

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 2024 – July 2025 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 6 May 2024**.

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 legal 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 (100 words maximum).
- A short artist statement (50 words maximum).

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) Council's, Airtime Hobsons Bay Creative City logo will be included at the bottom of the flag design as well as project partner logos (if applicable)

AIRTIME – Artist Brief

Selection criteria

- Work demonstrating strong aesthetic content.
- Application presents seven individual artworks that can be presented cohesively across flags – visually and conceptually.
- Work that demonstrates an innovative approach or use of medium/s.
- Work that is professionally presented.
- Work that demonstrates community value or showcase Hobsons Bay (including local place and heritage).

Eligibility

- Artists aged 12 to 25 years at time of application.
- 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.
- Teachers, youth workers or community arts organisation representatives can apply on behalf of young people with guardian consent.
- Work must have been created developed in the previous two years.

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 three digital high resolution (1MB to 5MB) images of artwork suitable for publicity and or reproduction. Credit photo files where applicable.
- Provide a short artist statement and exhibition description, including exhibition title and blurb.
- Provide of images of artwork in high resolution jpeg or PSD files titling files artwork title_year_artist at least four weeks prior to exhibition.
- 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.
- Attend special events and meetings related to the program and exhibition if applicable.

Hobsons Bay City Council's Responsibilities

- Converting images of 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

AIRTIME – Artist Brief

Opening Event|Launch

- Online soft launch only

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@hobsonsbay.vic.gov.au.