



“WINDOWS – PAST AND FUTURE”

Exhibition

Call for Submissions of Content

STAGE 1

Artists, students, researchers, creative individuals and groups are invited to submit to an exhibition to be projected as part of the City Evolutions Public Art Project, during July and September 2014.

Please forward your submission to:

By Post:

Professor Mark Balnaves
Attn: City Evolutions Windows EOI
School of Design Communication & IT
Faculty of Science & Information
Technology
The University of Newcastle
ICT 3.14,
ICT Building,
Callaghan NSW 2308

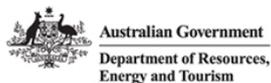
By Hand:

Professor Mark Balnaves
Attn: City Evolutions Windows EOI
The University of Newcastle
C/O The Reception Desk
ICT Building
University Drive
Callaghan NSW

By Online:

Mark.Balnaves@newcastle.edu.au

Entries must be received by the City Evolutions Committee by **5 pm Monday the 23 June 2014.**





About City Evolutions

Presented and produced by The City of Newcastle and the University of Newcastle, City Evolutions is a landmark contemporary art project featuring a series of interactive projections along Newcastle's oldest street; Watt Street.

City Evolutions presents a changing program of dynamic content throughout the year developed by a mix of Australian and internationally renowned artists, as well as local artists and contributions from the local community.

City Evolutions is part of The City of Newcastle's strategy to revitalise East Newcastle, through a new attraction to complement the vibrant restaurants, bars, galleries and venues of this stunning cultural and historic precinct.

For more information about City Evolutions, the artists involved, images and video links to projects presented as part of City Evolutions, go to www.cityevolutions.com.

The Artists

City Evolutions aims to showcase diverse illumination based projects by students, emerging, midcareer and established artists and creatives. Participants gain significant opportunities and benefit through the networks, skills and recognition gained through being involved in a large scale public art project in the City Centre, with significant media and marketing profile, recognition by the community, peers and creative industry leaders.

Public/Community Involvement and Engagement

The project provides great opportunities for creatives to undertake significant community engagement through project development, creation and delivery.

Themed projections, combined with the City Evolutions website and social media interface, as well as significant ongoing interest by local media partners (e.g. The Newcastle Herald and ABC Newcastle) opens doors for community involvement and contribution of images, stories and commentary in accordance with specified themes.

For some good examples of this community engagement model, refer to projects such as the "2014 Anzac Portraiture Project" and the "The Show People's Inn (by ESEM Projects) at www.cityevolutions.com.



Call for Submission – “Windows – Past and Future”

City Evolutions is seeking submissions for the program of content from July to September 2014.

Curatorial Brief and Themes

In developing your submission, we ask you to consider the following:

*“Windows – Past and Future Years”
All night I am at
a window not too small
to be a frame to the stars

'At the end' R.S Thomas*

Windows are frames to people, spaces, events and places. The theme ‘windows’ gives you the opportunity to choose the frame of the past or future, but it should be a window to significant people, events or places. What is significant? You might be inspired by women or indigenous communities who might not have had a high profile in the writing of Newcastle’s history but who have had a major impact on Newcastle’s development. You might be inspired by the look and feel of physical developments, like the Port, and what they might look like in the future. War, entertainment, fashion, architecture, and the clothes we wear – there have been radical changes to people and landscapes in the past 2100 years and there will be radical changes in the future.

Your creative work can be interactive, it can be a still image, or it can be a video piece.

What we are looking for and Technical Specifications

We are looking for works that make a creative, innovative and contemporary response to the creative brief above.

The project is intended to enhance the public domain and revitalise Newcastle East so we are looking for projects that work well large scale to compliment the stunning surrounds and vista of Watt Street, Newcastle East.

We welcome all styles, including video and animation, illustrative, multimedia or still images, performance or film based. Works may be colour or black and white.

The work may be pre-existing or especially created for this project.

Works can be adapted to any of the nine sites across City Evolutions (see pages 6 and 7).

If selected, you will be asked to supply your final approved work in accordance with the specification of your nominated site.

The City Evolutions Project Team will be available to discuss your work and advise you how to prepare and upload your work in accordance with technical specifications.

Submission Requirements

Submission of proposed content for the City Evolutions Project is a two stage process (Figure 1). Only successful applicants from Stage 1 will be invited to proceed to Stage 2. Please refer to the timeline for important dates. Note that no late entries will be accepted.

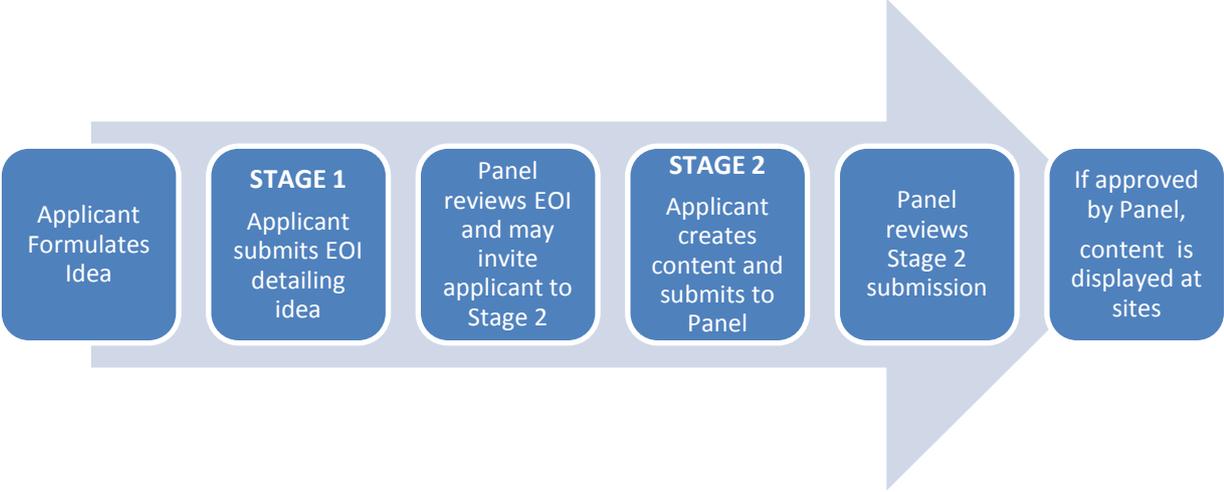


Figure 1 – Process of submitting content to the City Evolutions Project for possible projection.

Timeline

Date	Action
5 pm Monday 23 June	STAGE 1 - Expression of Interest (EOI) closes



STAGE 1

All applicants wishing to submit content to the City Evolutions Project for will be required to submit an Expression of Interest (EOI) in advance detailing the idea for content.

IMPORTANT: For Stage 1, applicants do not have to submit the prepared content.

During Stage 1, we ask you to supply the following as an EOI by **5 pm Monday 23 June 2014**:

- Your name and contact details
- Name of leading artist/ creative and key people involved in the project
- A visual representation of the proposed work through images, video links or a story board, etc.
- A brief description of the proposed work
- Nomination of your preferred site out of the nine available
- Briefly describe how the proposed work addresses the Curatorial Brief and Themes above – “Windows – Past and Future”
- Outline of your project methodology and approach to the project
- Will your project involve and elements of Community Engagement or Interaction? If so, how?
- Examples of previous works (if available)
- A CV of your team leader and key people involved in the project
- A signed Artist Content Release Consent Form.

Each artist may submit one or a number of works for consideration by the Curatorial Panel.

STAGE 2

If selected, you will be required to complete Stage 2 of the project, which is the preparation and submission of the content for illumination at the City Evolutions Project.

A separate information pack will be forwarded to successful applicants about Stage 2 requirements.

All content will require final approval by the Curatorial Team before it will be displayed.

Communication and Marketing

If selected, you will be required to supply copy, images and content for upload to the City Evolutions Website, social media and for publicity and marketing purposes during Stage 2.

Selection Panel, Process and Criteria

All submitted artworks will be reviewed by the City Evolutions Curatorial and Selection Panel, comprised of representatives from the University of Newcastle (Faculties of Science and Information Technology, and Education and Fine Arts, and the Cultural Collections, Library) and the City of Newcastle.

The Panel will assess Stage 1 submissions in consideration of the following criteria:

- The degree to which the proposed work is an innovative and creative response to the Curatorial Brief and Themes
- Demonstrated excellence and skill in the art form/artistic merit
- Capacity of the artwork for application top the City Evolutions large format projections and to compliment the City streetscape
- Adaptability of the artwork to the large format sites and technical specifications
- A detailed methodology of your approach to creation of the artwork, including community engagement and input
- Agreement with the Terms and Conditions of the project and provision of Content release form (may be supplied with final submission).

Stage 2 submissions will be reviewed for:

- Evidence of content release approvals and adherence to Copyright and Intellectual Property laws.
- Appropriateness for the audience (including relating to coarse language, nudity and violence).

Site Guide

There are 10 sites as part of the City Evolutions Project (Table 1).



Table 1: Site names and locations details for all City Evolutions Sites, January 2014.

<p>1 - United Services Club (USC), 57 Watt St</p> 	<p>6 - Laneway (DISCO), Interactive, 25 + 27 Watt St.</p> 
<p>2 - The Church, 8 Watt St.</p> 	<p>7 - Westpac Building, Hunter Façade (FIRE), 49 + 51 Hunter St.</p> 
<p>3 - David Maddison Building, King Façade, Interactive,(TONY'S), Watt St</p> 	<p>8 - Westpac Building, Watt Façade (WATER), 49 + 51 Hunter St</p> 
<p>4 - David Maddison Building, Watt Façade (BOCADOS), King St.</p> 	<p>9 - The Lockup, Hunter Façade, Interactive, 90 Hunter St.</p> 
<p>5 - Laneway, (FISH/MAJOR MORRISSET), Interactive, 29 + 31 Watt St.</p>  <p style="text-align: center;">UNAVAILABLE</p>	<p>10 - The Lockup, Watt Façade, (SPROCKET), Watt St.</p> 



Terms and Conditional and Releases / Artist Content Release Form

You (“**You/Your**”) agree that the following terms and conditions apply to your participation in the “**Windows – Past and Future**” Exhibition as part of City Evolutions Public Art Project (“**the Exhibition**”) to be held between July 2014 and September 2014 and produced by the Council of the City of Newcastle (“**the City**”) and The University of Newcastle (“**the University**”).

1 Remuneration and Artist Fees

1.1 The Exhibition is a free non-profit event and artists will not be paid fees or remuneration for works submitted.

2 Terms and Conditions of the Exhibition

2.1 You must submit your STAGE 1 entry to the City and the University no later than **5pm on Monday 23 June 2014**.

2.2 Your entry must:

2.2.1 Meet the Specifications and Format as set out in this document; and

2.2.2 Include a completed *Artist Consent Form and an Expression of Interest*.

2.4 The City and the University will exhibit the selected artworks in the City Evolutions Project, Watt Street, Newcastle, for the period July 2014 to September 2014.

2.5 Inclusion of any artwork in the Exhibition is subject to selection by the Panel. No correspondence will be entered into regarding these Terms and Conditions, or the decisions of the Panel or the City or the University.

3 Copyright and Moral Rights

3.1 You grant the City and the University the right to:

3.1.1 Maintain a digital copy of the Artwork; and

3.1.2 Enlarge and adapt the Artwork in order to fit the large scale format of the Exhibition; and

3.1.3 Exhibit the reproduced Artwork in City Evolutions Project, Watt Street, Newcastle, for the period July 2014 to September 2014 (inclusive) as part of the Exhibition.

3.2 You warrant that you are the owner of all copyright in the Artwork or have obtained all necessary approvals to permit the use of the Artwork in the Exhibition.

3.3 The City and the University may reproduce the Artwork (or any part of it) in any media format, including but not limited to advertisements, postcards, brochures, posters, television/print media, website and annual reports, only for the purposes of:

3.3.1 Publicity and promotion of the Exhibition;

3.3.2 Any catalogue of the Exhibition; that may be produced, and

3.3.3 Creating a non-commercial archive of the Exhibition.



- 3.4 You acknowledge and agree that any sponsor of the Exhibition may reproduce the Artwork for the purpose of reporting the sponsorship of the Exhibition in a publication such as an annual report.
- 3.5 The City and the University will acknowledge you in all publicity of the Exhibition as the creator of the Artwork.
- 3.6 Whilst the City and the University will take care to ensure the integrity and quality of the reproduced Artwork, you acknowledge that enlargements and slight variations to the Artwork may result from adapting the original Artwork to the large-scale format or the printing process.
- 3.7 Whilst the City and the University will take care to protect and maintain the original Artwork, you acknowledge and agree that you will not be entitled to claim compensation for any damage to the original Artwork whilst in the care of the City and the University or the Exhibition production team and contractors.
- 3.8 Depending on the subject matter, you may be asked to provide a model release as a condition for inclusion of your Artwork in the Exhibition. Failure to provide this release may result in your Artwork not being included in the Exhibition.

4 Large Format Reproduced Artworks

- 4.1 Large format reproduced Artworks will remain the property of the City and the University until 30 June 2015.
- 4.2 The City and the University will refer all sale enquiries about the large format reproduced Artworks to the Artist or gallery representative.
- 4.3 The City and the University retains the right to re-exhibit the large format reproduced Artworks at any location before 30 June 2015. You will not be paid an additional fee for re-exhibition of the Artwork. The City and the University will notify you in advance of any re-exhibition of the Artwork.

5 General

- 5.1 You may submit either **one** or **more** entries to the Exhibition.
- 5.2 You must complete the attached *Artist Content Release Consent Form and submit an Expression of Interest*, indicating your agreement with these Terms and Conditions.
- 5.4 For **return of your entry**, please supply a stamped self-addressed package suitable for the return of your original entry materials. Otherwise, your entry will not be returned to you. The City and The University takes no responsibility for goods lost or damaged in the mail.



ARTIST CONTENT RELEASE CONSENT FORM

This is to verify that I, (please print full name) _____

of (please print address) _____

and (please print telephone number) _____

Please select one of the options below by marking with a tick

grant to the to the **City Evolutions, and affiliated parties who meet the criteria**, a non-exclusive, royalty free, irrevocable, perpetual, worldwide license to use and reproduce the images and or videos listed below in any media for any lawful purpose;

or

grant to the **City Evolutions** a non-exclusive, royalty free, irrevocable, perpetual, worldwide license to use and reproduce the images and or videos listed below in any media for any lawful purpose.

I give my permission confirmed by my signature below, and I accept that no payment is due and that no further payments to me are required at any time.

I warrant and represent that I am free to enter into this agreement and in particular to provide this image.

I agree that any 3rd party persons shown in the images and or videos have given consent.

I agree that the content I have provided may be used around other content providers.

I agree that the content I have provided may be modified only to match the size and shape of the canvas that the hardware is projecting onto.

This content release form shall be governed by the laws of New South Wales.

Signed _____

Date _____

Witness Signature _____

Witness Name (please print) _____





Artist Name	
Entry Name	
Number of Images	
Number of Videos	
Description of the images or videos	
Locations taken	
Dates taken	
Photographer to credit with copyright	