

# LANEWAY GALLERY - August to December 2024 – Artist Brief



## Expression of Interest information

Woods Street Arts Space in Laverton invites artists and/or art collectives to showcase artwork and creative designs for the *Laneway Gallery's* August 2024 to January 2025 program.

*Laneway Gallery* is a multi-venue exhibition space consisting of four billboards and a projection site at the front and side laneways of Woods Street Art Space in Laverton and five artboards in the newly designed Civic Centre in Altona. A component of the Woods Street Arts Space's general programming, the commissioned exhibition spaces rotate approximately every two months, six times a year.

Artists and arts collectives are invited to submit artwork responding to one of the following themes:

- Artists and arts collectives from the western regions of Melbourne are invited to submit artwork responding to one of the following themes:
- First Nations
- Cultural Diversity
- Gender and LGBTIQ+
- Social Justice
- Environment




A one-off payment of \$1500.00+ GST will be paid to each successful artist/arts collective at the time of artwork instalment.

Expressions of Interest (EOI) can be submitted via [SmartyGrants](#) before **3pm Monday 6 May 2024**.

### The EOI must include:

- A proposal that demonstrates how the project addresses the selection criteria and themes (max 400 words).
- Images, mock-ups or videos of artwork indicating visual and conceptual direction (sketches and/or digital images) or demonstrate what will be exhibited.
- Current CV and short biography of artist or collective (One page per artist).
- Concept for a public program or community engagement project (E.g., Workshops, artist talks etc).

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| Site  | Dimensions  | Specifications   |
|---|---|--|
| <p style="text-align: center;"><b>Laneway Gallery front billboard</b></p>      | <p>3040mm W x 2240mm H<br/>(including 20mm bleed)</p> | <p>JPEG or PDF File:<br/>300DPI at a minimum<br/>of 150 - 300PPI at 25%<br/>scale.</p>   |
| <p style="text-align: center;"><b>Laneway Gallery side billboards</b></p>     | <p>2420mm W x 1220mm H<br/>(including 10mm bleed)</p> | <p>JPEG or PDF File:<br/>300DPI at a minimum<br/>of 150 - 300PPI at 25%<br/>scale.</p>   |
| <p style="text-align: center;"><b>Laneway Gallery projection window</b></p>  | <p>1350mm W x 1970mm H</p>                            | <p>Aspect Ratio: 16:9 -<br/>Portrait Orientation<br/><b>Please note:</b> Projector<br/>is installed vertically.<br/>Artwork is to be<br/>create in a landscape<br/>format for viewing in<br/>portrait format.</p> <p>Video Resolution:<br/>1920p x 1080p at<br/>30FPS</p> <p>Video Format: H.264<br/>MP4</p> |

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|   |                     |  |
|---|---------------------|--|
| <p style="text-align: center;"><b>Altona Civic Centre</b></p>  | 1205mm W x 1205mm H | <p>Create artwork at 350 DPI.</p> <p>Create artwork at 50% of final size e.g. artboard or image size 635mm x 635mm.</p> <p>Convert any fonts used to outline or graphics mode prior to saving final artwork file.</p> <p>Save final artwork to PDF, JPEG, EPS (depending on what style of artwork is being submitted).</p> |
|---|---------------------|--|

Image credit: Autumn Tansey, Saving for a Rainy Day, 2021.

### Background

Hobsons Bay City Council believes access to arts and culture is integral to a vibrant community and makes a positive contribution to the liveability of a city. The arts enable celebration of diversity, creativity and innovation while participation in arts and culture can help create opportunities to build social connection, understanding and cohesion.

*Creative City* is Hobsons Bay City Council's Arts and Culture Plan. *Creative City* planning is based on five key principles: Cultural vitality, Sustainability, Innovation and Excellence, Participation, and Social Inclusion.

These principles are embedded across six programs and assist *Creative City* contribute to the positioning of Hobsons Bay as a centre of cultural excellence and innovation, helping build a strong creative sector, diverse opportunities, unique experiences and positive outcomes for the city.

### Selection criteria

- A concept that is presented cohesively across sites – practically and conceptually.
- Work references local place (Laverton or Hobsons Bay).
- Work demonstrates community value.
- Work effectively responds to identified themes.

### Eligibility

- Artists who study, live, work, reside or have a connection to the Western suburbs of Melbourne; Cities of Hobsons Bay, Wyndham, Maribyrnong, Brimbank, Melton, Moonee Valley or Geelong.
- Artists over the age of 18 at time of entry.
- **Hobsons Bay City Council employees are not eligible to apply.**



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### Selection process

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

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

### Responsibilities

#### Artist Responsibilities

- Submission of their own original artworks.
- Supply any specialised equipment or instructions needed to display or install work, if applicable.
- Provide a CV, artist statement and exhibition information, including exhibition title and blurb.
- 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 three digital high resolution (1MB to 5MB) images of artwork and biography image of artist/s suitable for publicity and or reproduction. Credit photo files where applicable.
- Provision of artwork for all sites in required specifications for transferal to exhibition space at least four weeks prior to exhibition.
- Assist with installation of artwork in association with curator and/or Council staff where applicable.
- Attend special events and meetings related to the program and exhibition if applicable.
- Be available to work with Council officer/curator in developing content for their exhibition if applicable.
- Complete a vendor establishment form and provide an invoice at least four weeks prior to exhibition.

#### Hobsons Bay City Councils Responsibilities

- Coordination of the overall exhibition program.
- Costs associated with printing and installation of billboard skins and projection site.
- Payment to exhibiting artists within four weeks of exhibition commencement.
- Professional marketing of exhibition and program including graphic design.
- Media release development and distribution.
- Exhibition promotion across Council platforms.
- Approval of all artists media content prior to distribution.
- Management and cost of public programming and community engagement projects where applicable.
- Coordination of fabrication, installation, deinstallation and maintenance of artwork.
- Implementing a COVID -19 safety plans and ensuring all exhibitions and events are compliant with DHHS requirements where applicable.

### Opening Event|Launch

- Council will provide an online soft launch only. If an artist wishes to hold an exhibition launch, they must notify Council at least six weeks prior to their exhibition. All costs associated with the launch will be at the artist's expense. Council cannot guarantee an exhibition launch can be accommodated.

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### Public programming and community engagement projects

- In the application form, artists are requested to describe a potential public programming or community engagement project that can be delivered during the selected exhibition period. Projects must align with the applicants chosen theme and demonstrate the following key priorities:
  - Engages the local community
  - Engages diverse or under-represented community members
  - Demonstrates community value
  - Responds to local placemaking

**Please note:** Not all proposed public programs will be approved by Council. Artists invited to host a public program or community engagement project to coincide with their exhibition will be paid as per NAVA rates or as negotiated.

### Key dates

| Action   | Deadline                          |
|--|-----------------------------------|
| Expression of Interest open  | Monday 8 April 2024               |
| Submissions close  | Monday 6 May at 3pm               |
| Selection process  | Week beginning Monday 20 May 2024 |
| Shortlisted applicants advised   | Week beginning Monday 27 May 2024 |
| Artist Agreement signed  | Friday 14 June 2024               |
| Provision of artists statements, artwork description, marketing images and materials | Friday 14 June 2024               |

For further information please contact the Arts, Culture and Heritage team at [arts@hobsonsabay.vic.gov.au](mailto:arts@hobsonsabay.vic.gov.au).