



**Kaiapoi Entrance Sign,
Main North Road
Graphic Design of Artistic Cutout - Project
Brief**

Seeking Artistic Expressions of Interest

1. Summary

Project Summary	
Commission	Graphic design of artistic cutout from the Corten steel panel for inclusion on the new Kaiapoi Entrance Sign
Stages	<p>Stage 1- Concept Submission All interested artists submit a Concept, including imagery and explanation on meaning to Kaiapoi and design intent,</p> <p>Stage 2 – Shortlisting Submissions will be shortlisted to three options by the Waimakariri Public Arts Trust</p> <p>Stage 3 – Design Approval The Kaiapoi-Tuahiwi Community Board will choose the successful design, and Council will work with the artist to identify any minor changes from the Board. Artist to provide a vector drawing file of completed design.</p>
Commissioner	The Waimakariri District Council
Location	Main North Road Town Entrance, Kaiapoi
Audience	Members of the community, businesses and visitors
Design Budget	<p>\$2,500 (+gst if applicable)</p> <p>This will be split into two payments. \$500 will be paid to the successful artist on their approval by the Board and the remaining \$2,000 once the final vector drawing is received. This covers the cost of any required concept refinement and providing a vector drawing for the design to be cut from the Corten steel panel.</p>
Design Concept Submissions	Closes 4.00pm, Friday 31st October 2025.

2. Overview

Project Background

The Kaiapoi Tuahiwi Community Board have approved the design of a new sign for the entrance to Kaiapoi on Main North Road. This will include the removal and replacement of the existing sign.

Included within this sign is a Corten steel panel. This design brief seeks a design for an artistic cut out to be included on this panel.

Entrance Sign Design (For Context)

The concept for the overall new entrance sign was chosen to reflect the strong relationship that Kaiapoi Town has with the Kaiapoi River. The entrance sign features a base constructed of upright recycled wharf

timber sourced from Lyttleton Port, to provide this link. A Corten steel panel will be mounted on the front of the timber, complemented by steel lettering that reads ‘Welcome to Kaiapoi’.

The images below show a visual mock-up of the new entrance sign design (no art currently included) and the dimensions for reference.

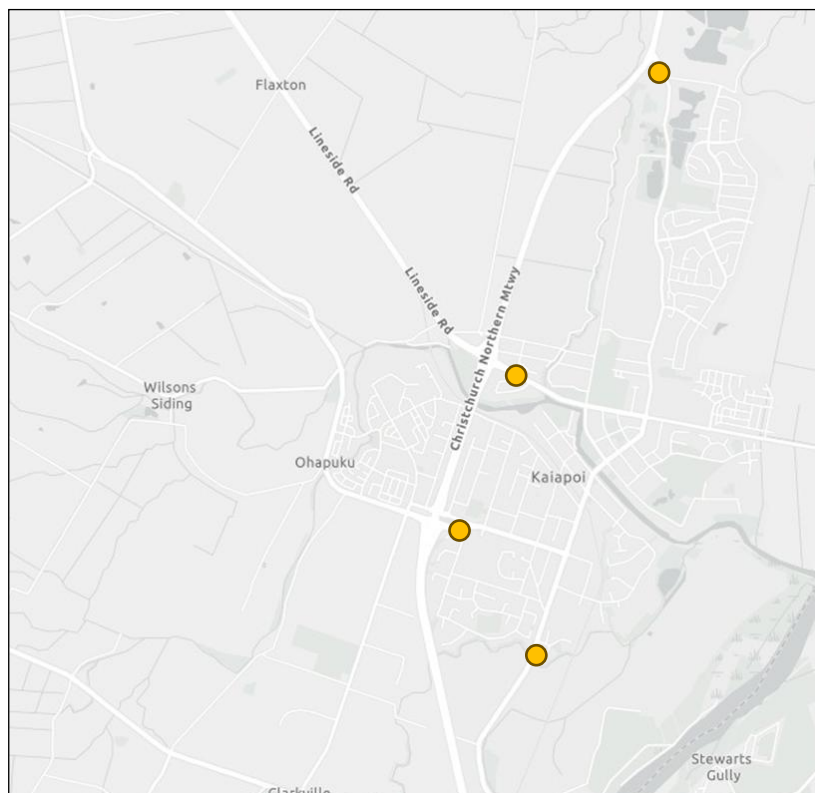


The entrance sign has been designed using durable materials such as hardwood wharf timber and Corten steel, not only to reflect Kaiapoi's River Town identity but to ensure lifespan. The anticipated lifespan of both the sign and its components is at least 35 years.

The Board are planning to create three more entrance signs at the other entrances to Kaiapoi. This artwork may be replicated on these signs (with no additional payment made for its use) or, the Board may choose to seek unique designs for each sign through a similar process at that time. The future entrance signs are planned for the following locations:

- Williams Street (North)
- Smith Street
- Ohoka Road

Please note that currently the Waimakariri District Council is only seeking art for the entrance sign on Main North Road however have provided the below locations to support potential artists contextually.



Artistic Project Objectives

To enhance the sign's visual appeal and reinforce a sense of place, cut-out design will be incorporated into the Corten panel. A white steel backing panel, offset by 50mm between the Corten panel and the timber of the entrance sign has been designed to improve the visibility of the cut-out artwork detailing.

The objectives for the design include:

- Artwork that is unique to Kaiapoi and seeks to reflect some aspect of Kaiapoi's unique history, culture, ecology, context, character or people.
- Artwork that gives a sense of place to the Entrance Sign.
- Artwork that is easily viewed by road users and pedestrians.
- Artwork that can be cut from Corten steel and keep its form.

Design considerations/limitations:

- The design medium is Corten steel,
- The design will be laser cut out of the Corten Steel panel. This means that it will need to be stencilled so that small pieces don't fall off.
- Should be designed to fit panel dimension 3200mm (width) x 1700 - 1000mm (height varied) panel (Minor changes to the height and top form accepted)

Site Information

The location is that of the existing Entrance Sign at 203 Main North Road, Kaiapoi.

The new entrance sign will see the removal of the existing entrance sign and replacement with a new sign.

When the existing entrance sign is removed it will also see the removal of the in-ground concrete detailing and planting, and replacement with mixed low shrub planting. The mound and the higher native planting (e.g. Cabbage trees and Pittosporum) will be retained to create a backdrop to the new entrance sign.

See site map and image below.

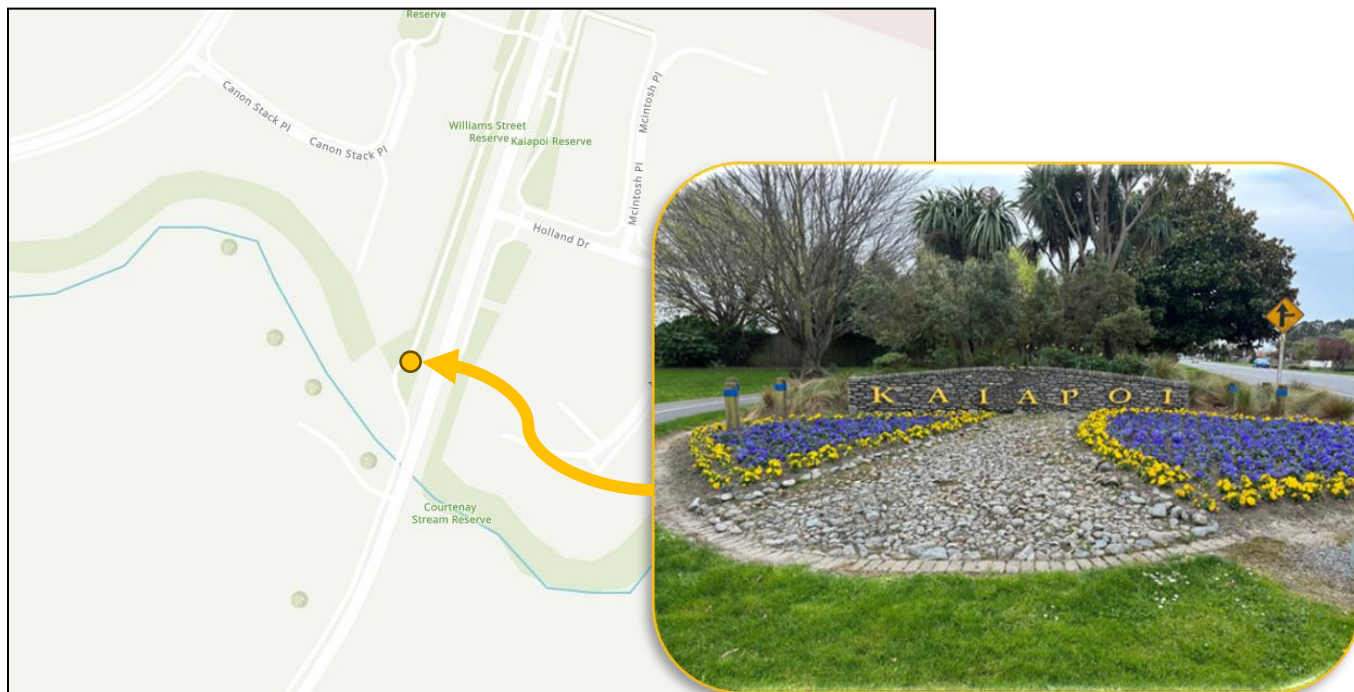


Figure 2 – Main North Road Entrance Sign location, 203 Main North Road, Kaiapoi

3. Commission

Artist Opportunity

The Waimakariri District Council with the support of the Waimakariri Public Arts Trust is seeking an artist to create a graphic design for inclusion on the Corten steel panel of the soon to be erected Main North Road Entrance Sign.

The cut-out design should be unique to Kaiapoi and seek to reflect some aspect of Kaiapoi's unique history, culture, ecology, context, character or people.

The project provides an opportunity for skilled and experienced artist/s to make their mark on Kaiapoi by having their work potentially selected and permanently exhibited as part of the Main North Road Kaiapoi Entrance Sign.

Concept Submission

Artists are invited to submit a concept/s, including the following information:

- A graphic design concept (provided as a JPG or PDF),
- Imagery of the design concept shown on the layout of the Corten steel panel dimensions provided,
- A short-written statement outlining the meaning of the concept.

Concept Assessment process:

Stage 1 – Concept Submission

All Concepts should be submitted to the Waimakariri District Council by Friday 31st October 2025.

Council staff will then present all concepts to the Waimakariri Public Arts Trust anonymously for viewing at their November meeting.

Stage 2 - Shortlisting

The Waimakariri Public Arts Trust will discuss and assess the concepts and shortlist the concepts to the three that they consider to be the most suitable in achieving the objectives.

Unsuccessful candidates will be notified at this time.

Stage 3 - Kaiapoi – Tuahiwi Community Board Approval

The three successful candidates' design will be presented in a report to the Kaiapoi Tuahiwi Community Board (KTCB) at their December meeting. At this meeting KTCB members will choose and endorse a concept and the three artists will be notified the next day if they have been successful or not.

Successful artist to provide

Council will work with the successful artist to refine the design if required, and artist will be required to provide a vector Drawing that allows the design to be cut from the entrance signs Corten steel panel.

Artist's Fee

The successful artist will be paid \$2,500 (+ GST if applicable).

This will be split into two payments. \$500 will be paid to the successful artist on their approval by the Board and the remaining \$2,000 paid once the final vector drawing is received.

At time of fabrication the engineer may require advice or input from the artist to ensure that the design is being laid out as the artist envisioned. Minor changes may also need to be made by the fabricator to ensure that the design is correct to a good standard. It is anticipated that time required for this would be minor and included within the works paid for by the artist's fee.

Project Partners

This project is being delivered by the Waimakariri District Council with support from the Waimakariri Public Arts Trust.

Design Concepts must be submitted to:

Waimakariri District Council

Email: tori.stableford@wmk.govt.nz

All Design Concepts must be received before the application close off date of 4.00pm, Friday 31st October 2025.

Please provide a phone number that you can be reached on when you submit your Concept.

4. Timeline

Activity	Date Due
Issue Design Brief to Artists	Friday 19th September 2025
Deadline for Concepts	4.00pm, Friday 31st October 2022
WPAT Evaluations Concluded	6 th November
Report taken to KTCB meeting – Concept Choice made	Mid – December (Date tbc)
Applicants contacted	The week following December KTCB meeting

This timeline may be subject to minor changes once Community Board meeting dates have been confirmed.

5. Submission Requirements and Conditions

Communication

All communications relating to this project brief seeking clarification or additional information should be directed to:

Project Manager - Tori Stableford

Tori.stableford@windowslive.com

Or

Waimakariri District Council – phone: 0800 965 468

General Conditions

The Waimakariri District Council with the support of the Waimakariri Public Arts Trust reserves the right to:

- Reject all or any Concepts if they don't meet the project objectives,
- Request and obtain information from artists as required.
- Discuss a Concept with the artist at any time before or after the selection of the preferred applicants and upon any terms and conditions.
- Amend the closing deadline date or any other date in the process.
- Amend, suspend or cancel this Project Brief or any associated documents in its entirety,
- Re issue the Project Brief to receive more Concepts if there are not enough submissions or enough that meet the project objectives.

The Waimakariri District Council will not be bound to give reasons for decisions made because of the Project Brief, or as an outcome of the evaluation, but may do so where it considers this appropriate.

Error and Omissions

If the Waimakariri District Council discover errors and/or omissions in your response, Waimakariri District Council staff will attempt to notify you as soon as practicable and will require you to either confirm or as the situation requires, withdraw your Concept. The Waimakariri District Council accepts no responsibility for any errors or inaccurate descriptions in this Project Brief, or any associated application documents.

No Warranties or Representations

The Waimakariri District Council makes no representations and give no warranties as to the information provided in this Project Brief.

Ownership of Response Documents

The Concepts submitted to the Waimakariri District Council in response to this Project Brief shall be retained by the Council. Concepts will not be returned to the parties at the end of the project process.

Information Complete and Accurate

By submitting your Concept, you warrant that all information provided by you to the Waimakariri District Council in relation to your Concept is complete and accurate in all material respects and will not breach any third-party intellectual property rights.

Notification of submission Outcome

Council project staff will notify by phone or email the applicants that have been short listed to Stage Three. No legal relationship is created between the parties. Council project staff will notify all unsuccessful applicants by email within one week of the KTCB meeting to let the know if their concepts have been successful.

Elimination

The Waimakariri District Council may eliminate any party from this process if that party:

- Has materially breached a term or condition of the process in this design brief.
- Has submitted a Concept that considers a material error, omission or inaccuracy.
- Has not submitted all listed requirements for the concept submission.

Confidentiality

To the extent that it is legally able to, the Waimakariri District Council will use best endeavours to keep Stage One and Stage two, confidential and not disclose confidential information to third parties without the applicant's consent. However, it is likely that notification of those artists selected to Stage Three will be made public via a staff report to the Kaiapoi-Tuahiwi Community Board and Councillors.

It is acknowledged by applicants that the Waimakariri District Council is subject to legislation including (but not limited to) the Local Government Official Information and Meetings Act 1987 and accordingly information provided by the applicants may be required to be disclosed under such legislation.

The Waimakariri District Council will not be in breach of its obligations if it is required to disclose confidential information to an appropriate authority because of relevant legislative processes.

Disclaimer

The Waimakariri District Council will not be liable in any other way whatsoever for any direct or indirect damage, loss or cost incurred by any applicant or any other person in respect of or in relation to this process.

6. Complaints Process

The Waimakariri District Council is committed to ensuring the process is impartial and without prejudice.

If you wish to raise any concerns related to the listed processes, please contact us to register your feedback.

Project Manager - Tori Stableford

Tori.stableford@windowslive.com

Or

Waimakariri District Council – phone: 0800 965 468 (0800WMKGOV)