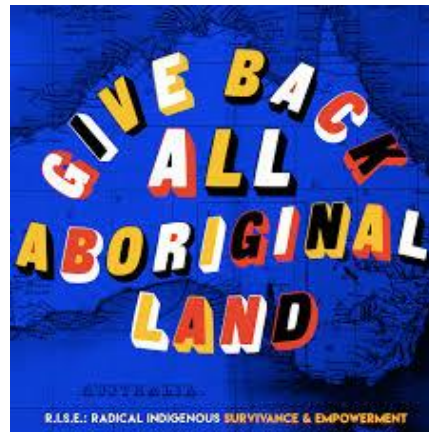


BLACK LIVES MATTER – DEATHS IN CUSTODY PUBLIC ART AND CIVIC SIGNAGE OPPORTUNITIES

1. BLAK LIVES MATTER – DEATHS IN CUSTODY **POSTER** PROJECT



DESCRIPTION:

A **POSTER CAMPAIGN** that can be designed by Aboriginal artist/s with the key message and can be used in a number of platforms and formats such as:

- Largescale Projections (onto buildings and edifices)
- Pasteups across multiple sites (such as MAYSAR, supporting organisations, Aboriginal organisations, Bakehouse Studios on Hoddle Street)
- Corflutes that can be distributed to residents to display on fences
- Banners
- Digital platform (social media, website banners etc)
- Merchandise (T-shirts, pins, badges)
- Limited edition art posters

Rationale:

- Can be easily done.
- Can be scaled up and disseminated in a diffused way.
- Can offer multiple organisations and individuals to get involved
- Temporary and longer term outcomes

- Can be sold to raise funds
- Can engage Aboriginal artists

Timeframe:

Can be done within 4 weeks. The dissemination and formats can continue as an ongoing campaign.

Cost:

\$5,000 initial project budget that involves:

- Design cost: \$500 fee
- Paste ups: \$1,500
- T-shirts: \$1,000 for community members, then to be sold at \$35 each
- Projection: \$1,500
- Banners: \$500

2. CULTURAL PRECINCT PROJECT



Woven Histories

Collaboration with Gayle Maddigan for The Department of Victorian State Government for Eureka 150th Ballarat Botanical Gardens 2004
White and red ochre, eucalyptus leaves, sandstone, flax rope on twelve marine pine trees



DESCRIPTION:

To create a precinct that connects Peel Street Park & the Cambridge Reserve that includes a mural on the Peel Street building owned by Council, a projection site that can be programmed and a new

parklett that can include integrated artwork and naming opportunities and also a future event site for events such as Smith Street Dreaming.

Rationale:

- Council controlled spaces and can be done and staged.
- Cambridge Reserve is a funded project, already in development.
- Can engage Aboriginal artists
- Temporary and long term outcomes
- Ongoing opportunities to program the site

Timeframe:

Mural can be done within 4 weeks.

Projection program already in place.

Cambridge Reserve to be delivered in 2021

Cost:

Mural estimate: \$30,000

Projection program: existing funding

Cambridge Reserve development: secured funding.

3. FUTURE PROJECTS:

1. **Otter Street Parklett development** – funded project to be delivered in 2021. Opportunity for integrated art & naming
2. **Mural projects** [Stanley Street Collingwood (TAB wall), Moor Street Fitzroy (private wall) Hodgson Street Fitzroy (Woolworths wall)] – not yet funded, consider an annual program to ensure this is considered and create opportunities to engage with the community.
3. **Permanent public art** [corner of Brunswick and Gertrude Street & others to be identified as part of a larger audit process] – requires longer term consideration to get it right.