



May 2022

Creative City Site Works

Hoarding Artwork Template and Submission Guide

Green Global Connected



CITY OF SYDNEY 

Introduction

Hoardings come in many different shapes and sizes. They may turn corners, feature alcoves, doorways and gates, or simply run as one continuous panel.

For this reason, artwork for application on hoardings must be flexible and adaptable to each site. Your artwork or design proposal for Site Works is required to be presented as it would be used in application on a hoarding. Your design may be one continuous work, a series of standalone pieces or any other innovative response you may have to the Brief. However, you must demonstrate how your proposal can be broken into sections, repeated, extended or cropped to meet any hoarding specification.

There are two types of hoardings; Ground level hoardings (Type A) which are 2.4m high and Fascia hoardings (Type B) which are 1m high. Lengths will vary depending on the site they surround.

Proposals should include:

A mock up of your proposal as it would appear on Type A hoardings. If your submission is selected, you will be required to apply your artwork to Type B hoardings.

Time Forms by Lisa Sammut
2018 Site Works
Photo: Anna Kucera



Artwork template mock-up

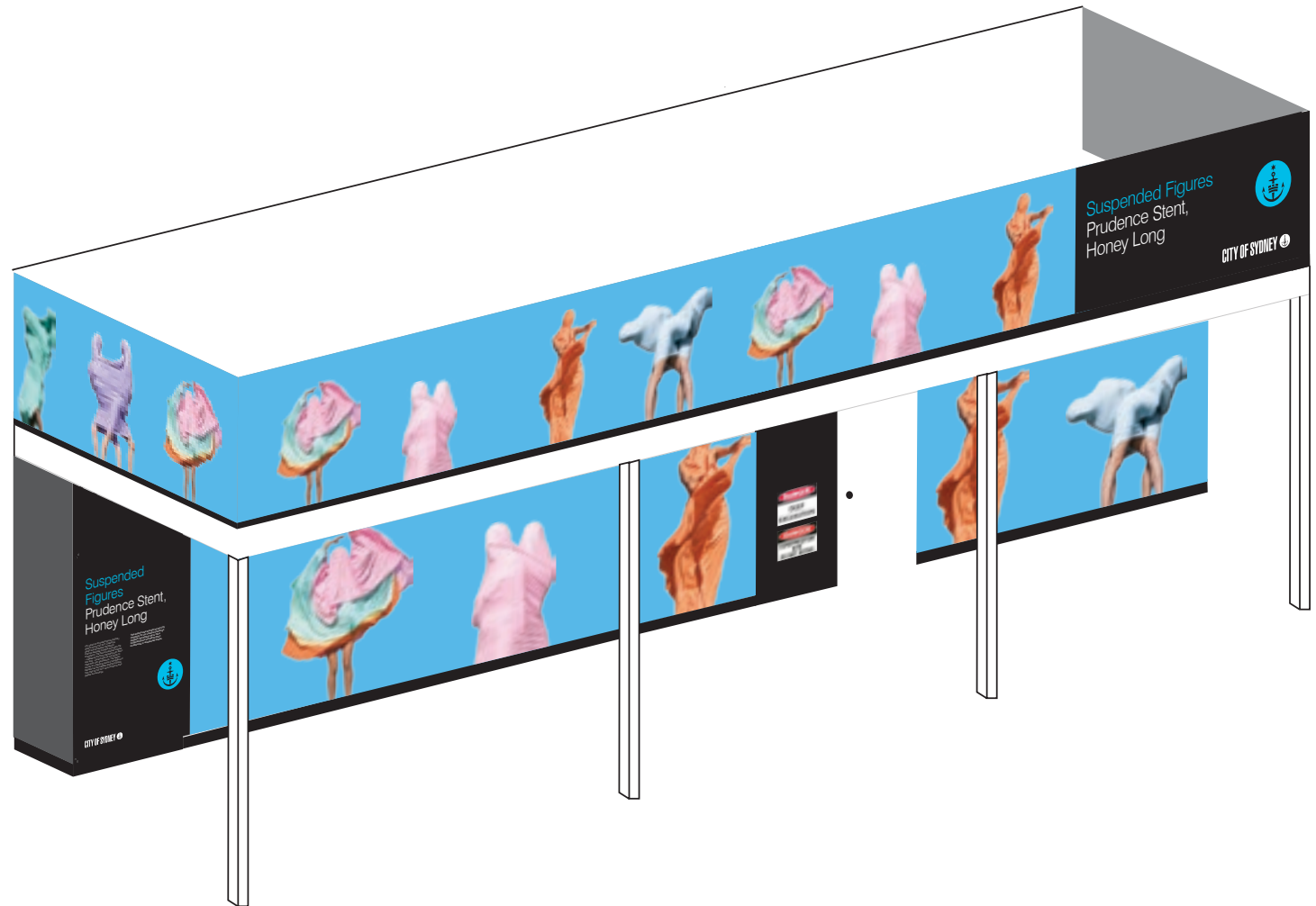
A hoarding is a temporary protective structure that wraps and protects a construction site. They come in various dimensions. Two of the most common hoardings are known as a **Type A** hoarding and a **Type B** hoarding.

Type B: A wall and covered gantry over a walkway

Typical height – 2.4 metre (at ground level) plus 1 metre or 2.4 metre (at balcony level).
Typical length - various

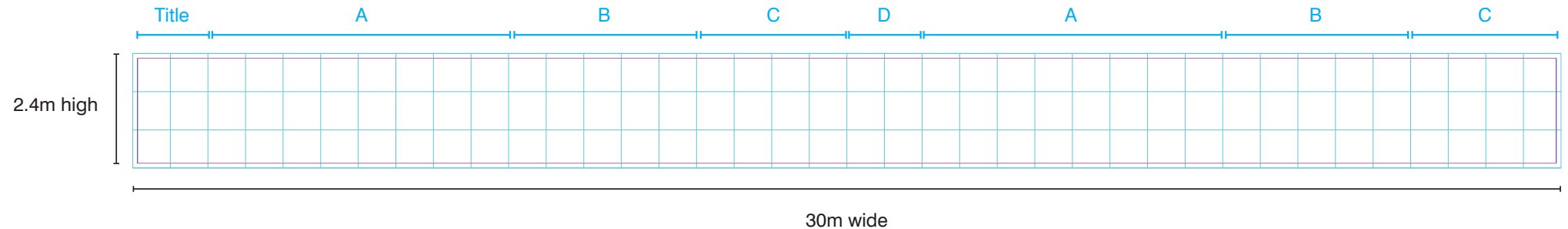
Type A: A wall only

Typical height – 2.4 metre.
Typical length - various



Suspended Figures by Prudence Stent and Honey Long
2018 Site Works

Ground level hoarding (Type A): mock-up



All submissions must include a mock-up of a hoarding featuring your proposed artwork or design. **This demonstration should be for a 2.4m x 30m** (landscape) hoarding (scaled down as required). The mock-up should feature a combination of modular sections.



Midnight Zoo by Studio A
2018 Site Works
Photo: Anna Kucera



Magic Circles by Kieran Butler
2018 Site Works
Photo: Anna Kucera

Ground level hoarding (Type A): modular sections

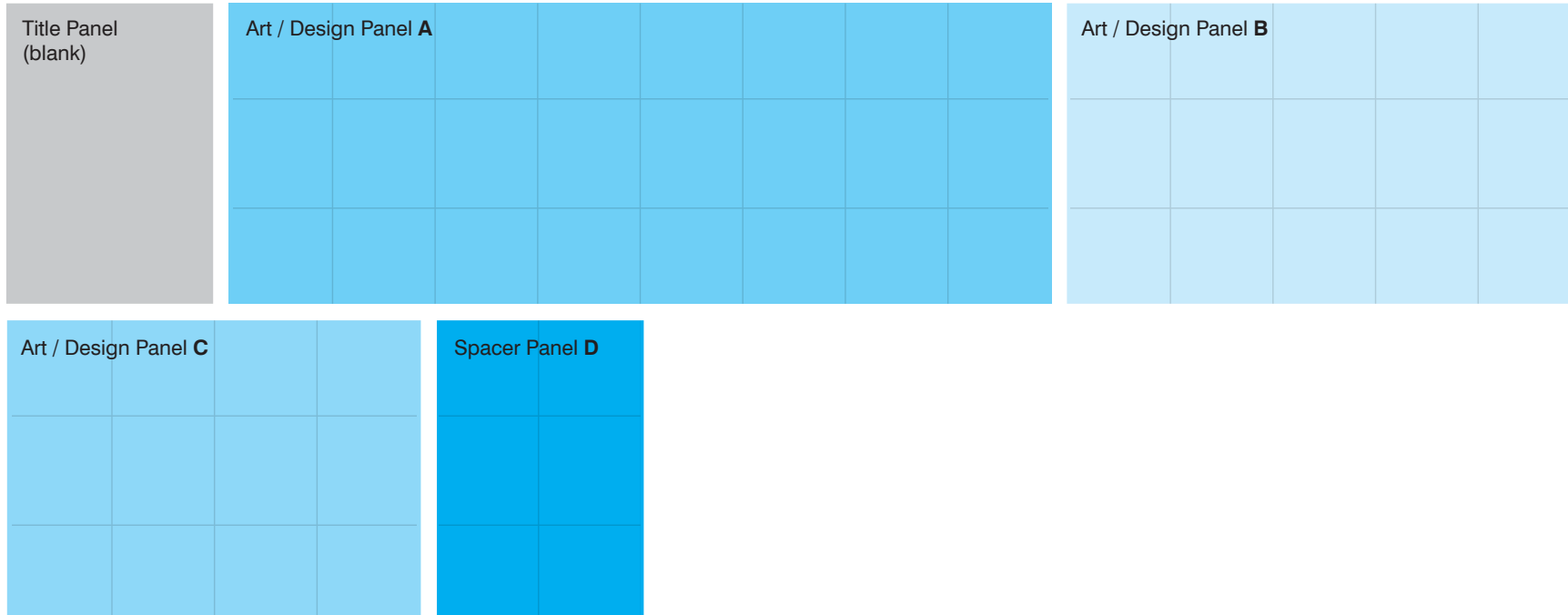
To demonstrate the flexibility of your proposal, modular sections should be designed to work as individual panels that may be joined together in any combination.

The Title Panel is reserved for the City's logo and artwork credit. Please leave this area black and blank in your submission.

Panels **A**, **B** and **C** should be standalone artworks that form part of a larger design. These may be used in any combination in the final hoarding design (**A+B / A+C+B / B+A+C etc**). Your design may feature multiple options for each or any of your panels, but must include a variety of panel sizes.

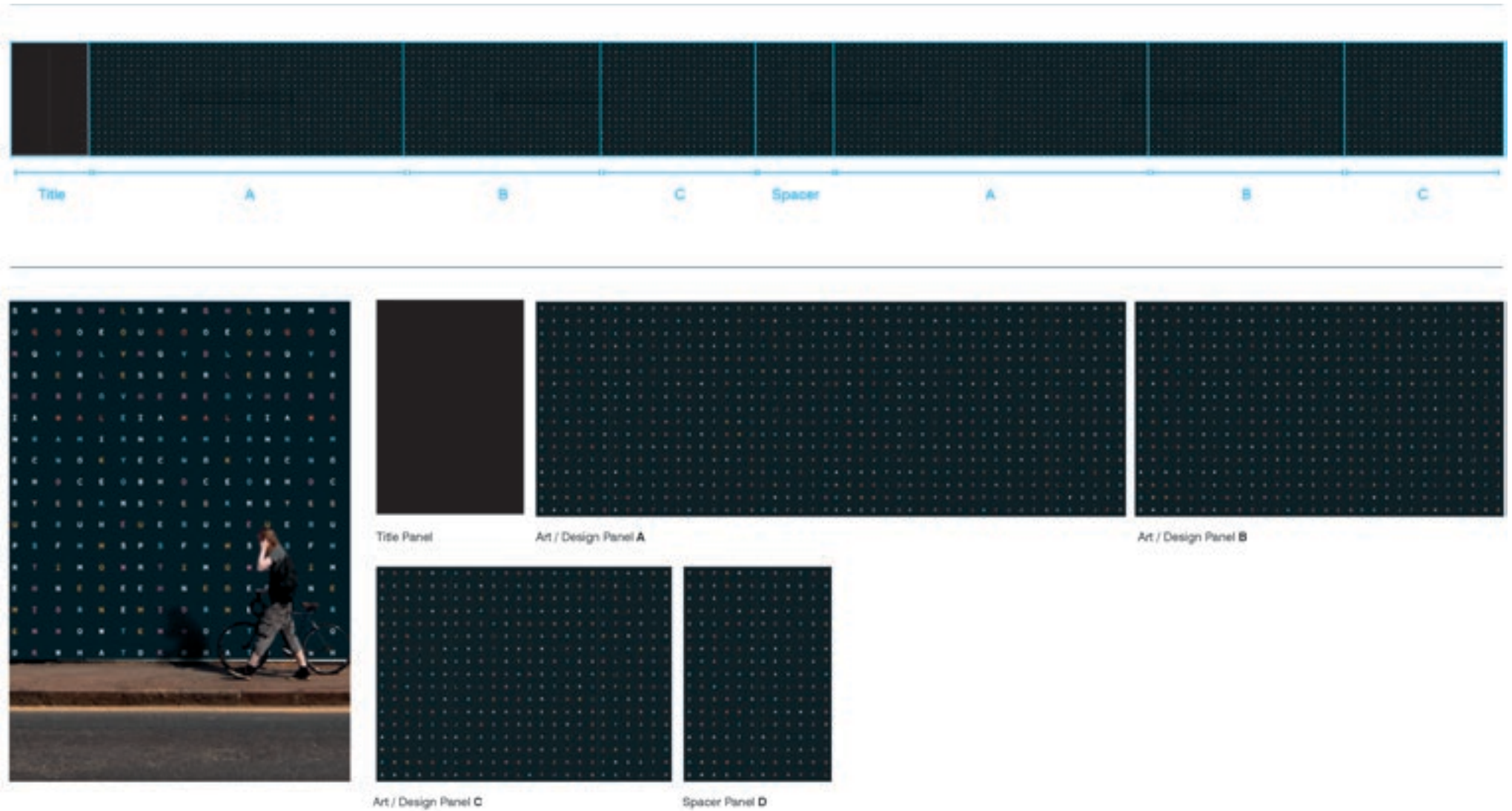
The Spacer Panel D is used to provide a visual buffer around artwork and designs of a fixed width, it may also provide for corners, doors or areas of the hoarding with limited visibility. The Spacer Panel is a multi-purpose gap-filler, hence, it may need to be manipulated (stretched or cropped) in application in a hoarding design.

You may choose to use the supplied InDesign to mock-up your artwork and modular sections and present your proposal.



Ground level hoarding (Type A): artwork example

Design by Frost Collective



Scope of work

We invite 2-dimensional, printable art and design concepts for hoardings that:

- inspire, delight and engage the general public
- show artistic excellence
- are suitable for general audiences
- are flexible and can be applied to hoardings.

See our hoarding artwork template and submission guide for more details on standards.

There are no limitations on what selected artwork concepts may involve, and you may choose to respond to the following themes:

Eora Journey: Recognition in the public domain

‘Eora’ means ‘the people’ in the Gadigal language. The Eora Journey is ‘the people’s journey’.

The cultural experience of our city is shaped by the shared understanding that we are on Gadigal land. This city is an important site of ongoing cross-cultural exchange between Aboriginal and Torres Strait Islander cultures, clans and language groups.

The City of Sydney, on the traditional lands of the Gadigal of the Eora Nation, is deeply committed to working with our Aboriginal and Torres Strait Islander communities in celebrating the living culture of our First Nations people.

LGBTIAQ+ Pride

Our city has a long history and culture of LGBTIAQ+ pride, particularly in Darlinghurst and surrounding areas.

Sydney will host World Pride in 2023 as a global Pride celebration that happens every few years in different cities around the world.

Expansive greening

This theme was developed by a citizen’s jury. The jury was tasked to imagine Sydney in 30 years’ time as part of the recent consultation for our next community strategic plan.

‘Expansive greening’ is the concept of creating a regenerative ecosystem, to support the reversal of climate change and restore the natural environment by giving more that it takes.

Artwork guidelines

Artwork and design proposals for the Site Works Creative City Hoardings program must comply with the following guidelines.

Proposals that do not adequately meet these guidelines will be deemed ineligible.

The artwork must:

- principally include the work of artists and/or designers and should not contain advertising or promotional material for any other product or service
- be the original work of the applicant and must have obtained all necessary clearances and approvals for subjects or materials featured in the work
- increase creativity in the public domain and contribute to the visual interest of the streetscape

The artwork must not:

- portray or depict material in a way that discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief
- employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people
- present or portray violence unless it is justifiable in the context
- treat sex, sexuality and nudity with sensitivity to the relevant audience
- use language which is inappropriate in the circumstances

Artist names or promotions do not need to be included in the design. A mandatory title panel will be attached to all hoarding designs with an agreed artist credit.

Design considerations for scaffolding wraps

1 Artwork medium

We are particularly interested in concepts through the following mediums:

- a. visual art
- b. graphic artworks
- c. photographic artworks

2 Accessibility

The artwork should consider accessibility requirements including legibility and height of text. Any text included in the design needs to be readable, with a **minimum height of 20mm**.

3 White space

Artworks on hoardings are often displayed in high-traffic areas and can become dirty over time. Artworks with limited white space are more effective and durable.

Submission guidelines

Artwork mock-up

All submissions must include a mock-up of **Type A** hoardings featuring your proposed artwork or design. The mock-up should feature a combination of modular sections.

If your artwork is selected, you will be required to provide a mock-up for Type B hoardings.

You may choose to use the supplied InDesign template to mock up your artwork and modular sections and present your proposal.

Resolution

Hoardings are printed in large format and require high resolution to ensure quality printing. If selected, images in your final artwork will need to be at least **120dpi at 100% print size** (i.e. 1200dpi if set up at 10% final print size).

File format

Artwork proposals must be provided as a **PDF** or **JPG**, with a **maximum file size of 5MB**.

Next steps

If your artwork is shortlisted, our team will work with you to develop your final artwork to meet printing and output requirement, including the title panel, colour settings and resolution.

Contact us

Cultural Projects

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02 9265 9333



Front cover image credit: Site Works, Lucy Simpson Ngaar,
Sydney Opera House, 2020. Photographer Katherine Griffiths.