



Creative Brief - EOI

Richmond Station underpass – public artwork

2 April 2026

Commercial in confidence



Creative Brief – Expression of Interest (EOI)

Richmond Station underpass – public artwork

1. Introduction

The Department of Transport and Planning (DTP) has identified the need to modernise the transport network and enhance experiences across metropolitan Melbourne and regional Victoria, with a focus on improving passenger journeys, as highlighted through customer experience reviews. This is supported by the 'Transporting Arts Program', which revitalises train stations and tram stops across Victoria with public art installations in partnership with Metro Trains Melbourne, Yarra Trams and V/Line.

Partnering with local artists, the program showcases artwork that reflects the heritage and culture of each precinct, transforming transport hubs into vibrant culturally rich public spaces where art connects communities, fosters pride of place and enhances everyday journeys by creating more welcoming environments for passengers.

2. Purpose

The Transporting Arts Program was developed to:

- Improve the customer and community experience by beautifying and humanising non-commercial transport assets.
- Foster place-based local connection reflecting identity and heritage, as well as community engagement, pride and celebration with local councils.
- Improve perceptions of safety of the transport network and local area, shown to be associated with beautification of transport environments and assets.
- Minimise incidents of graffiti and therefore lower ongoing maintenance costs.
- Encourage people to take public transportation by improving a sense of welcome, sense of security and connection with their community.
- Provide an opportunity to showcase local and Indigenous artists as well as shining a spotlight on multicultural communities across Victoria.

3. Creative opportunity – site location and context

Richmond Station is a major transport gateway to Melbourne's premier sporting and entertainment precinct, inclusive of the Melbourne Cricket Ground (MCG) and Melbourne Park. With iconic venues including Rod Laver Arena and AAMI Park, Melbourne Park welcomes 4 million guests per year as the home of the Australian Open and host of more than 500 world-class music, entertainment, and sporting events throughout the year.

The MCG is one of the world's greatest sporting stadia and the largest in the southern hemisphere, welcoming 4 million guests per year. It is the premier venue for Australian Rules Football and cricket, hosting more than 60 major events across sport, concerts and community and recording some of the largest attendances in Australia and internationally.

Both Melbourne Park and the MCG are world leading sport and entertainment destinations, providing significant social, economic and environmental benefits to Victoria.

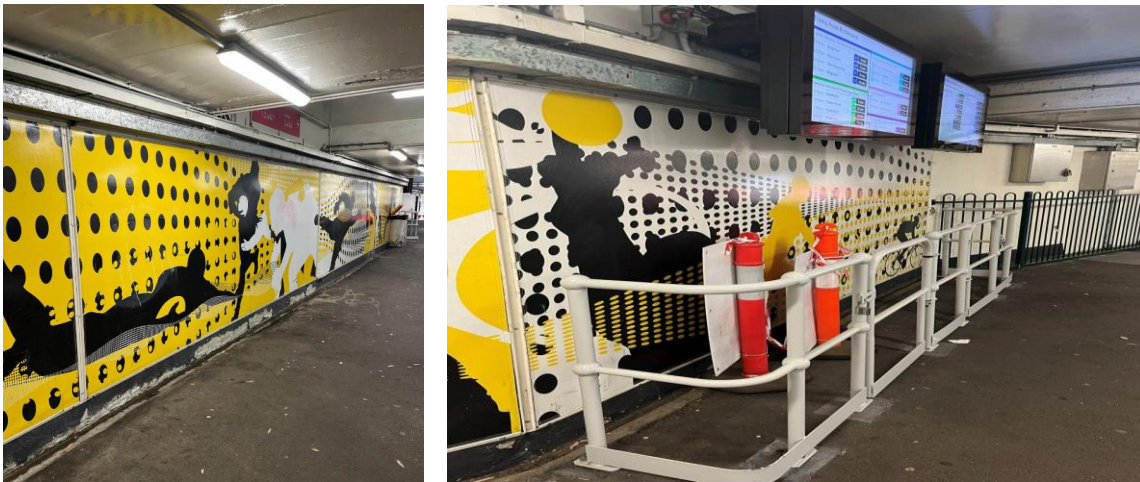
DTP and Metro Trains Melbourne (MTM) are seeking an artist to develop public artwork for the underpass at Richmond Station (see photos of the site below). Revitalising the

underpass at Richmond Station directly aligns with the purpose of the Transporting Arts Program.

The current wall treatments are outdated and disconnected from the local area, missing the opportunity to celebrate Melbourne's unique cultural and sporting identity. Upgrading the underpass will modernise the look and feel of the station, support passenger experience, and position Richmond Station as a vibrant gateway to the city's iconic sporting and entertainment venues.

4. Richmond Station underpass site and artwork requirements

Below are two photos of the Richmond Station underpass site (with current artwork), where the new artwork will be installed.



The new artwork will be required to meet the following:

- Overall finished artwork size: approximately 44,400 mm (L) × 1700 mm (H)
- Artwork is to be continuous across the full length, with no significantly visible gaps or breaks
- The final artwork will be digital reproduction vinyl decals with an anti-graffiti film, applied to Alucobond (aluminium composite material)
- The **artwork will need to be delivered as a digital art file** (a high-resolution digital art file (jpeg preferred and no larger than 10mb) with resolution of images to be 10% of the final size at 300 DPI with bleeds of 20mm at final size). Please note that for adaption across the site, some minor modifications or cropping may be necessary.

The artwork printing and installation will be undertaken by third parties, the costs are covered by MTM and are not included in the artist's remuneration (refer to section 11).

The backing panels will be installed by third parties and will comprise of 15 Alucobond panels in total, including:

- 14 panels @ 3000 mm × 1700 mm
- 1 panel @ approx. 2400 mm × 1700 mm
- Panels installed horizontally as a single continuous band
- Panels face-fixed to structure at 300 mm horizontally and 500 mm vertically

Note: Minor changes to the Alucobond panel size and specifications may be required depending on site conditions.



5. Objective and expected outcomes

By installing public art in the underpass at Richmond Station, it aims to:

- Provide a vibrant and welcoming environment for the millions of passengers and visitors who use Richmond Station each year, particularly during major sporting and entertainment events.
- Strengthen community and cultural connection by showcasing artwork from a local Victorian artist that celebrates the sporting and cultural significance of the surrounding sports and entertainment precinct.
- Position Richmond Station as a recognisable gateway to Melbourne's premier sporting and entertainment venues, including the Melbourne Cricket Ground (MCG) and Melbourne Park (including Rod Laver Arena and AAMI Park).
- Support passenger movement and wayfinding by integrating a strong and cohesive visual identity.
- Modernise the 65-metre underpass wall with new panels and contemporary artwork that reflects Melbourne's sporting and cultural identity.

6. Expression of interest (EOI) process

In this first stage, artists are asked to provide a response to the following requirements listed below:

- Outline your artistic practice, including any previous experience delivering art commissions and why this project is of interest to you (up to 300 words)
- Describe how you would respond to the expected outcomes outlined in Section 5 in developing your proposed concept (up to 300 words).
- Provide up to five (5) images of your previous work, and/or links to websites showcasing your work.
- At the EOI stage, no visual concepts, sketches etc are required.
- From the EOIs submitted, up to 5 artists will be shortlisted and one artist will proceed to concept stage.

7. Artist eligibility

Artists (individuals, groups or collaborations) who submit an expression of interest must demonstrate compliance with the following eligibility criteria:

- are over 18 years old and currently live, work, or have a connection to Victoria
- are practicing artists with exhibition / art project experience; and
- submit their own artwork or provide written permission from all artists who contributed.
- artists selected for a site must be able to complete the artwork by the required date;
- submit their own concept and/or final artwork, or provide written permission from all artists who contributed or who will contribute to the artwork;
- submit a concept and/or final artwork that connects to the site, community or local story, respecting cultural and environmental context; and
- be filmed and photographed at the site once installed.

First Peoples, multicultural and artists with a disability are strongly encouraged to apply. Students may apply but must provide written confirmation that their participation in the Program will not be associated with the completion of a course of study.

8. Assessment

The short-listed submissions, as determined by the third party leading the EOI process - Global Art Projects (GAP), will be assessed by a panel of representatives from DTP, MTM and external stakeholders, and one artist will proceed to concept stage.



Submissions will be judged on the following criteria:

- Strength of creative vision and design
- Technical and logistical feasibility i.e. suitable for digital reproduction on vinyl wraps and within specified dimensions.
- How the artwork responds to the context and reflects local community i.e. it must recognise and promote the diversity of different event types across all of the various sporting codes and entertainment within the surrounding precinct.
- Aesthetic and public impact: visual and emotional.
- Originality of artwork.

9. Artist brief

The selected artist will be provided a site brief with all required details and technical specifications. The artist will respond to the site brief with an artwork concept for feedback and/or final artwork for approval.

The artwork concept must not, determined at DTP's absolute discretion:

- Be offensive to the general public
- Condone or provoke anti-social behaviour
- Promote or relate to alcohol or gambling
- Use sexualised images or gender objectification
- Portray images or events that may cause distress to children
- Be used to promote a political party, parties or a political cause
- Use offensive language
- Demean any person or group on the basis of ethnicity, nationality, race, gender, age, sexual preference, religion or mental or physical disability
- Disparage or diminish the reputation of public transport or the public transport system in Victoria
- Include any commercial content or advertising
- Must not represent an individual sporting team or event i.e. the artwork can't include actual sporting team colours or names of events
- Resemble, be capable of confusion with, or obstruct directional or informational signs or otherwise compromise wayfinding in any way
- Have large areas (greater than 1m²) of block colour (this will reduce risk of graffiti)
- Include logos, overt branding or QR codes
- Appear to look like graffiti.

10. Artwork approval

DTP, MTM and any third party associated with the site will review and provide feedback on the artwork concept. DTP will provide final artwork approval.

For any First Peoples' stories or cultural material that is the artist's own, evidence of community consultation and cultural permissions must be provided. Traditional Owner / Victorian Registered Aboriginal Party (RAP) approval of the artwork must be obtained.



11. Artist remuneration

The artist, or group of artists, selected for the site will receive a total remuneration (ex. GST) as outlined below.

Milestone	Description	Remuneration	Anticipated Date
Concept	Following submission of the compliant concept artwork to MTM	\$1,500	June 2026
Final	Following submission of the final compliant artwork to MTM	\$3,500	July 2026
Licencing	Following installation of the artwork (by third party), payment in-full for ongoing use of the artwork and any media or other actions in connection with the artwork or its promotion, for an initial period of three (3) years.	\$5,000	Start: Sep 2026 (TBC) End: Sep 2029 (TBC)
Total \$10,000			

Milestone	Description	Remuneration	Anticipated Date
Licensing extension (optional)	Following confirmation of the artwork remaining in a suitable condition (by New Train Operator), payment in-full for ongoing use of the artwork and any media or other actions in connection with the artwork or its promotion, for an extension period of two (2) years.	\$3,333	Start: Oct 2029 (TBC) End: Oct 3031 (TBC)
Total \$3,333			

12. Project timeframe

Stage	Activity	Completion Date
1. EOI Release	GAP to prepare and release EOI	Tuesday 7 April 2026
	Artist to submit EOI response	Tuesday 28 April 2026
	GAP to review and assess EOI submissions against criteria to form shortlist	Thursday 7 May 2026



2. Shortlisting & Panel Assessment	Panel (DTP, MTM and key external stakeholders) assess shortlisted artists against criteria and select an artist to proceed to an agreement	Monday 18 May 2026
3. Contract Agreement	Contract executed by artist and MTM	Monday 25 May 2026
4. Concept development, final artwork and installation	Artist to prepare concept artwork and submit to MTM	Monday 22 June 2026
	Artwork concept reviewed by DTP, MTM, external stakeholders and GAP, with DTP to provide final approval	Monday 6 July 2026
	Artist to prepare final artwork, digitise and submit to MTM	Monday 13 July 2026
	Print final artwork (by third party)	Monday 27 July 2026
	Artwork installation (by third party)	Monday 31 August 2026

13. Installation

MTM will deliver installation of the approved artwork. The installation process for the artwork will be tailored to Richmond Station depending on the surface requirements. The artwork may need to be cropped to allow for successful installation. It is the artist's responsibility to provide the artwork within compliant specifications required by the installer. If the artist cannot supply this, another EOI submission will be selected.

14. Artist acknowledgement

A plaque detailing partner logos, the artist's name, title and description of the artwork, the year and if possible, a QR code will be affixed near the installed artwork. All associated marketing and promotional material will acknowledge the artist.

15. Artist agreement

The successful artist will enter into a written agreement with MTM for the development of the artwork and initial three (3) year licencing fee.

MTM's Franchise Agreement with the State (MR4 Franchise Agreement) is due to expire at the end of November 2027, at which point the operation and maintenance of the metropolitan train network will transition from MTM to a new operator (New Train Operator). As part of this transition, the artist's agreement will be novated from MTM to the New Train Operator.

At the discretion of the New Train Operator, the artwork will remain installed until the end of the initial three (3) year licensing period (anticipated to be until Sept 2029 - TBC). The agreement will include an option to extend the licence by an additional two (2) years, at the discretion of the New Train Operator and subject to the New Train Operator confirming the artwork is in a suitable condition.

16. Artwork copyright

The copyright of the artwork will remain with the artist. The artist will be required to grant MTM, DTP and relevant entities a licence to use the artwork, images and videos of the



installation in current or future promotions of the Program or other community activity promotion at MTM/DTP's absolute discretion. Every effort will be made to acknowledge the artist when images of the artwork are used.

17. Artwork maintenance

The artwork will be maintained by MTM until the end of the MR4 Franchise Agreement and thereafter, the artwork will be maintained by the New Train Operator.

18. Contact

If you have any questions about the EOI process or the project, please contact:

Lisa Warrener
Global Art Projects (GAP)
Email: gap@gap.net.au

Phone: 0417 383 580