

LANEWAY GALLERY February to July 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* February to July 2024 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 on the corridor spine of 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:

- First Nations (*including local place and heritage*)
- Diversity - Biodiversity and the environment
- Social justice and inclusion
- Sustainability
- Gender and Equality




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

Expressions of Interest (EOI) can be submitted via [SmartyGrants](#) before **3pm Monday 18 November 2023**.

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 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 data-bbox="368 237 794 271">Laneway Gallery front billboard</p> 	<p data-bbox="1031 237 1252 293">3040mm W x 2240mm H (including 20mm bleed)</p>	<p data-bbox="1278 237 1481 349">JPEG or PSD File : 300DPI at a minimum of 150 - 300PPI at 25% scale.</p>
<p data-bbox="368 775 794 808">Laneway Gallery side billboards</p> 	<p data-bbox="1031 775 1252 831">2420mm W x 1220mm H (including 10mm bleed)</p>	<p data-bbox="1278 775 1481 887">JPEG or PSD File : 300DPI at a minimum of 150 - 300PPI at 25% scale.</p>
<p data-bbox="339 1364 826 1397">Laneway Gallery projection window</p> 	<p data-bbox="1031 1364 1252 1397">1350mm W x 1970mm H</p>	<p data-bbox="1278 1364 1453 1476">Aspect Ratio: 16:9 - Portrait Orientation (projector installed vertically)</p> <p data-bbox="1278 1509 1437 1599">Video Resolution: 1920p x 1080p at 30fps</p> <p data-bbox="1278 1632 1469 1677">Video Format: H.264 /AVI or MOV</p>

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<p style="text-align: center;">Altona Civic Centre</p> 	1200mm W x 1200mm H	<p>Create artwork at 550 dpi if bitmaps. Vektored EPS if lines or lettering</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, JPG TIFF, EPS (depending on what style of artwork is being submitted)</p>
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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 inner and Western suburbs of Melbourne from the Cities of Hobsons Bay, Wyndham, Maribyrnong, Brimbank, Melton, Moonee Valley, Geelong, or Melbourne
- 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: The *Laneway Gallery* needs to present diverse mediums and themes and contribute to a cohesive exhibition program. This may impact artworks selected.

Responsibilities

Artist Responsibilities

- Submission of their own original artworks
- Supplying any specialised equipment or instructions needed to display or install work, if applicable
- Providing a CV, artist's statement and label information
- 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 and biography image of artist/s suitable for publicity and or reproduction
- Provision of artwork for all sites in required specifications for transferal to exhibition space four weeks prior to exhibition
- Assistance 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
- Be available to work with Council officer/curator in developing content for their exhibition

Hobsons Bay City Councils Responsibilities

- Coordination of the overall exhibition program
- Costs associated to printing and installation of billboard skins and projection site
- Payment to exhibiting artists
- Professional marketing of exhibition and program including graphic design
- Professional media release development and distribution
- Extensive 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
- Implementing a COVID -19 safety plans and ensuring all exhibitions and events are compliant with DHHS requirements where applicable
- Coordination of fabrication, installation, deinstallation and maintenance of artwork

Opening Event|Launch

- Online soft launch only

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Public programming and community engagement projects

- In the application form, artists are requested to describe a potential public programming and community engagement project that can be delivered during the selected exhibition period. Programming must align with the applicants associated identified 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
- 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 as negotiated.

Key dates

Action	Deadline
Expression of Interest open	Monday 13 November 2023
Submissions close	Monday 18 December 2023 at 3pm
Selection process	Week beginning Monday 18 December 2023
Shortlisted applicants advised	Week beginning Monday 8 January 2024
Artist Agreement signed	Monday 15 January 2024
Provision of artists statements, artwork description, marketing images and materials	Monday 15 January 2024

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