

Santa's Southern Hemisphere Grotto: The Heart of Summer

Downtown Tauranga needs your help creating summer magic!

Who is Downtown Tauranga?

Downtown Tauranga initiates, facilitates, and supports events, activities, activations, and other offerings that have been purposefully chosen to ensure Tauranga's city centre is viewed as a highly desirable place to live, work, learn, eat, shop, and play. We actively promote the city centre as a destination to the greater community and region. We proactively communicate positive news stories about the city centre, including the vibrant, engaging, and progressive activities that are occurring, and the transformational change that is already underway.

This Christmas, Downtown Tauranga is developing an accessible space, which will include a large-scale mural, to create 'Santa's Southern Hemisphere Grotto' for families, children and those young at heart to interact. This will transform into an exhibition and event space during January 2025.

What is the theme?

The theme for the grotto is to encompass all the things that make New Zealand, and especially Tauranga, unique at Christmas time, with the 'Southern Hemisphere' location. Christmas is about strawberries, kiwifruit, ice cream, surf, sand, sun, Pohutukawa trees, bumble bees, native birds, BBQs and whānau. It is why we all love to live here and why so many choose to bring up their children and visit Tauranga during this time of year.

The aim is that this vibrant mural will represent this Southern Hemisphere theme utilising Tauranga's diverse natural landscapes – from the Mount, the Kaimais, the Papamoa Hills, to Downtown Tauranga's tranquil elms and waterfront views. There is also the option for the artist to integrate funky lighting into the design for evening display and ambience.

What are the artist responsibilities?

The artist selected will support the overall design of Santa's Southern Hemisphere home and be responsible for the design and execution of a mural. They will be responsible for supplying their own materials and equipment necessary for the project within the contracted amount and timeframe. This includes art supplies and any necessary health and safety equipment. Additionally, the final work must accurately reflect the approved design.

What is the size of the mural?

The mural will be a backdrop and focal point for Santa's Southern Hemisphere Grotto: The Heart of Summer which will be inside 41 Devonport Road Tauranga. The mural will be a high-grade smooth ply board framing that would require a base primer and clear coat finish for longevity. It will be 2.4m by 7m (see photo attached).

What is the timeline?

Artist submissions need to be received by **4pm on Friday 4th October 2024**. The mural needs to be completed by 27th November and the artist will be required to work during the Bay of Plenty Garden and Art Festival (14th-17th November) so the public can come and observe the creative process taking place.

This art will be in Santa's Southern Hemisphere Grotto during December 2024 where the community can come and meet Santa, enjoy a summer themed grotto, and admire the mural. It will also stay in place during January 2025 as an interactive art exhibition and event space for the public and families to enjoy. After the January exhibition, there is potential for this mural to be attached to construction cladding or gifted to an organisation that would benefit from having it.

What to include in your submission?

- A short description of the intended design
- A sketch / concept of your design
- Examples of previous work
- A quote to complete the work (*note this must fit within a budget of \$4,000 to \$8,000*)
- An estimate of the amount of time it will take you to complete the mural

Assessment process

Ranked 0-5 | 0=low ranking, 5= high ranking

- Artist's style in line with Downtown Tauranga project
- Sense of 'The Heart of Summer' theme
- Sense of cultural expression
- Sense of 'Christmas' theme – *this needs to be subtle*
- Sense of 'Southern Hemisphere' theme
- Sense of Tauranga aesthetic

What are Downtown Tauranga's responsibilities?

Downtown Tauranga will inform all applicants by 16th October of the outcome of their submission. The chosen artist will refine their design with further consultation with the Mainstreet Manager, Admin & Event Coordinator and feedback from the Downtown Tauranga board.

Ngā mihi nui

The Downtown Tauranga Team

