



west.

Public Art Brief
October 2024





“To say we’re really excited about delivering West Residences is truly an understatement. Borne from vision and collaboration, West will truly be an iconic building to marvel at for many years to come. Klopper and Davis Architects have performed wonderfully, not only embracing Willing’s design aesthetic but sculpting it into a form that speaks to the location in a contemporary and distinctive architectural language.

In keeping with our belief that “beautiful things change landscapes”, we see public art as the adornment that will make our vision of West complete. With this in mind, we want to challenge artists to reach into the depths of their creativity, and like us, see West as a great opportunity to create something that is distinctive and beautiful that will be appreciated by everyone.” ~ Tim Willing, Willing Property

On the corner of West Parade and Aria Lane, West Residences offer an opportunity to capture of piece of design history as it is made. A beautifully crafted Flatiron inspired building, West adds amenity and vibrancy to a calm pocket of homes, just a short walk to Beaufort Street, cycle to the river or a train ride to the city or Fremantle.

A collaboration with acclaimed architects Klopper & Davis and internationally renowned landscape architects CAPA, West Residences is a collection of 29 grandly proportioned residences, rising eight storeys above the vivacity of the city.

Distinctly individual residences are cast into stunning angular forms, embellished by oversized private balconies that extend from the living area into the outdoor ambience, where rare panoramic city, river and hills views await. Spilling into the streetscape below a Willing Coffee shop will draw in passers-by to catch up, unwind, and revel in a lively Mount Lawley lifestyle.

Ornate and beautifully detailed, West captures everything great about Mount Lawley; strong heritage connections, big beautiful spaces, modern and welcoming with a communal way of connecting and living.

Willing x Klopper & Davis Architects

The distinctive site on the corner of West Parade and Aria Lane presented an opportunity to truly embrace a sense of time and place. Building on Willing’s ongoing thought leadership for neighbourhood enhancing design that is both evocative and timeless, we were looking for a sophisticated architectural partner with a deep understanding of local context to bring West Residences to life.

Klopper & Davis Architects are celebrated for creating deeply considered designs that are crafted into timeless, bespoke residences. With an intuitive sense for how design can enrich neighbourhoods, local businesses, and the wider community, their architectural principles would guide the project in the right direction.

A spark of inspiration

Klopper & Davis drew inspiration from all angles to create a timeless and ageless icon that exudes a feeling of arrival.

Flatiron

The visual comparisons to New York’s iconic Flatiron building are impossible to ignore, with its triangular site sharpened to a point by the intersecting avenues, forming the junction between the orderly and the sublime.

Yet for Klopper & Davis, it is the spiritual connection that reveals itself the strongest. Like East Perth during the gold rush, the Flatiron rose to prominence during an era of explosive development in New York that gripped the city in unbridled and hopeful optimism.

The design journey

A deeply considered project like West Residences is only conceived through rich collaboration and robust thought exchange. With the Willing and Klopper & Davis teams strongly aligned on their design approach, love of materials, craftsmanship and beauty, the design journey was enjoyable and effortless.

It was of great importance to both of us to not simply sell apartments, but to inspire people to consider an apartment, motivated by the complete vision of the design, the quality and the environmental and whole of life considerations built into what is the most evolved of its kind. Together we sought a deep understanding of who will live at West, and designed the residences, layouts, finishes and shared spaces to serve their unique needs.

Steampunk

Inspired by Victorian-era industrialism, the core defining traits of Steampunk reveal themselves throughout the DNA of West’s design, headlined by a deep respect for artisanship and traditional materials.

At West, the creativity of the individual is celebrated throughout, with small and local businesses utilised to bring craft to life in ways that embody the authenticity of the surrounding context and lifestyle. Here, Klopper & Davis’ honest, expressive use of materials come to the fore in a deft interplay of light and colour.

“The traditional, highly detailed brickwork and elegant windows paired with ornate steel filigree balustrade contain a richly layered building and apartments. Shared and private internal spaces are generous in height and proportions, and interiors are warm and bespoke, changing to respond to the dynamic shape of the site and the building.” ~ Sam Klopper, Klopper and Davis Architects



Our vision of art

Amazing public art captivates and inspires, often blending creativity, place, and meaning in ways that transform spaces into experiences. Great public art interacts meaningfully with its location, reflecting the community's history, culture, or environment. Using unique materials, forms, or technology, public art can push boundaries and spark curiosity. Amazing public art often evokes strong emotions or addresses significant social issues. Willing embraces everything that public art represents and is dedicated to creating something both beautiful and meaningful at its West project.

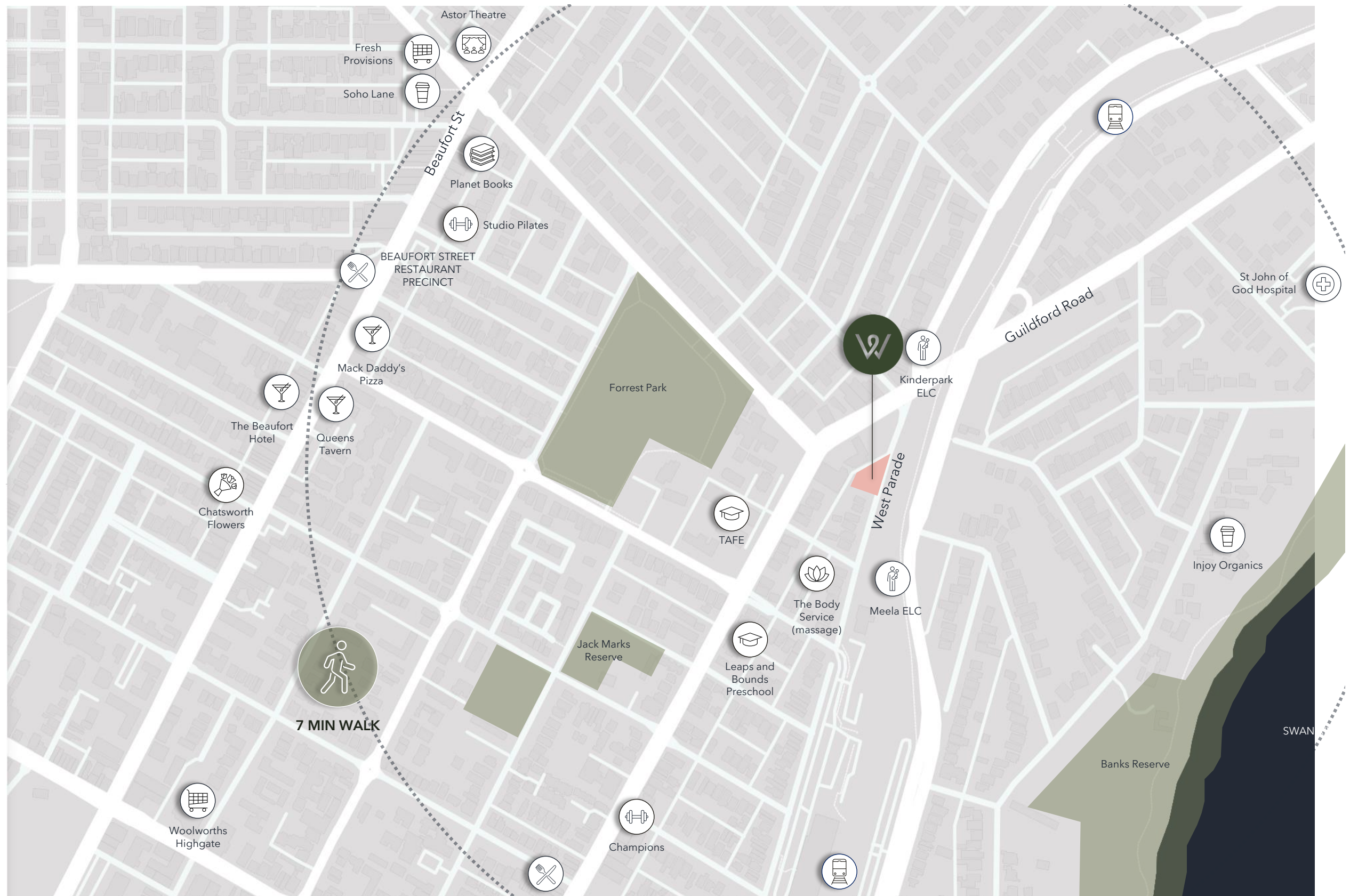
The way we want to appreciate art

- Create a visually impactful piece that complements the surrounding environment.
- Foster community engagement and interaction through the artwork.
- Reflect local culture, history, or environmental concerns whilst maintaining consistency and synergy with the buildings design aesthetic and in keeping with Willing's vision.
- Ensure durability and sustainability of materials in an outdoor setting.
- Work collaboratively to obtain the support of the City of Vincent and deliver an outcome of creative significance within Mount Lawley.

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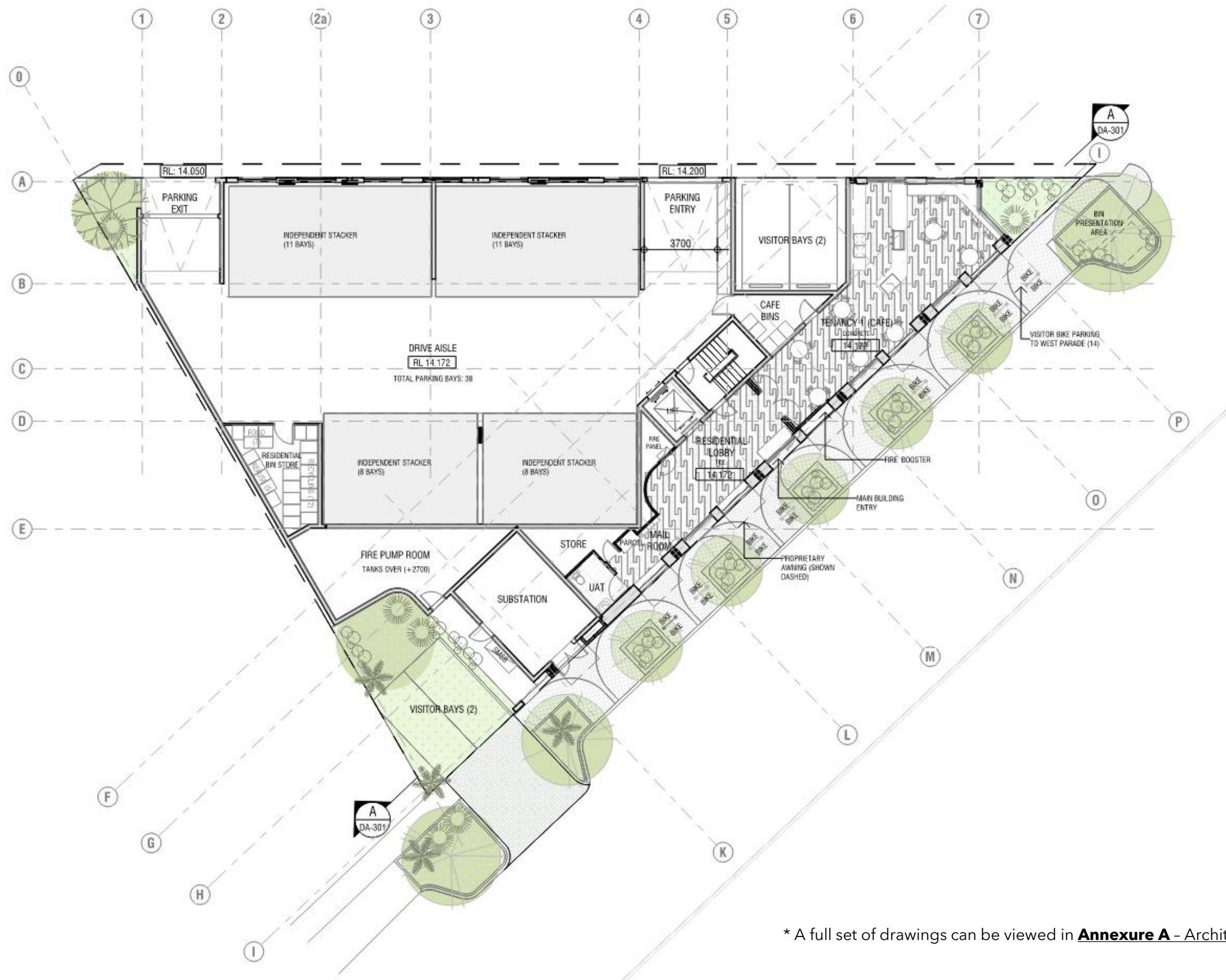
Willing artwork
Vision and objectives





02a

Site Appreciation
Location plan



* A full set of drawings can be viewed in **Annexure A – Architectural Drawings**.

02b

Site Appreciation
Ground floor plan



* A full set of drawings can be viewed in **Annexure A** – Architectural Drawings.

02c

Site Appreciation
South elevation



6 | WEST PARADE MT LAWLEY



* A full set of drawings can be viewed in **Annexure A – Architectural Drawings**.

02d

Site Appreciation
East elevation



7 | WEST PARADE MT LAWLEY



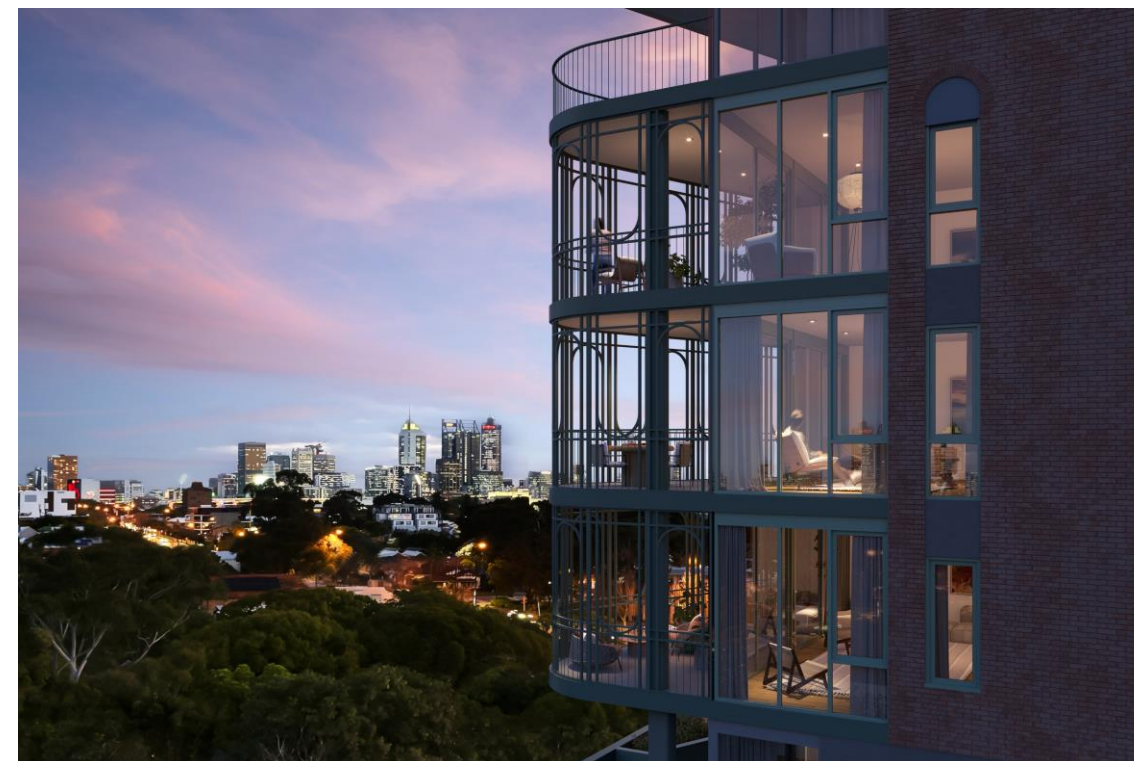
* A full set of drawings can be viewed in **Annexure A** – Architectural Drawings.

02e

Site Appreciation
North elevation

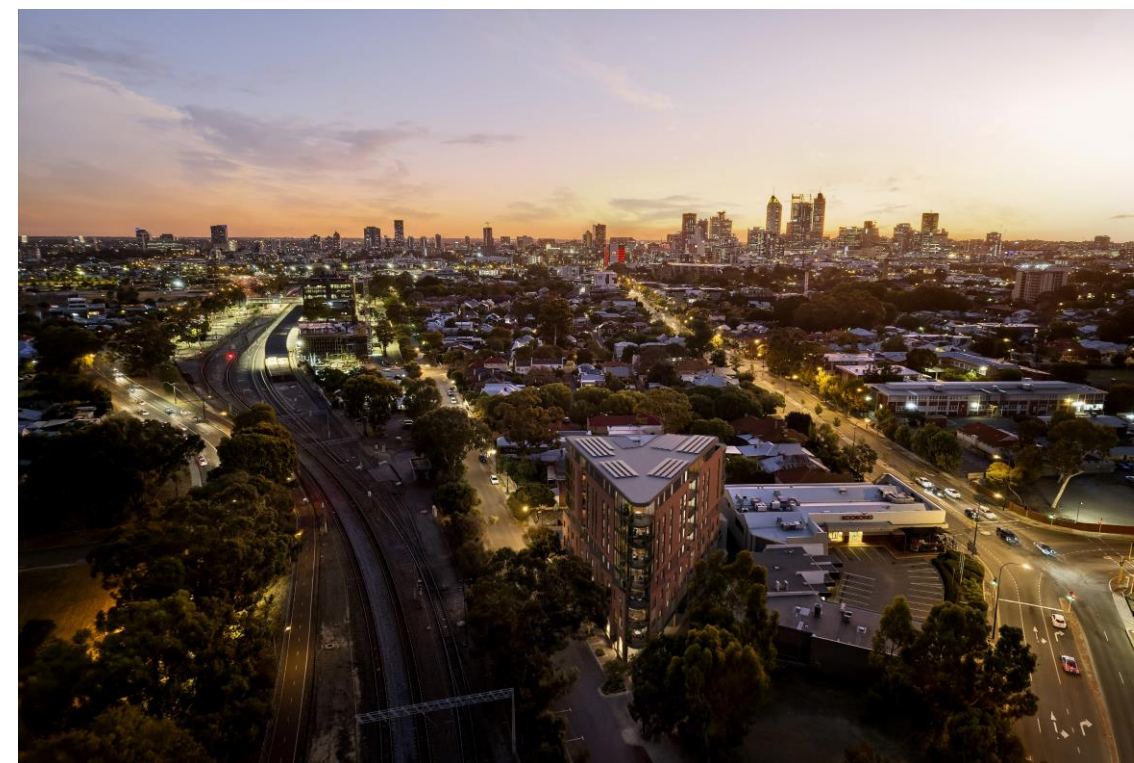


8 | WEST PARADE MT LAWLEY



Mount Lawley and East Perth, 1900s. The Victorian era is over, the streets reverberating with the unbridled optimism of a new century as railway travel steams ahead. Petticoats and bowler hats, gold rush fever, boom cities, the rattle and hum of industry. A vibrant energy grips the city as technology and engineering accelerate at speed, the high street alive with the rise of intricate architecture and Astor performances before a backdrop of sparks and grinds.

More than a century on, you can still feel the industrial heart beating amidst the multicultural melting pot that has taken hold, the terraces and tramways rejuvenated by lively cafés, bars, boutiques, and art galleries from West Parade to Beaufort Street. Eternally in motion, forever in flux. Now the time has come to celebrate new arrivals with a landmark building that revives the neighbourhood's timeless forms, warm culture and rich local vernacular as we revel in the glamour of an inimitable cosmopolitan postcode.



02f

Site Appreciation
Visual renders



9 | WEST PARADE MT LAWLEY

Introduction

Art plays a vital role in creating a vibrant and thriving city. Art helps to create a sense of belonging and it contributes to identity through insight, reflection, and allowing a space for the expression of ideas. Public Art can encourage social, cultural and economic activity and be positive for existing or future residents, employers and investors. Developers are responsible for contributing to the key strengths and characteristics of the areas in which they develop. The City of Vincent ("the City") encourages and supports innovative and high-quality Public Art that improves the public amenity and the City's built environment.

The purpose of this Policy is to:

Establish a framework to require commissioned Public Art as part of public and private development projects within the City of Vincent; and

Provide guidance around the collection and expenditure of cash-in-lieu of Public Art.

Objectives

1. Develop and promote community identity within the City.
2. Increase the social, heritage, cultural and economic value of the City.
3. Improve public amenity for existing or future users of developments.
4. Enhance the built environment and align with the City's Local Planning Strategy objectives; and
5. Ensure developers consider how public art integrates with the development and the public realm to produce high quality Public Art.



City of Vincent Development Approval Condition 12 (Public Art)

Public Art

12.1 In accordance with the City's Local Planning Policy - Percent for Art the application is required to make a public art contribution of \$105,000 being one percent of the \$10.5 million cost of development.

To comply with the Policy, the owner(s) or applicant, on behalf of the owner(s) shall submit a statutory declaration prior to the issue of a building permit stipulating the choice of:

Option 1: Owner/Applicant chooses to co-ordinate the Public Art project themselves or by engaging an art consultant.

OR

Option 2: Owner/Applicant chooses to pay cash-in-lieu. Owner/Applicants who choose option 2 will receive a 15 percent discount on the Percent for Art contribution.

12.2 The owner(s), or the applicant on behalf of the owner(s), shall comply with the City's Local Planning Policy - Percent for Art in conjunction with the above chosen option:

Option 1: Prior to the issue of a building permit for the development, obtain approval for the Public Art Project and associated artist; and

Prior to the occupation or use of the development, install the approved public art project, and thereafter maintain the art work.;

OR

Option 2: Prior to the occupation or use of the development pay the above cash-in-lieu contribution amount.

Clarifications

- Willing undertakes to contribute public art in accordance with 12.1, Option 1 to the value of \$105,000. This amount is to be inclusive of all associated costs inclusive of artistry services, materials (subframes/substrates/surfaces treatments), and relevant fees and charges.
- In relation to 12.2, Option 1, Willing has reached agreement with the City of Vincent to obtain approval and achieve delivery of public to satisfy condition 12 prior to obtaining an Occupancy permit in lieu of approval required prior to issue of a building permit.

Overview

Amazing public art captivates and inspires, often blending creativity, place, and meaning in ways that transform spaces into experiences. Great public art interacts meaningfully with its location, reflecting the community's history, culture, or environment. Using unique materials, forms, or technology, public art can push boundaries and spark curiosity. Amazing public art often evokes strong emotions or addresses significant social issues. Willing embraces everything that public art represents and is dedicated to creating something both beautiful and meaningful at its West project.

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- Create a visually impactful piece that complements the surrounding environment.
- Foster community engagement and interaction through the artwork.
- Reflect local culture, history, or environmental concerns whilst maintaining consistency and synergy with the buildings design aesthetic and in keeping with Willing's vision.
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Requirements

- Willing is open to artists working in all mediums, including sculpture, mural, digital, or interactive installations.
- The artwork should be weather-resistant, low maintenance and suitable for long-term outdoor display.
- The project must comply with local regulations and safety standards.
- Budget: **\$105,000**
- Timeline: Approvals and installation is to be achieved by **December 2025**. Installation may require coordination with the builder's construction program, subject to the form of artwork

KEY DATES (indicative)

Stage 1 - Expression of interest	18 th October 2024 to 15 th November 2024.
Stage 2 - Concept Proposals	2 nd December 2024 to 28 th January 2025
Contract Award	11 th February 2025
Stage 3 - Approvals & Design Development	12 th February 2025 to 3 rd June 2025
Stage 4 - Fabrication & Installation	3 rd November 2025 to 12 th December 2025
Practical Completion	15 th December 2025

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Art procurement strategy

Willing's Requirements, delivery model, & program

PUBLIC ART DELIVERY MODEL

For the purpose of delivering public art to both satisfy the requirements of the City of Vincent and to drive Willing's vision, Willing will perform the role of art coordinator. Below sets out the staged process Willing will implement to facilitate a successful public art outcome for West Residences:

Stage 1 - Expression of Interest

- Project advertisement through applicable artist forums and social networks.
- Willing will email an EOI package to interested artists.
- Willing will review interest and shortlist 3-5 suitable artists.

Stage 2 - Concept Proposals

- Willing will coordinate briefing session with each of the shortlisted artists.
- Artists will prepare concept proposals. Proposals will include concept drawings, construction requirements, a budget, and timeline.
- Artists will be invited to present their artwork to Willing.
- Willing will select the successful artist.

Contract Award

- Willing will coordinate the execution of the public art contract between parties. Refer to **Annexure B - Form of Contract**.

Stage 3 - Approvals & Design Development

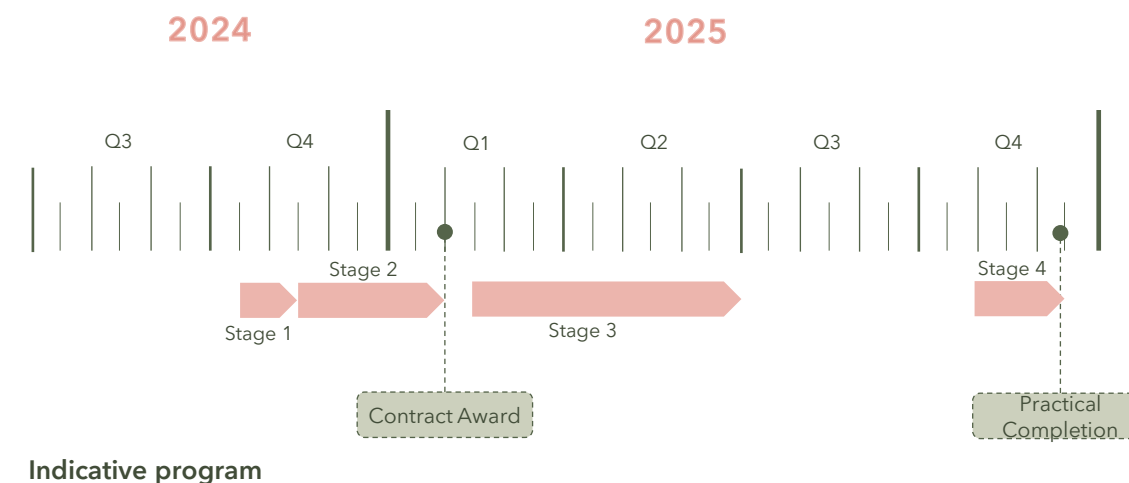
- The artist will develop their design to a form presentable for approval by Willing and the City of Vincent.
- The artist will facilitate the approval process on behalf of Willing and address any queries should they arise to achieve approval.
- The artist will develop the design, inclusive of any additional consultancy (at their cost), to a standard suitable for Willing approval followed by manufacture and/or installation.

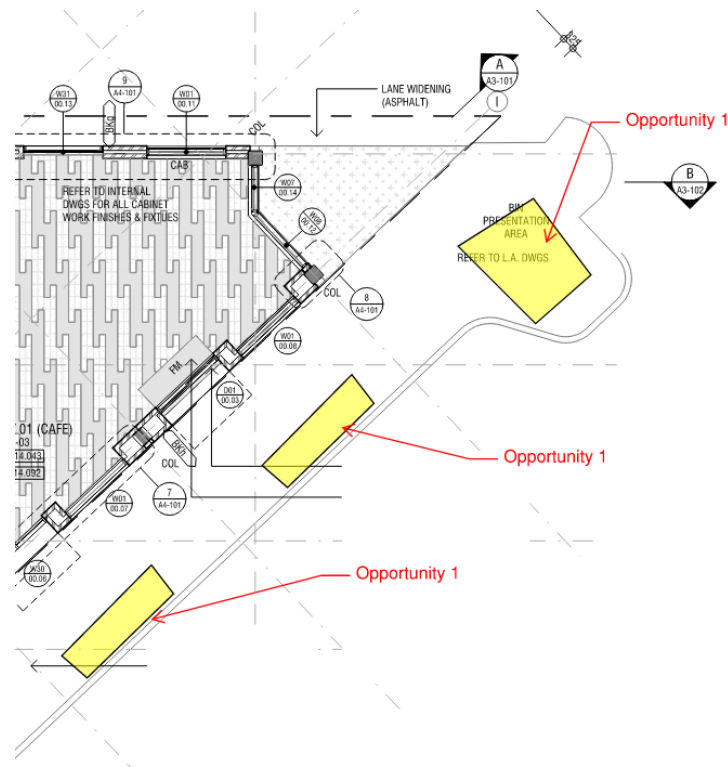
Stage 4 - Fabrication and installation

- If required, the artist will manufacture artwork off-site prior to installation.
- Installation or the application of artwork is to be carried out in consultation with Willing Build to align with their methodology and program requirements.

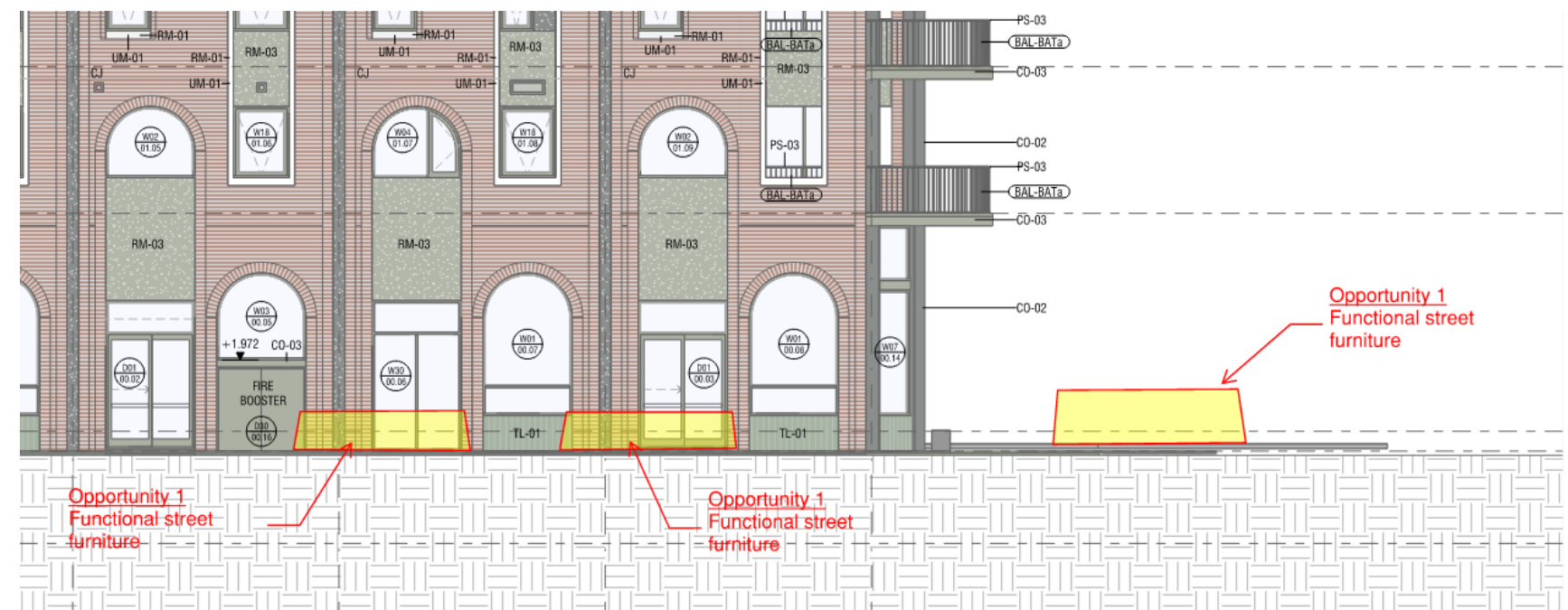
Practical Completion

- The artist will provide Willing with a maintenance manual.
- The artist will coordinate the installation of a plaque in consultation with Willing.





Location



Elevation



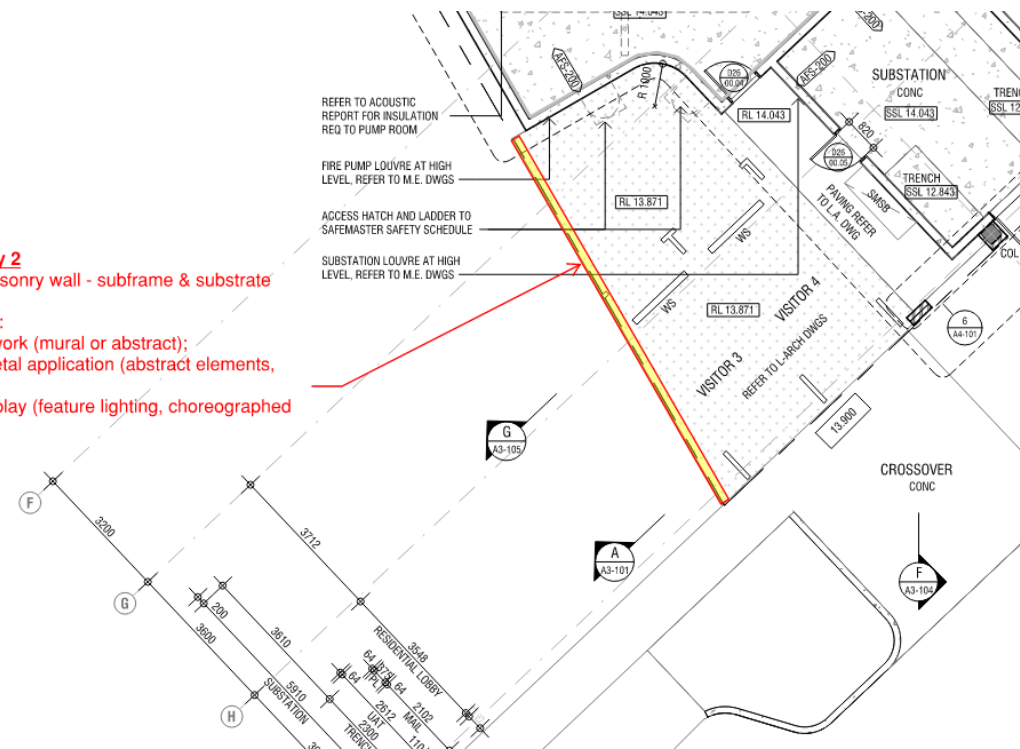
Inspo imagery

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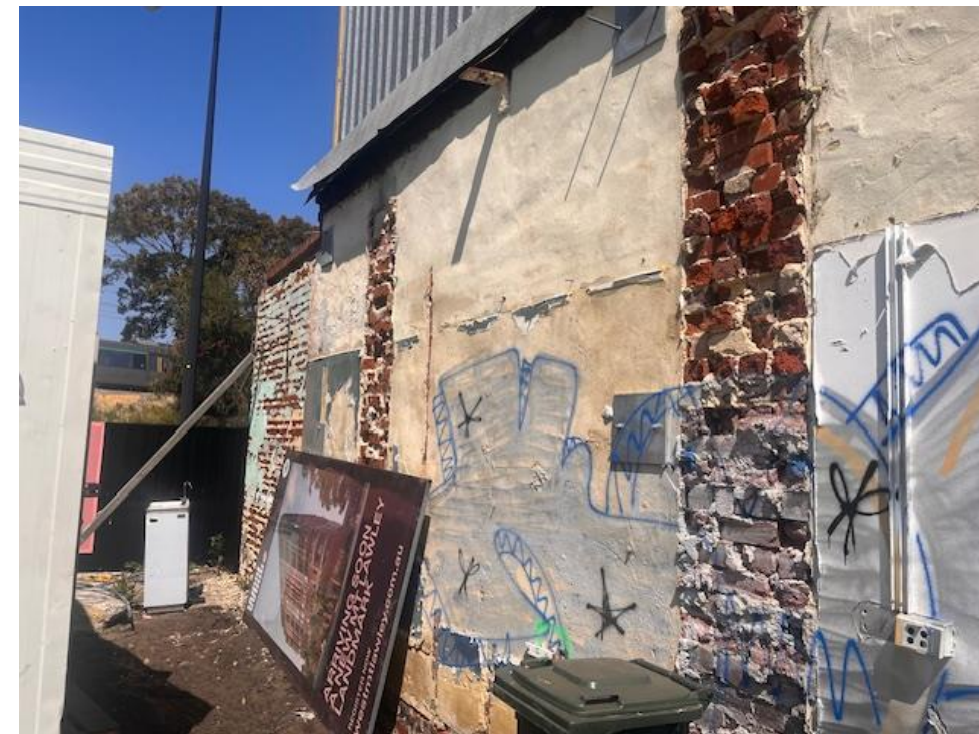
Artwork ideas

Opportunity one – street furniture

Opportunity 2
(existing masonry wall - subframe & substrate required)
Potential for:
Painted artwork (mural or abstract);
Sculpted metal application (abstract elements, panels)
Lighting display (feature lighting, choreographed lighting)



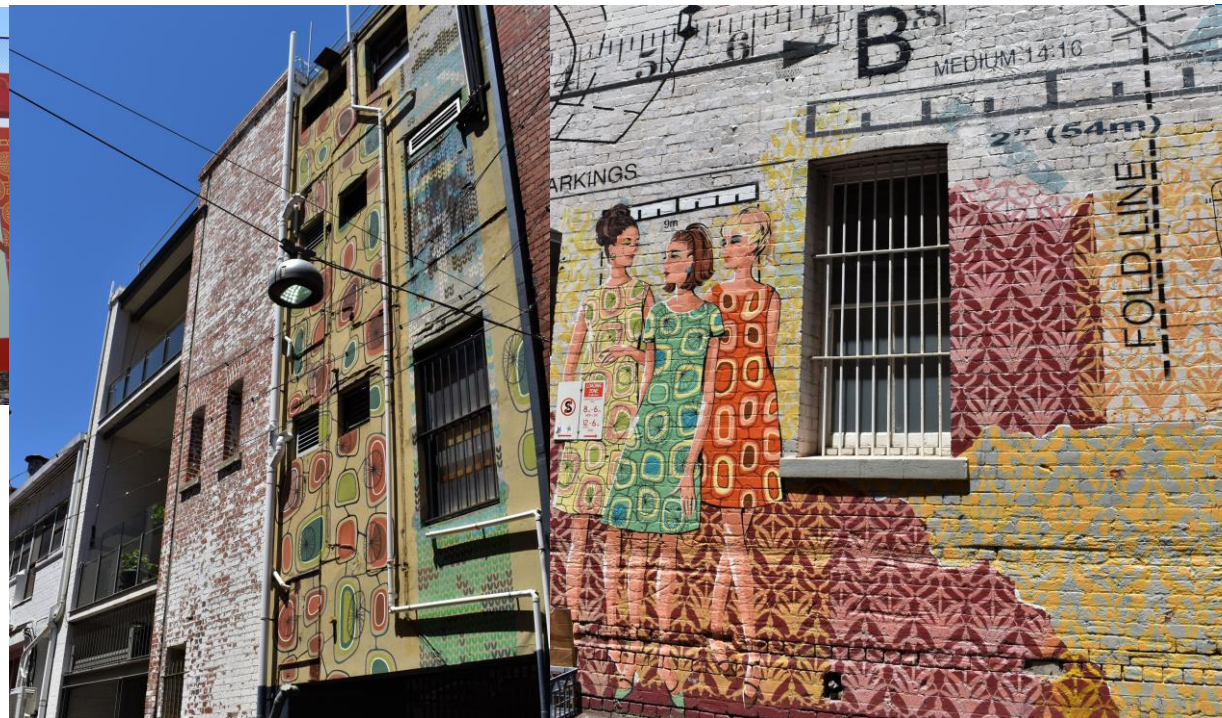
Location



Elevation



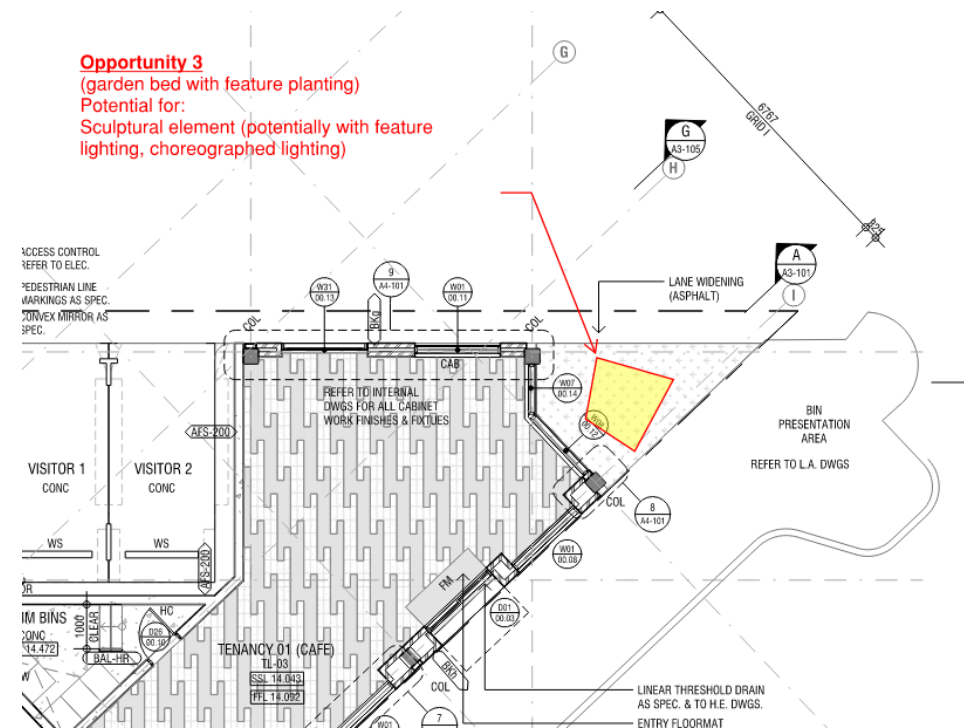
Inspo imagery



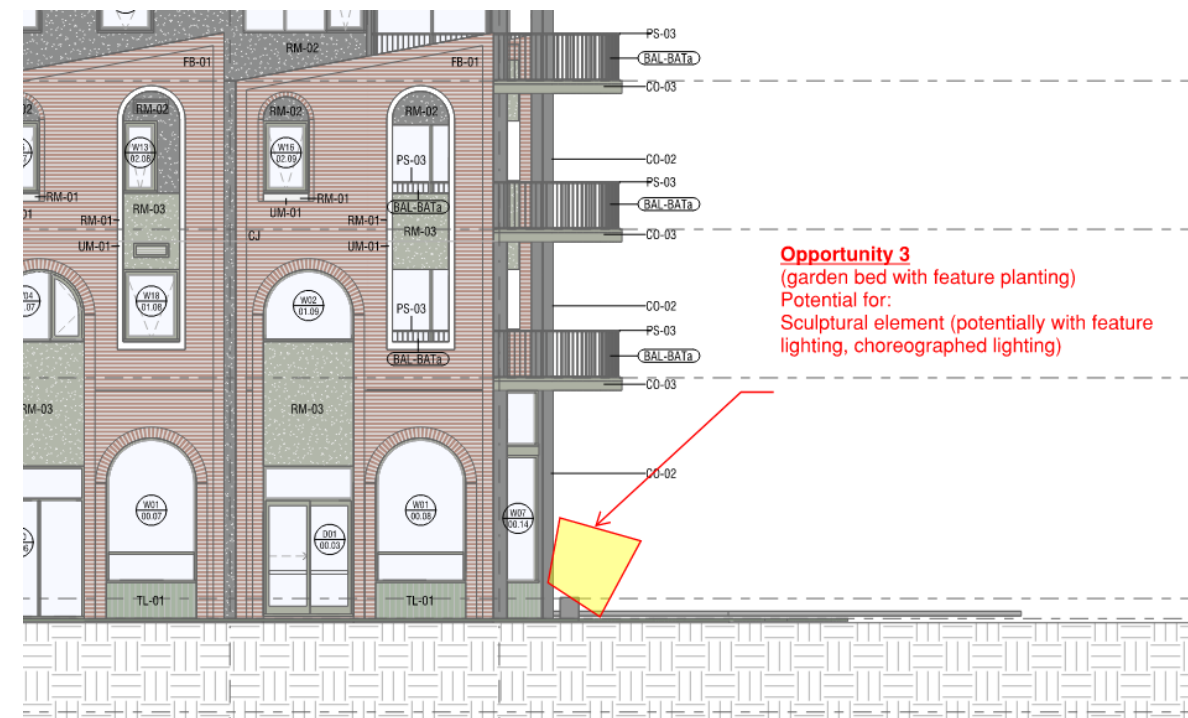
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Artwork ideas

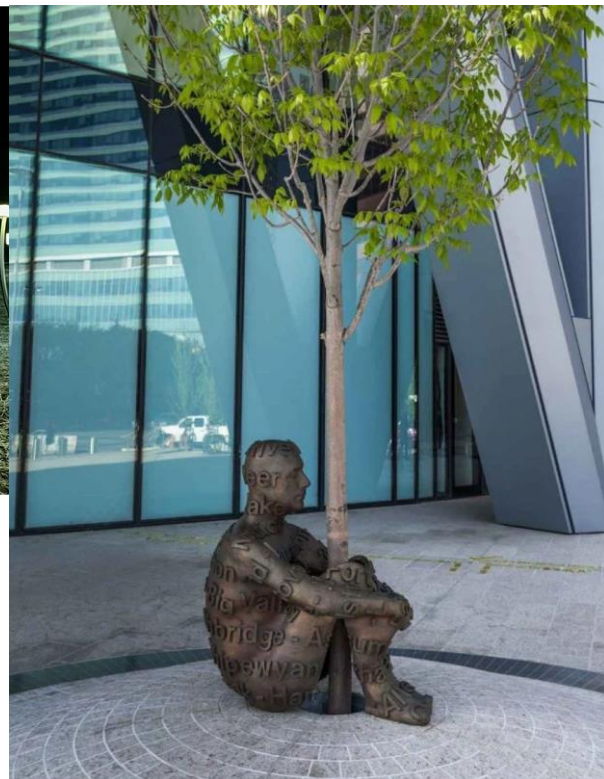
Opportunity two - wall art treatment



Location



Elevation



Inspo imagery

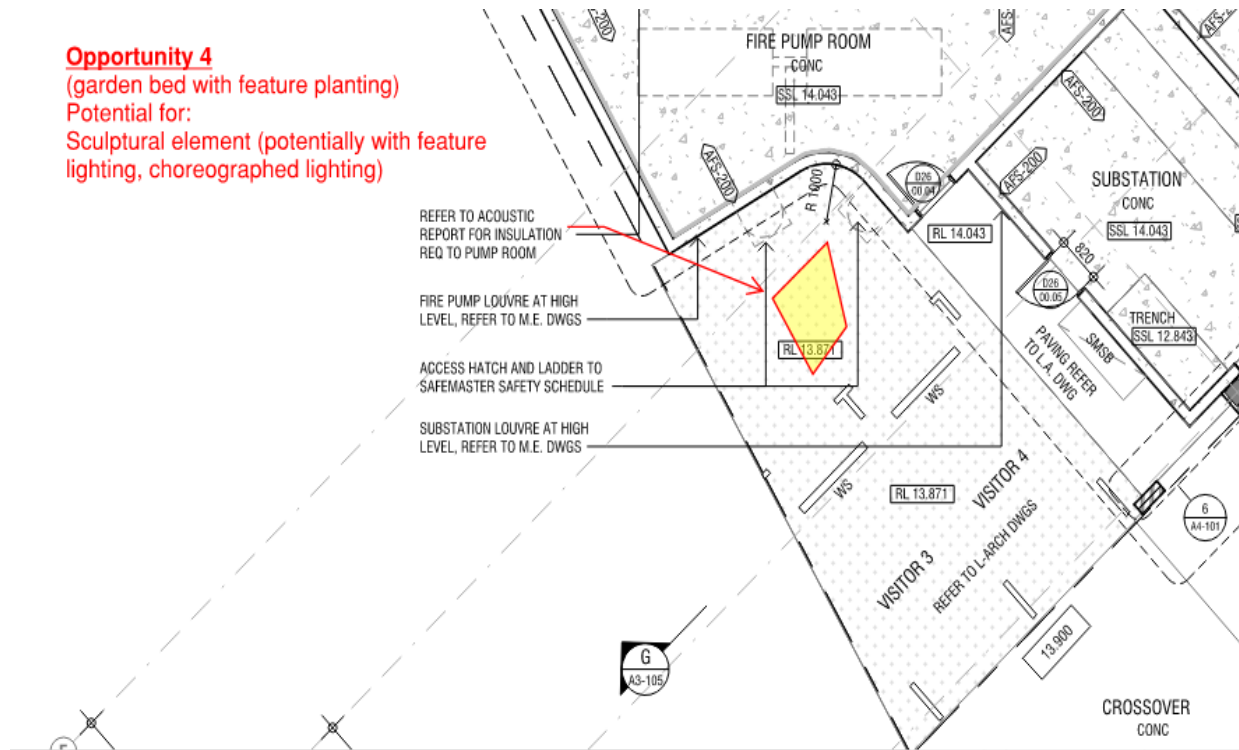
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Artwork ideas

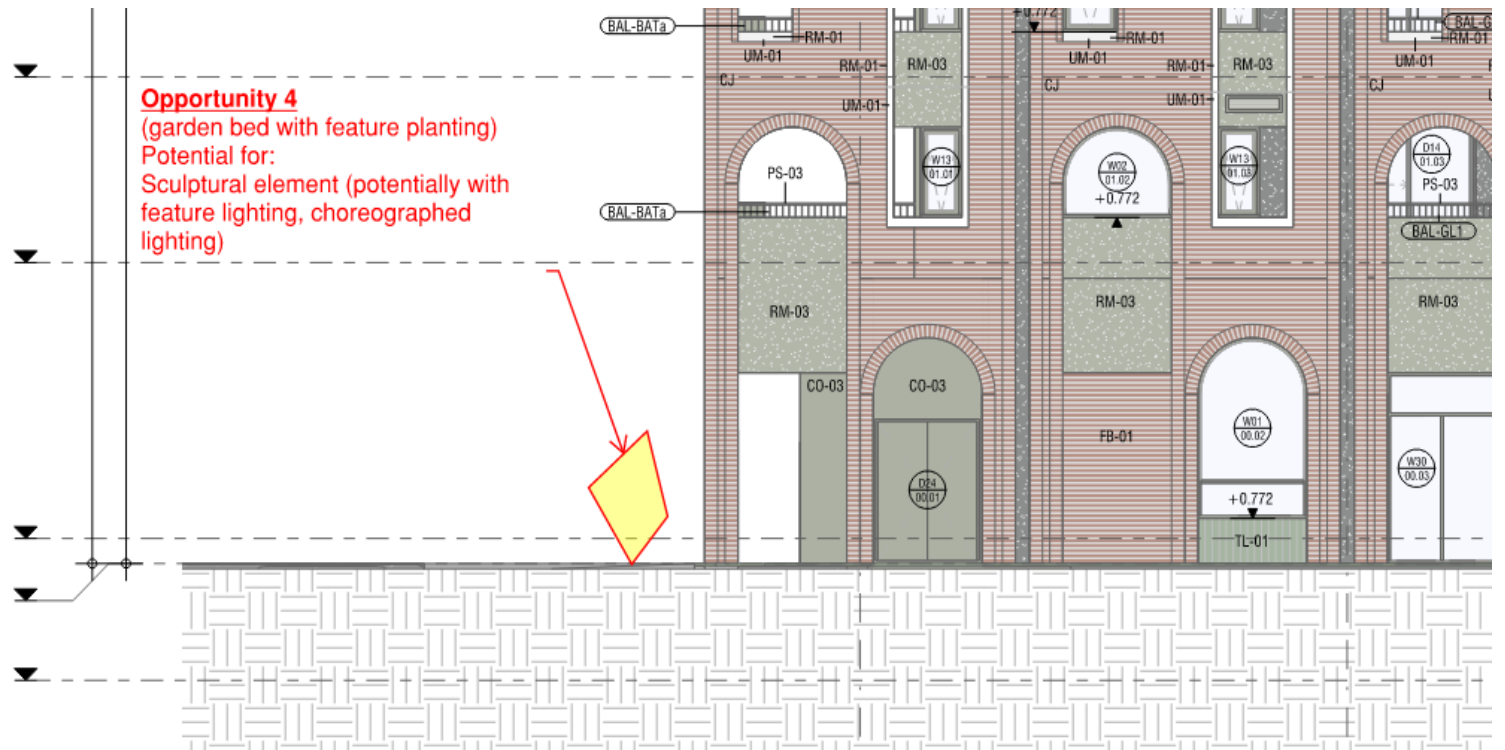
Opportunity three – sculptural pieces, feature lighting

Opportunity 4
(garden bed with feature planting)
Potential for:
Sculptural element (potentially with feature lighting, choreographed lighting)

Opportunity 4
(garden bed with feature planting)
Potential for:
Sculptural element (potentially with feature lighting, choreographed lighting)



Location



Elevation



Inspo imagery



05d

Artwork ideas

Opportunity four - sculptural pieces

[Link to Architectural Drawings](#)

Annexure A

Architectural Drawings



[Link to Form of Contract](#)

Annexure B

Form of Contract

