and resident experience throughout the site. The landscape treatment will reinforce the legibility of the public domain, providing clear links to open space and creating green-link corridors. In broader context terms, the upgraded Panthers Precinct will provide a vibrant focal destination along the Great River Walk / Riverlink regional walkway along the Nepean River. Legible public access is to be the priority, with the linking paths and Panthers Promenade loop around the lake towards the club to connect the active urban spaces and facilities with open space and walkway links to the river.

The streetscapes and allied landscapes around the site are to have a hierarchy of scale and elements that provide attractive vehicle and pedestrian corridors that respond to adjacent built form, civic spaces, open space, vistas and focal areas and elements across the site. The street detailing, furniture, lighting and finishes are to be developed to respond to the specific identity of the Panthers Precinct, whilst also strongly referencing the existing urban design palette of Penrith CBD and other feature civic areas. The public domain includes defining the full range of finishes, fixtures, services, lighting, signage and landscape treatments to the open space of the site. Public Art is a key component of the precinct outcomes, with this public art strategy document providing a coordinated and structured response to the site and context, existing and proposed landscape features, built form, streetscapes, civic spaces, and general public domain identity.



Precinct Masterplan by Site Image Landscape Architects



# Contemporary Public Art

A key aspect of the public art strategy is strong engagement with the broader cultural fabric of the community, including the broad spectrum of artisans, sculptors, time-based artists, and other identified creative fields (sound artists, lighting, installation artists, etc.). The implementation process will include on-going consultation with Council’s cultural and public art team, landscape architects and planners, and relevant stakeholders in the community (galleries, curators, philanthropists, corporate sponsors, etc.). Contemporary public art practice has increasingly begun to expand in both scope and application - both into other wider and challenging areas of artform, and yet also across a much broader range of what we all may consider as being ‘public realm’.

Public Art encompasses an extremely diverse field where traditional practices such as sculptures in stone, bronze or steel and mural and mosaic techniques are still created and have relevance for specific place making or community development outcomes. Most Public Art still results in physical, permanent artworks and sculptures. However, they are also beginning to include other, much more process-driven and action-research based artistic practices as well. As such, these do not always rely on the production of a physical or permanent artwork at all. This expanded scope of public art can embrace many diverse practices and artforms. These might be implemented as stand-alone, or as collaborative hybrids involving a multi-disciplinary approach.

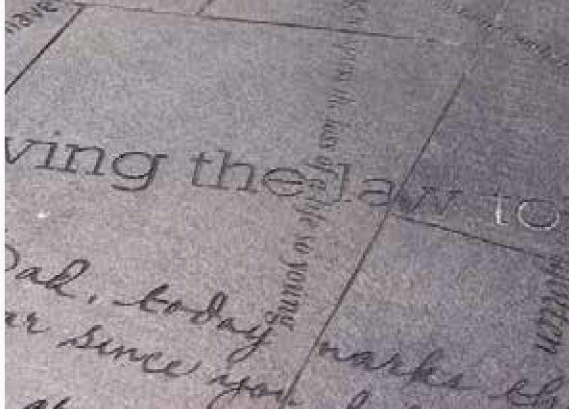
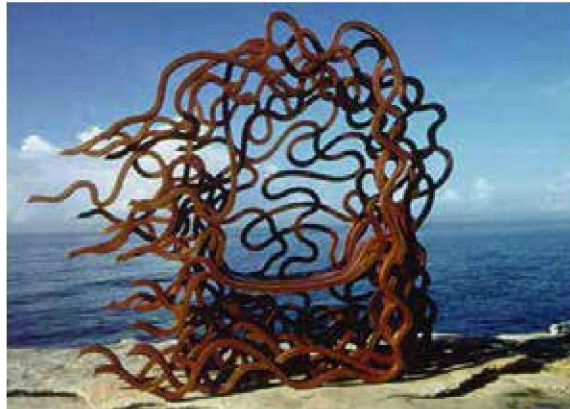
The Masterplan includes specific site opportunities for art to be integrated into the development of the Panthers Precinct. These works are most likely to be permanent artworks which may include sculptural forms and/ or two dimensional artworks such as murals and designs inscribed in or applied to pavement surfaces. Sculptural works have an important role to play in our urban environment, they help to provide way finding markers to help us orientate ourselves within and through spaces or provide a reference for a meeting place and help to add a pedestrian scaled counterbalance to surrounding built forms.

### Traditional Sculpture Types

- Monuments
- Public Space Icons
- Environmental, Event and Installation Art
- Sculpture Gardens
- Water Features
- Kinetic / Interactive sculpture, and
- hybrids of art, nature, architecture and landscape

### Options for integrated art might generally include:

- Sculptural forms integrated into built form or landscape
- Sculptural works incorporating lighting technologies
- Sculptural forms incorporating digital technologies
- Pavement designs or text based works
- Artist designed urban infrastructure such as street furniture



# Site Specific Public Art Opportunities

The matrix of public art and heritage / community interpretation opportunities must consider the full range of Council, community and private developer artwork already existing and proposed throughout Penrith. Development of site specific proposals takes into account the pattern and frequency, form and themes of artwork through nearby areas of Penrith. Most important is the engagement with the users of the precinct as well as with the community through locations around the perimeter of site.

The following pages and diagrams highlight opportunities afforded or suggested around the site relating to:

- Parkland, walkways and open space
- External and internal streetscape
- Civic spaces
- Commercial, community, hotel and serviced apartments, and residential buildings and surrounds
- Site precincts and their identity, function, character and special event functions (festivals, celebrations, entertainment, business, residential, recreation, etc)
- Key views and visual analysis relating to public art opportunities (water edge, pathway junctions, plazas, etc)
- Specific identified public art opportunities

From this analysis of public art opportunities and potential locations, specific locations for public art and notional theme, scale, form and interpretive opportunity are identified.



# Waterside and Civic Area Identities

An overlay on the site structure of built form, streetscapes, civic and open space is precinct theming. Two principal precinct areas have been nominated, being Lakeside Precinct with overall themes based on 'Environment and Activity'; and Civic Precinct with overall themes based on 'Community and Cultural' aspects as these relate to Western Sydney, Penrith, and the site.

Public art opportunities within each precinct have been determined based on a combination of precinct theme and specific opportunity and context, as well as consideration of the sequence and location relative to those experiencing the site. Specific themes identified for locations have been developed to assist 'storytelling' or sequencing to logically respond to opportunity. For example, the sequence of six lookout decks around the lake edge are proposed to have a series of interpretive artworks relating to the lake vistas, creating a cohesive series of artworks to be experienced when walking around the lake.

Public Art located within each precinct will have a clear and defined identity as being part of that precinct. However, as a 'strategy' the themes and opportunities are intended as guidelines only to be developed by specific selected artists as part of the process of artwork formulation. Implementation of the strategy will involve formulation of specific briefs and selection of panels of artists considered appropriate to each opportunity. Selected artists will provide refined 'esquisse' sketches, and working drawings in turn, as part of artwork development. Review and curator guidance will ensure that each artwork is developed to be a cohesive or complimentary part of the matrix of public art across the site, and so that each responds to the precinct theme guidelines. Contemplation of artwork proposals will consider the integration of fixed artworks as well as providing suitable setting and opportunity for temporary installations, sculpture exhibitions, and the like. The ability to provide site specific temporary exhibitions or installations / events is to be an important aspect of creating a dynamic public domain that changes over time and creates on-going appeal and activation of spaces (such as Vivid Sydney, and Sculpture by the Sea, and the temporary installations of artist-painted Rhinos around the City of Sydney).

The following pages expand upon the 'Environment and Activity' and 'Community and Cultural' thematic guidelines for the Lakeside and Civic precincts.





# Lakeside Area Public Art Themes

## Lakeside - ‘Environment & Activity’

The central lake is a significant asset for the precinct and the overall precinct design approach seeks to emphasise this key feature. The lake is recognised as the heart of the site, as a visual and functional focus with major buildings addressing the waterfront plazas and connective walkways. The view to the west to the open parklands, mountains beyond and setting sun provide feature views, with the reflections on the water to feature these. The lighting of the buildings and surrounding walkways and landscape will create a dramatic night-time environment that will activate the precinct and encourage outdoor dining and evening walks. The connection of the major activity hubs of the WSCSC, NRLA, hotel, Panthers Club, Serviced Apartments, Retail, and the active playing fields and parklands to the west are all drivers to providing strong user numbers for the area. A range of outdoor seating and gathering locations are provided to provide amenity to the wide spectrum of users of the area, including playground areas. The 600m walkway around the lake is an ideal walking distance, allowing repeat circuits. Feature lookout / gathering decks around the lake are accessed by the loop pathway. The public domain design elements of signage, furniture and feature decking utilise timber elements as a response to the strong landscape setting.

The Lakeside ‘public art themes’ are characterised by natural aspects relating to water and the Riverlink pathway network to the Nepean River, and visual links to the world heritage listed Blue Mountains beyond. The artworks are to be site specific, making strong reference to specific context. eg. installation may incorporate framed views or vistas of surrounding landscapes or may utilise elements of wind and water from central lake to include aspects of kinetic movement producing sensory opportunities eg. light and sound. There is also intention to create a curated event such as ‘Sculptures by the Sea’ and ‘Vivid Sydney’ with lighting displays and the like.

‘Environment’ themes of the Lakeside area are proposed to reference:

- Surrounding landscape and features including the Blue Mountains and Nepean River
- Ecology, habitat, flora and fauna, natural systems, and human interaction with nature
- Sensory qualities associated with bodies of water eg water reflections

‘Activity’ themes of the Lakeside area are proposed to reference:

- The sporting and activity aspects of the WSCSC and NRLA playing fields
- The Panthers Club and it’s specific rugby league focus and heritage, but also community and family aspects of the club
- Children’s play might be a suitable activity aspect, relating this to the environment, the loop walkway, and the lookout locations
- Community creative interaction as a suitable activity aspect, relating this to environment, the loop walkway and the lookout locations
- The relationship to cycleways and walkway networks, and the sequenced aspect of walking around the lake



Reflection - Interaction



Framing Views - Interactive



Reflection/Manipulation - Interactive



Glow in the Dark - Solar utilisation



Site Specific - Interactive

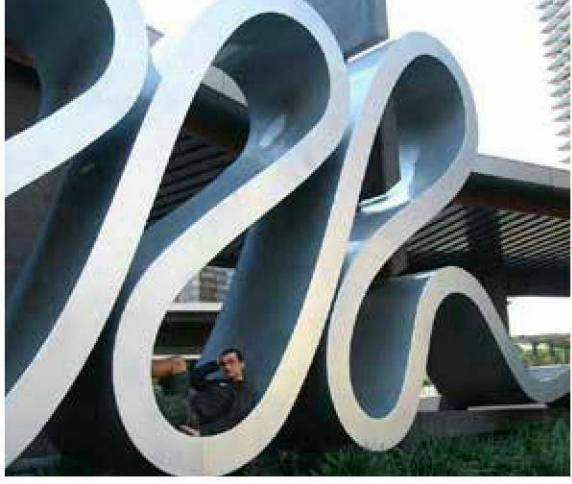
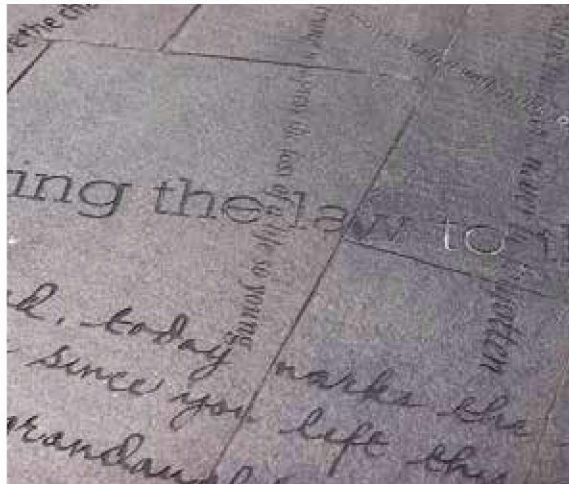
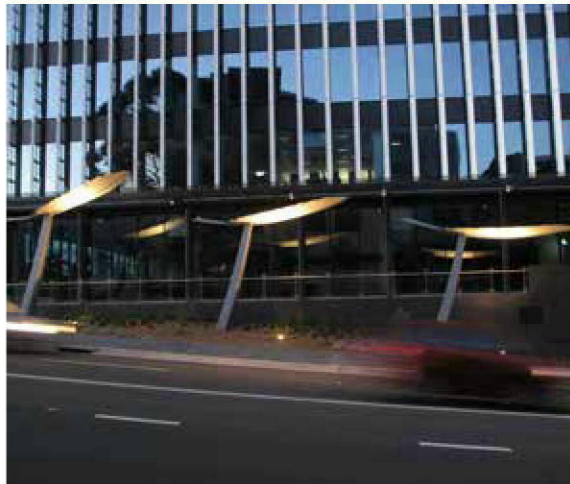
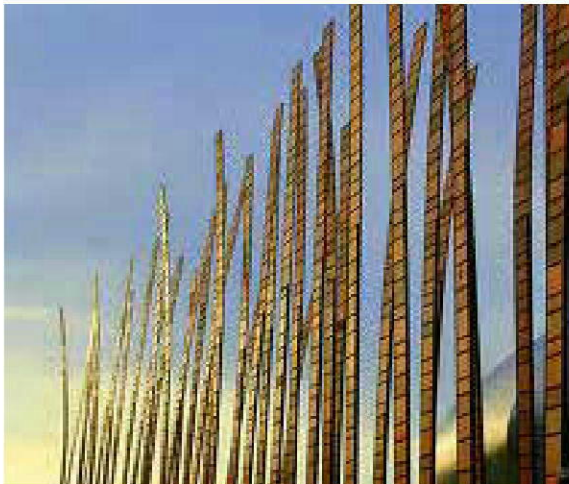


# Precinct Themes

## Civic - ‘Community & Culture’

The civic precinct embodies a diverse range of site functions from residential accommodation, hotels, retail and entertainment, leisure centre, recreational facilities and commercial operations. The Civic precinct will genuinely create a new urban hub for Penrith that will complement the existing CBD, and create a strong urban identity area. The planned aspect of the streetscapes and lots allows for the creation of a refined and structured streetscape and series of civic spaces and open space associated with each of the different development lots. Street trees, lighting, paving, furniture, signage, carparking and all aspects of the public domain are being designed simultaneously, allowing all elements to complement each other and create an elegant and site specific civic identity. With incorporation of public art directly into the streetscape having limited opportunity, public art opportunities are nominated principally on the streetfront of adjacent lots. The site perimeter streetscape provides opportunity for public art, with the open space adjoining Jamison Street providing a generous landscape setting that will assist presentation to best effect for views from the adjoining public areas. Forms of public art may include formal sculpture pieces; ‘embedded into structure’ such as building facade cast/recessed form; furniture pieces that reference abstracted line and shapes of surrounding natural and built form; and the full range of opportunities such as projected light, pavement texts, and the like.

The theming ‘Community and Culture’ proposed is to celebrate the past, present and future people, community and culture of Penrith as well as the specific identity of the Panthers Precinct, creating a sense of place and identity, with the awareness of our history and heritage, local distinctiveness, creativity and cultural expression.





# Potential Public Art Locations



## 1. Parkland, Walkways and Open Space

The Central Lake is a significant asset for the precinct and the Master Plan design seeks to emphasise this key feature. There are significant public art opportunities around and on the lake with strong sense of thematic connectivity to the natural setting and environmental / activity themes. The key pedestrian circulation proposed around the lake provides relationship to the adjoining building forecourts including the club, retail outlet centre, sports/community centre, serviced apartments, NRL Academy and plaza spaces generally. A significant opportunity is for installation and special art and cultural events around the lake, and it is important that artwork not dominate such events where temporary art will have a significant role. Detail design of public domain is to make provision for broad range of outcomes, including structural footings, fixings, electrical and wifi connectivity, and allow access provision for cranes and the like to ensure wide range of potential outcomes.

Location/Theme  
1A - Pontoons - lake vista and water themes  
1B - Lake Edge - Blue Mountains / Environment / Activities theme



## 2. Streetscape - Internal & External

The streetscapes and allied landscapes around the site are to have a hierarchy of scale and elements that provide attractive vehicle and pedestrian corridors that respond to adjacent built form, civic spaces, open space, vistas and focal areas and elements across the site. The public art program is proposed to relate to the community and culture of Penrith, as well as the specific identity of the Panthers Precinct. Public art is generally proposed in areas adjacent to, rather than in the streetscape, with lights, furniture and banners to activate streetscapes directly. The open space adjacent Jamison Road does provide a generous landscape setting and opportunity for public art. Notionally, public art might reference the function of this open space, being provided for peak flood water overland flow,

Location/Theme  
2A -overland floodway - flood event/hydrological theme



# Potential Public Art Locations



## 3. Civic Spaces

Active civic spaces and terraces logically address the mountain outlook across the existing lake and expansive open space. A number of public art elements proposed to these areas are associated with adjoining development lots, such as the WSCSC, Retail and Club. Further opportunities will be explored in the detailed development of proposals. At the key node of the address of the western entry to the club and the intersection with the waterfront plaza and walkway, there is opportunity for a public artwork that references the heritage and identity of the Panthers Club.

Location/Theme  
3A - Western Club Entry - Club Identity theme



## 4. NRLA and WS Community & Sports Centre

The NRL Academy is seen as a signature facility, with the main forecourt and the adjoining playing fields together providing a prestige venue for player training and rugby league promotion. The forecourt has opportunity for interpretive elements relating to players and playing fields / line markings, etc. The WSCSC has a diverse range of functions and strong address to both the Civic and Lakeside public art identity areas. Notionally, a graphic is proposed to be incorporated into the southern facade to compliment this main address of the building, with community and culture themes. Two interpretive pieces could be incorporated into each end of the main pedestrian colonnade.

Location/Theme  
4A - NRLA Forecourt - Player or Club Celebration theme  
4B - WSCSC Facade - Mountain Views Profile theme



# Potential Public Art Locations



## 5. Club/Commercial/Retail

The existing Club has a high quality series of outdoor terraces, and proposed commercial buildings are likely to have active ground floor retail and office break out terraces and forecourt spaces that will significantly contribute to creating interest and activity to the streetscape and adjoining areas. There are existing sculptures in the pond of the existing Club, The detailed design of the commercial building surrounds will provide opportunity for civic identity public art pieces to compliment the generous open space and the scale and modern forms of the buildings.

### Location/Theme

- 5A - Retail Forecourt - Significant event/local identity theme
- 5B - Building Forecourt - Culturally Significant theme
- 5C - Club Terrace Pond - Environmental Theme



## 6. Accommodation - Residential/Hotel/Service Apartments

The proposed hotel is to provide an identity building to mark the site entry and frame the arrival space with the commercial building on the south of the entry. Public art can contribute to the identity of these buildings and their adjoining streetscapes. The western end of the streetscape is to have a serviced apartments building to mark the end point of the civic streetscape. Residential and aged care development Lots to the south-east part of the site will create significant permanent residential areas. Public art can create appropriate identity for these sites to create a strong address and sense of belonging for residents.

### Location/Theme

- 6A - Residential Streetfront / Lobby - Community significant tribute
- 6B - Hotel Forecourt / Lobby - Culturally Significant Tribute



# Site-Wide Public Art Event Opportunities

This Public Art Strategy provides opportunities for temporary installations, sculpture exhibitions, or events that can occur across all or part of the site, and may be coordinated with wider events for Penrith with the Council or other stakeholders. The ability to provide site specific temporary exhibitions or installations / events is to be an important aspect of creating a dynamic public domain that changes over time and creates on-going appeal and activation of spaces (such as Vivid Sydney, and Sculpture by the Sea, and the temporary installations of artist-painted Rhinos around the City of Sydney).

All open space areas provide informal opportunity for artwork installations, but equally the viewing decks around the central lake provide a structured opportunity for continually changing program of exhibited artwork.

### Possible Forms:

- Light projections - changing themes based on time of day and seasons. eg. VIVID Festival Sydney
- Kinetic Sculptures - Use of elements of wind water and solar
- Interactive pieces - encourage participation or play

### Benefits

- Provides continual intrigue and engagement with the community
- Promotes local artists while also providing platform for visiting exhibitions and competitions
- Opportunities for event promotion and sponsorship

Site-wide public art events and opportunities are likely to be specifically sponsored events with specific management and exhibition parameters coordinated with Panthers Precinct management.

## Lakeside Event Opportunities



Lake Circuit



Views from Platforms across Lake



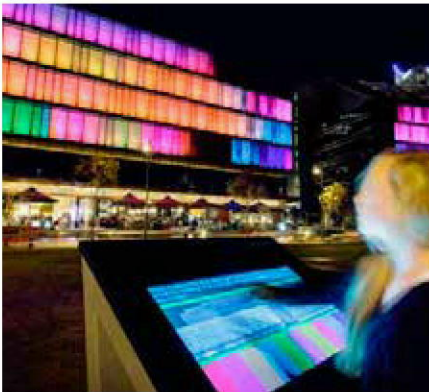
Potential Exhibiting Locations

### Examples of Similar Events:

- Art and About Sydney -annual outdoor photographic exhibition held within the grounds of Hyde Park Sydney coinciding with larger arts festival.
- Wild Rhinos Artist Program - Painting and display of 85 life sized Rhino sculptures around Sydney City. Artists selected from open competition
- Project 5 - Pop up live painting and exhibition for an entire month at Sydney’s new Darling Quarter precinct.
- Sculpture by the Sea, Bondi
- Vivid Sydney, Sydney City
- Sculpture at Sawmillers, McMahon’s Point



Wild! Rhinos



Project 5



Art & About



Vivid Sydney



Public Art | Potential Locations



- Legend
- LOCATION DESCRIPTION
- 1A Lakeside Pontoons
  - 1B Lakeside Edge
  - 2A Overland Floodway
  - 3A Western Club Entry
  - 4A NRLA Forecourt
  - 4B WSCSC Facade
  - 5A Retail Forecourt
  - 5B Building Forecourt
  - 5C Club Terrace Pond
  - 6A Residential Streetfront
  - 6B Hotel Forecourt





# Public Art Program Implementation and Curation

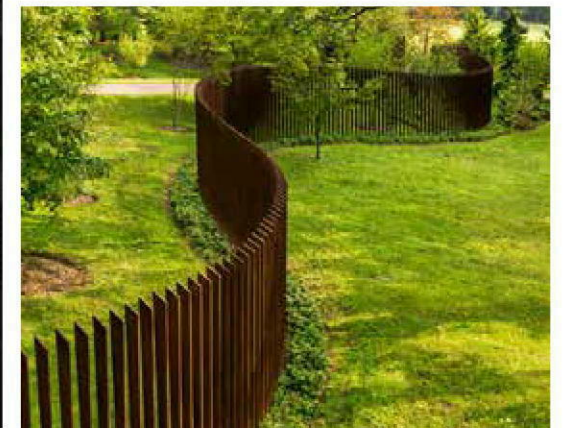
Management of the process of engaging of specific artworks within the framework provided by this Public Art Strategy will be undertaken through engagement of a Public Art Consultant to oversee and manage the process. This will include liaison with Panthers Precinct management and development managers for individual lots, as well as architects and landscape architects to coordinate proposals to be integral with the design fabric of each proposed artwork.

The process will also include :

- Liaison and consultation with Penrith City Council planners and cultural / public arts team
- Liaison with local artist groups and artists as part of becoming engaged in dialogue and gain awareness of local artists, themes, contemporary works, and programs / initiatives / gallery managed events / exhibitions and relevant public events
- Preparation of clear and concise artist briefing information and where appropriate calling for expressions of interest for specific artworks and forming panels of professional artists for EOI for specific commissions;
- Submissions review and artist selection / detailed briefing, budget formulation, engagement with formal contract, clarifying ownership / copyright / decommissioning process (if required in future, so address issue up front), payment schedule, insurances, workplace safety, etc.
- Process of artist preparation of esquisse's and models, 3D renderings or other as appropriate in providing detailed proposals for consideration
- Coordinating stakeholder review of proposals and selection of final artwork direction
- Detailed development of work through shop drawings, pricing, method statements, and coordination with project team for provisions for artwork
- Assist artist with coordination of provisions such as structural input, footings design, lighting, installation materials handling and project management
- General review of materials and proposals for sustainability, longevity / durability, maintainability, OH&S, public safety, certification, and the like
- Coordination where appropriate of artist's statement and keeping of records of the work and artist, and providing plaque for public information
- Formation of a maintenance manual in cooperation with the artist, outlining rights and actions for range of unplanned but possible events and outcomes.

The approach to commissioning of specific artworks will need to be specific to each opportunity identified. For example, artwork to be included in cast-concrete panels to the end of the WSCSC will need to have specific experience, and engage in dialogue with the architect and client. The brief for this and all works will provide a framework for theme and interpretation, and for likely scale and general outcome. Equally, it is important that the public art strategy protect and celebrate the artistic value of individual expression and continuation of personal artistic journey and themes for selected artists. Curation of artists and the public art program will guide artists to interpret the public art strategy guidelines and themes – so that artistic integrity is retained whilst a collection of works are also coordinated to relate to the site and create a cohesive storyboard that builds a meaningful sense of place for the Precinct.

Curation of the public art program will include the continuing implementation of works with progressive stages of the project. For completed works curation includes management of the work; maintenance and making good of graffiti or damage, copyright management, and general artist liaison. Upon completion, the commissioner and not the artist now owns the work and has responsibility for maintenance and repairs.



## Public Art Program Implementation & Curation PANTHERS PRECINCT - PUBLIC ART STRATEGY



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**PANTHERSGROUP**

Site Image Job Number SS14 -2802  
Report number 008-LA-9562  
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Issue 04 Date 10.06.2014





# Conclusion

This Public Art Strategy provides a cohesive framework for implementation of a comprehensive Public Art program across the Penrith Panthers Precinct as part of the proposed development of various lots and improvement of open space areas around the site. The implementation will occur in conjunction with the staged completion of areas of the site. Thematic guidelines for artworks to respond to the ‘Civic’ and ‘Lakeside’ precincts as described in the report will ensure a coordinated and legible series of artworks that respond to the site, whilst protecting suitable artistic expression and integrity within each artwork. The range of indicative locations nominated for artwork include guidelines for general theme and objectives for the work.

The report provides undertakings in terms of potential range of budget for each public art location, and the likely timing in terms of the staged development proposals likely for the project. The report sets out the ongoing process of Council consultation, calling for EOI and artist selection, artwork implementation and ongoing management. Individual detailed artwork proposals will be prepared with Council consultation as part of individual DA applications. Indicative public proposals for the Western Sydney Community and Sports Centre have been provided with this report, and are understood to meet the requirements of Council’s policy for DA stage outlining of indicative proposals.

We look forward to a long and warm relationship with Council through the process of on-going consultation during the completion of the Panthers Precinct development, and implementation of the the public art program.

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