

# INDIGENOUS ENGAGEMENT AT THE STATE LIBRARY

## Call for Expressions of Interest - Guidelines

*To create a unique artwork and develop an accompanying digital visual identity for the Library's Mukurtu site dedicated to making Aboriginal collections more accessible.*

### **About the Opportunity**

The State Library of New South Wales (the Library) is seeking Expressions of Interest (EOI) for the design and implementation of a unique artwork and accompanying digital visual identity for its instance of [Mukurtu CMS](#), a digital platform built to facilitate the hosting and management of Indigenous cultural heritage

The Library is seeking a unique artwork that will strike the attention of people visiting the site and proudly celebrates the richness and vibrancy of NSW Aboriginal cultures, languages and storytelling. The design should be a bold and vibrant creation that surprises and inspires the site's audience, while also reflecting on the importance of respectfully connecting historical collections from the Library's archive with communities.

The successful candidate will spend a minimum of 5 working days at the State Library of NSW in Sydney to collaborate with the Indigenous Engagement and Digital Experience teams to develop the set of deliverables on the Mukurtu site.

The successful applicant commissioned for this project will receive a fee of \$15,000. Travel expenses to Sydney will be covered and arranged by the Library in consultation with the successful candidate. It is a strict requirement that the successful candidate can spend 5 working days in Sydney (consecutive or not) and finalise all requested final deliverables before 31st August 2019.

### **Background**

The Library, part of which is known as the Mitchell Library, is a large reference and research archive and library which stands in Sydney in the traditional lands of the Gadigal people of the Eora Nation. As Australia's oldest library, with its origins dating back to 1826, the Library aims to inform, educate and inspire with the services it provides online, on site and on tour.

The Aboriginal Historical Collections are one of the Library's major strengths and encompass materials reflecting the earliest interpretation of the history, language, art and culture of Australia's First People. These collections were for the most part collected from third parties - colonisers, missionaries,

travellers, policemen and others - who documented the lives and cultures of Aboriginal and Torres Strait Islander peoples. The Library is also the custodian of vocabularies and other material written in Aboriginal languages and date from 1788 to the 1930's. More than 40 different language groups from all Australian states and territories have been identified in over 200 original items within the [Rediscovering Indigenous Languages](#) project. Some of these items are the only known surviving records of these languages.

Because of this, the Aboriginal collections held in the Library are a precious asset for communities that want to trace their family history, consult language lists and vocabularies, look at old photos, read missionaries and explorers diaries and browse contemporary Aboriginal productions acquired through the Library's new [Indigenous Collecting Strategy](#).

The Library works to make available these collections to communities on Country and online. However, this content can be hard to access from the Library's online catalogue and can be perceived as sensitive. Being collected for the most part by Europeans in the Colonial era, they show a unique point of view of history and can be confronting and/or offensive in nature. To connect these records respectfully to Aboriginal peoples and communities while providing a space for community responses, the Library has adopted the dedicated site Mukurtu. Mukurtu (a Warumungu word meaning 'dilly bag' or a safe keeping place for sacred materials) is a free, mobile, and open source platform built with Indigenous communities to manage and share digital cultural heritage. Mukurtu's core features include granular level of access through cultural community protocols, a space for community responses to institutional records, alternative labelling and licensing options and other features which have been built developed from direct feedback from Indigenous communities in Australia, United States, Canada, Alaska and others.

Some examples of Indigenous communities using Mukurtu are the [Plateau People's Web Portal](#) and the [Voices of Amiskwaciy](#) at Edmonton Public Library. To know more about the use of Mukurtu worldwide see the official [Mukurtu Showcase](#) site.

## **What Are We Looking For?**

The Library is looking for a bold, unique and eye-catching digital visual identity for its Mukurtu site.

The artist will have creative license to express her/his view on the richness and contemporary vibrancy of NSW cultures, languages and storytelling with an inspiring design which welcomes visitors to the site.

The Library is also looking for an artwork which expresses the artist's view on the importance of having the right to reply to historical records hold in Western collecting institutions.

The artwork may wish to reflect and/or respond to one or more of the following inspirations:

- the collections held at the Library related to Aboriginal histories and/or cultures;
- the importance of digitally reconnecting these collections with the communities they belong to;
- the building and/or key features of the Mitchell Library;
- the land on which the Library stands;
- the vibrant continuation of NSW Aboriginal cultures and languages;

- the community where the artist comes from;
- the importance of Aboriginal languages.

By the end of the collaboration, the successful applicant will provide the following:

#### **SITE HERO IMAGE**

This artwork can be based on a painting, drawing and/or include photographs or other artistic forms but must be submitted as digital image files (according to site requirements and accessibility).

Large hero image requirements:

- Full screen width
- No fixed proportion, recommend 16:9 (~1600x500px).

Higher resolution (eg: 300 ppi) and dimensions are recommended for hero images.

#### **HOMEPAGE THEME and SITE COLOUR PALETTE**

#### **SITE LOGO**

Square (1:1 width to height ratio) - any size, but it will be sized down, so probably no more than 300px

Minimum 72ppi/dpi

#### **SIX ICONS**

Icons will be used to represent different categories (such as People, Country, Languages, Politics)

7:4

700x400px

#### **TEMPLATES**

Banner, Word and Power Point templates, plus some simple templates placeholder to be used on the site when images are not available.

#### **THEME IMPLEMENTATION AT THE LIBRARY**

Assist in house developers with implementation of the design on the Library's Mukurtu instance.

As part of these deliverables the artist will have creative license to develop a simple web style guide to be paired with the artwork and to be used in the implementation of deliverables across the Mukurtu site.

## **Research and Inspiration**

The successful candidate should spend a minimum of 5 working days at the Library in Sydney to collaborate with the Indigenous Engagement and Digital Experience teams in order to gain inspiration and further information required to develop the set of deliverables for the Mukurtu site. According to

the artist interests and needs, this time at the Library could include an overview of archival material related to the culture and/or history of NSW Aboriginal peoples, and tours of other areas of the Library. The artist will also gain further insight into the use and functionality of Mukurtu CMS.

The deliverables of this commissioned project can either be created during the artist's time on site at the Library or remotely after the initial on-site placement.

## **Key Dates**

Opening date for submission:

**Wednesday 3<sup>rd</sup> April 2019**

Closing date for submissions:

**Wednesday 1st May 2019**

Selection process:

**Thursday 2<sup>nd</sup> May to 12<sup>th</sup> May 2019**

Applicants notified:

**Monday 13<sup>th</sup> and Tuesday 14<sup>th</sup> May 2019**

Final deliverables (including 5 working days to be spent at the Library): by 31<sup>st</sup> August 2019.

## **How to Submit an Expression of Interest**

Interested artists are invited to submit an expression of interest emailing [info.koori@sl.nsw.gov.au](mailto:info.koori@sl.nsw.gov.au) with the subject 'Mukurtu EOI' by midnight of **Wednesday 1st May 2019**.

Please keep attachments under 25MB.

*If you would prefer to submit an EOI in a different format (including visual, video, audio or digital) please call us (02) 9273 1577 or email [info.koori@sl.nsw.gov.au](mailto:info.koori@sl.nsw.gov.au).*

Expressions of Interest must include:

### **1. An email and/or letter**

Including:

- Introduction of yourself and your work
- Why you would like to be part of this project

### **2. An updated CV and Portfolio**

Including:

- examples (and/or links) to past works
- copy or link to portfolio online if available
- 2 references

### **3. Concept Brief**

Including:

- Title of your work (this can change later)
- Your proposal of concept for how you would develop the artwork/visual design.

## **Who is Invited to Submit?**

- Aboriginal artists and graphic designers – preference will be given to artists who self-identify and is from or based in NSW;
- Both emerging and established artists.

## **Other Criteria**

- Originality of the work
- Strength of the concept
- Suitability to the website/accessibility.

**It is a strict requirement that the successful candidate can spend 5 working days in Sydney (consecutive or not) and finalise all requested final deliverables before 31<sup>st</sup> August 2019.**

The successful candidate will be required to sign a State Library of NSW Agreement, which outlines standard Library terms, including those related to copyright and payment. The successful applicant may be asked to participate in media releases, photo shoots and/or social media messages in collaboration with the Library's staff.

## **Selection Process**

Applications will be assessed by a small panel comprised of Library staff and Aboriginal and Torres Strait Islander professionals. The selection will be based on the originality of the work, the strength of the concept and the technical suitability and accessibility requirements related to the website.

All applicants will be notified of the outcome of their submission via email before the 14<sup>th</sup> of May 2019.

## **Budget**

A fee of \$15,000 (incl GST) will be paid by the Library to the successful candidate in two instalments, one upon signing of the contract and the remainder upon delivery of the final artwork. Applications from collaborative artists or groups are encouraged but the fixed fee of \$15,000 will need to be split between all artists involved.

All expenses and arrangements related to travel, accommodation and incidentals will be covered by the Library outside of this fee. Consideration will be given for artists who have additional accessibility or cultural requirements relating to travel.

If the artist is invited to any other collateral event and/or opportunity, fees and reimbursement will be discussed separately.

## **Copyright and Use of Content**

The Library adopts the Indigenous Cultural and Intellectual Property Protocols (ICIP) to recognise and respect Indigenous peoples' rights to access, maintain, control and benefit from their cultural heritage.

For this reason, copyright and ownership in any work created by the artist during the commission shall remain with the artist.

The original artwork produced by the commissioned artist should be culturally and legally suitable (for example, the artwork should not contain any culturally sensitive information or material that is under copyright to someone else).

The designs commissioned by the Library can be used indefinitely and exclusively (unless otherwise agreed) by the Library in conjunction with the project online, in social media and in printed material. Any reproduction, publication and/or representation of the artwork in media and internal website and publications will be done by the Library acknowledging the artist. The artist will be consulted and given drafts to be approved before publication related to his/her digital identity and will be the copyright owner of the text.

If the artist wishes so, the artwork produced (in digital or printed form) can be deposited into the Library collections and kept for future generations.

Any other use of the artwork will be discussed separately and is outside of the objectives of the current brief.

All personal information collected, such as the entrant's name, address, telephone number, email address and age, is solely for the purpose of administering this EOI and will not be used for any other purpose without consent. By providing this information, all entrants consent to it being used by the State Library for the stated purposes.

## Examples

Some examples of other Mukurtu sites customised by Indigenous artists and communities worldwide include:

- [Voices of Amiskwaciy](#)

'Voices of Amiskwaciy' is a digital public space created by Edmonton public library (Canada) that supports the community to create, share, discover and celebrate local Indigenous content online.

- [Plateau Peoples' Web Portal](#)

This Mukurtu site is a collaboration between multiple Native American Tribes and Washington State University to create access to Plateau peoples' cultural materials held in different repositories and cultural institutions.

- [Passamaquoddy People: At Home on the Ocean and Lakes](#)

Passamaquoddy Peoples' Knowledge Portal where the communities share a glimpse of their rich cultural traditions and history.

- [Wurrppujinta Anyul Mappu: A Gathering Place](#)

This digital archive contains images, audio, video and documents of Aboriginal people in the Barkly region, and was born from many years of partnership between Washington State University and Warumungu communities.

Other examples of digital software for Indigenous contents:

- [Storylines](#)

Storylines is a State Library of Western Australia project to explore, identify and return Aboriginal heritage material from our collections.

## **Future Opportunities**

Whilst the deliverables of this particular commissioned project are defined as above, the Library envisions this visual identity to be a continually evolving piece that will present multiple future opportunities, such as:

- invitations to talks and other opportunities to speak about the artist's work;
- repurpose of the artwork within the Library's interior public spaces;
- use of the artwork as an acknowledgment/welcome on the Library's corporate website;
- repurpose of the artwork to inspire multiple opportunities for promotional material/campaigns to be created.

All the above opportunities are separate from the objectives of this brief and will be discussed separately with the artist.

## **Contact**

If you would like to discuss your Expression of Interest or receive more information on the Library's Mukurtu site, please contact [info.koori@sl.nsw.gov.au](mailto:info.koori@sl.nsw.gov.au)