

YARRA PUBLIC ART BILLBOARD CURATORIAL STATEMENT

YARRA PAST & PRESENT

For the Yarra Public Art Billboard, I propose to curate a project which celebrates the streetscapes of the Collingwood/Fitzroy area past and present. The billboards are located in a prominent intersection - the heart of the Collingwood/Fitzroy area, hence the importance of curating site-specific works. What was iconic in the past and what is iconic today in our neighbourhood?

My proposed project aims to honour the past - the area's heritage from 1850s to 1950s as a working class industrial suburb, with its rows of workers cottages, corner shops, dairies, local pubs, churches, and employment opportunities. Not only does this proposed project take into account the current key stakeholders, residents, businesses, patrons and audiences, but also considers the deterrence of graffiti.

Today, the area of Collingwood/Fitzroy is renowned for its private and public street art murals. Local businesses large and small, as well as local council has a strong drive and focus to beautify this area's streetscapes with commissioned murals. This area is equated artistically to progressive cities such as New York and Berlin because of this movement in street murals.

With the assistance of Mr. Anthony Tonna, head of Collingwood Historical Society (Yarra Libraries) I will source historical photographs of key buildings and streetscapes of this area. Please refer to **page 4** of the Support Materials Document attached. Mr. Tonna has informed me that the majority of these photographs do not have a copyright, and I can use them for this project. He has also informed me that there is no fee payable to Yarra Libraries to use these images.

I will then select and present copies of these historical photographs to each of the two selected prominent street artists, Be Free and Barek. I will select images that are sufficiently detailed so as to have no negative space or planes of colour (which can easily be tagged). In my artist's brief to Be Free and Barek, I will ask them to respond to each of the historical images with their own artworks which are also to be details enough to deter tagging. Their representation will appropriate these historical and iconic images with their own iconic contemporary street art. Yarra past and present will be depicted in the artists' hand in the final presentation. Their response will be careful and considered. Please refer to **page 1** of the Support Material Document attached for mock-up examples of final artworks.

I have selected these two street artists based on the merit of their body of work and their professionalism in delivering a number of public and private murals (please refer to **page 2-3** of the Support Material Document). Preliminary discussions have already been conducted confirming their involvement in this project. I will conduct two meetings with each artist (please refer to the timeline in the Budget & Timeline Document attached). The first meeting is to present the image and discuss the artwork they intend to make. A second meeting will occur after a fortnight to ensure their progress.

Although both artists create original art, for this project, the original works will be converted digitally and collaged with the historical image. This final collage will be printed to create the skin for the billboard. The reason for this approach is to deter graffiti. If the 2 artists were to stencil and spray directly onto the printed skin to create their collage, this will attract taggers to deface the billboards.

Please refer to the Budget & Timeline document attached for expected fees and costs for this project. Also included is the timeline of my management and administration of this project.

Thank you for your consideration.

