

airtime

ARTIST BRIEF

Expression of Interest information

Hobsons Bay City Council is seeking young artists aged 12 to 25 years of age from the western regions of Melbourne to showcase artwork and creative designs for the Airtime Exhibition Space's August 2023 – July 2024 exhibition program.


Airtime is a temporary public art project that highlights the creative talents of young people. Artworks are reproduced and printed on seven large flags and exhibited on a rotational basis on the Altona Meadows flag poles located at the Altona Meadows Skate Park.

Expressions of Interest (EOI) can be submitted via [SmartyGrants](#) before **3pm Monday 29 May 2023**.

Teachers, youth workers or community arts organisation representatives can apply on behalf of young people with parental/guardian consent. Artists under the age of 16 years must have guardian/parental consent.

The EOI must include:

- Images or examples of artwork indicating visual direction (sketches and/or digital images) or demonstrate what will be exhibited
- A short description outlining the ideas, concept and theme of the artworks and or project. (max 100 words)
- A short artist statement (50 words max)

Airtime Flags	Dimensions	Specifications
	7 flags in total with dimensions 1800mm x 4500mm (W x H)	High Resolution JPEG or PSD File All images must be cropped as portrait in aspect (to fit the shape of the flag) Airtime branding and the Hobsons Bay Creative City logo lockup to be included at the bottom of the flag design as well as project partner logos (if applicable)

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Selection criteria

- Work demonstrating strong aesthetic content
- Seven individual artworks that can be presented cohesively across flags – visually and conceptually
- Applications that demonstrate an innovative approach or use of medium
- Work that is professionally presented
- Work created in projects that demonstrates community value
- Recent work that has been developed in the previous two years

Priority is given to:

- Schools, community groups and artists living, working, or studying in Hobsons Bay

Eligibility

- Artists aged 12 to 25 years of age who study, work, reside or have a connection to the inner and Western suburbs of Melbourne from the Cities of Hobsons Bay, Wyndham, Maribyrnong, Brimbank, Melton, Moonee Valley, Geelong, or Melbourne
- Teachers, youth workers or community arts organisation representatives can apply on behalf of young people with parental consent.

Selection process

- Applications will be assessed by an internal selection panel
- Artists living, working, or studying in Hobsons Bay will be given priority

Please note: *Airtime* needs to present diverse mediums and themes and contribute to a cohesive exhibition program. This may impact artworks selected.

Responsibilities

Artist Responsibilities

- Artworks submitted are original
- Provide information, if required, for a media release to be developed in conjunction with Council staff
- Be available for photoshoots, interviews and other publicity opportunities related to the program and exhibition
- Provision of digital high resolution (1MB to 5MB) images of artwork suitable for publicity and or reproduction
- Provision of images of artwork in high resolution jpeg or PSD files titling files artwork title_year_artist at least four weeks prior to exhibition

Hobsons Bay City Council's Responsibilities

- Converting artwork into relevant format for flag fabrication
- Coordination of fabrication, installation, deinstallation of artwork
- Costs associated with fabrication and installation
- Professional marketing of exhibition and program including graphic design
- Social media promotion across Council platforms
- Approval of all artist's developed media content prior to distribution
- Management of public programming and community engagement projects where applicable

Opening Event | Launch

- Online soft launch only



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Key dates

Action	Deadline
Expression of Interest open	Monday 1 May 2023
Submissions close	3pm, Monday 29 May 2022
Selection process	Week beginning Monday 5 June 2023
Shortlisted applicants advised	Tuesday 13 June 2023
Artist Agreement signed	Tuesday 27 June 2023
Provision of updated artists statements, artwork description, marketing images and materials	Tuesday 27 June 2023

For further information please contact the Arts, Culture and Heritage team at arts@hobsonsbay.vic.gov.au.