

Artist creative brief

This document provides an overview of a project, outlining what you want to do, why, and how you will get there.

Project title:

Introduction

What do you want to do (just one sentence)?

For example, name of individual/organisation will commission an artist(s) to paint a mural (series of murals) on X building/wall/fence that responds to the surrounding environment and the cultural heritage of the area and engages a younger audience.

Background

Provide information about the site.

Outcomes and objectives

Why do you want to do this - what is the purpose of a mural at this site, what are the project objectives or what are you aiming to achieve?

For example: to enliven and activate this area with a new artwork that responds to this site as one of significance to mana whenua and engages a youth audience.

Objectives for murals informed by **Aho Tini 2030**, Council's Arts, Culture and Creativity Strategy, to consider:

- support Wellington's identity as a creative capital and leader in the field of public art
- raise awareness and visibility of Pōneke's indigenous cultural heritage
- support diverse arts cultural expression
- enliven and activate our city and suburbs
- invest in the development of artists
- engage communities in creative place-making
- increase perceptions of safety and minimise graffiti

Site

Where is the mural site? Provide information about the site - its physical address, dimensions, photos and any wider contextual information.

Production

How will the project be undertaken, what is the methodology or steps that will be taken to achieve the project objectives (listed above).

For example, commission an artist, research history of site, liaise with mana whenua, talk to key stakeholders, ask for permission, design artwork, seek approval from stakeholders, identify risks, draft a plan to minimise these, apply for funding, apply for any permissions required, hire equipment, buy materials (note what sort of materials), and document how long the artwork will last for, if semi-permanent or permanent who's responsibility is it to manage and maintain the artwork and how will they do this.

Timeframe

Table project dates from commissioning an artist to painting starting on site and the completed mural being celebrated.

Budget

Outline the cost of every facet of the project from artist fees to permissions, materials, and equipment. If unsure ask for quotes. It's best practice to shop around and get 2-3 quotes. Please refer to the Mural Budget Template [\[hyperlink\]](#) for more information about expenses.

Contact

Project Manager's contact details and any other key people involved in the delivery of a project.