

c3 CONTEMPORARY ART SPACE PUBLIC ART BILLBOARD PROGRAM EOI

Curated by Jon Butt on behalf of c3

Project 1: Simon MacEwan + Carly Fischer

Project 2: Jo Scicluna + Meredith Turnbull

PROPOSAL

The billboard project presents an ideal opportunity to develop work that look at the social and historical context of the area, using the dynamic and familiar visual language of street level advertising. We are interested in looking at the project from two distinct processes, one that uses the physicality of the site (the billboards, their layers and their sightlines) and one that values social and historic connections to the surrounding neighbourhood and it's very diverse audience. For this EOI, c3 is presenting two collaborative-based projects for which the artists will work together to generate works presented in tandem.

PROJECT 1

Simon MacEwan and Carly Fischer's work will look directly at the social and cultural implication of the gradual gentrification of the area and will celebrate the diversity of local life in and around Smith Street.

Simon intends to work with a large-scale isometric drawing of the smith street precinct. Using historical and present day image research, he will create a highly detailed rendering of the street in isometric view that includes current streetscapes combined with lost long gone architecture and a fantastical version of a possible future. Looking to a way to generate understanding of the complex changes happening around Smith St and the diverse and multilayered community that lives there, his work will present a richly imaginative vision of a community in constant flux. Simon will create a highly detailed watercolour and ink painting that will be photographed and presented on one of the billboards.

Carly proposes a work that explores the gradual gentrification of Smith St. Collingwood, through referencing the local trash that has collected over the years and what it reveals about the changing space. Sampling fragments of trash past and present, collected locally on site and through her memories of the street's past and possibilities of the future, she will create a 1:1 scale paper model sculpture that merges these realities. This sculptural work will then be photographed and presented on the second billboard, as a kind of proposition or advertisement, reflecting some of the ambiguities of its surrounding space.

PROJECT 2

Artists Jo Scicluna and Meredith Turnbull both incorporate photography into a broader spatial practice and discourse. They share an interest in content generation that is formal and reductive in nature, and design-based in its progression.

A shared interest in geometry (in particular, the circular motif) informs their respective practices. While Turnbull uses this geometry to reference sculptural practitioners of the Modernist era, Scicluna allows it to tap into collective landscape associations and phenomena. Both artists often use a process of layering (and concealing through layering) photographic imagery in order to draw the viewer into the world that lies beneath simple landscape or geometric cues.

Scicluna and Turnbull will use these shared departure points to generate two images that conflate the spaces of landscape and abstraction in order to suggest the image 'strata-fication' of layered histories that inform the billboard site and indeed the layers of image history that constitute the billboards themselves. As a means to generate context-specific imagery, Scicluna intends to draw upon historical documentation and 'phenomena' informing the current site. Turnbull will use photographs she will take of the current site and its surrounds and make connections between these and historical imagery of architecture and objects.

This collaboratively devised 'diptych' will draw upon the layered histories informing the billboards resulting in images that are dynamic and evolving much like the billboards themselves.

Through a process of layering and juxtaposing these image-bases, Scicluna and Turnbull will develop a new 'set' of landscapes and/or products for consumption. Both the resulting works will aim to explore how this process may activate and challenge the conventional functions (and temporality) of a billboard.

Capacity

c3 is a hybrid gallery that incorporates elements of contemporary public galleries and that of an artist-run model. It presents the large-scale access outcomes offered by public and institutional galleries, yet remains firmly anchored within a community based, artist-run philosophy. It is a place where risk and experimentation is encouraged. Presenting contemporary art to a broad audience is a day-to-day proposition and the gallery and audience engagement through all levels is a priority. c3 has a six-year history of delivering small, medium and large-scale projects within the gallery, in and around the Abbotsford Convent Precinct and at many offsite projects. The gallery has been steadily developing its curatorial focus and is currently working with some of Australia's leading contemporary artists on various projects.

Maintenance

The team wishes to approach the maintenance of the billboards from both a practical and creative angle. Where possible, creative solutions to repairs to the billboards will be sought in consultation with council. Possibilities could include additions or alterations to the damaged surfaces, or creative repair jobs like sewing, painting or paste-ups. If irreparable damage occurs the gallery will seek to raise funds to replace the printed substrates. The budget will include an amount set aside for maintenance.

BIO's

Jon Butt: Curator. Working from a position that actively combines the roles of curator and maker, Jon has developed a fondness for ideas that embrace conceptual and social action. Often creating large-scale group oriented projects involving artists working within public space, Jon is keen on providing viewers a direct engagement with the creative processes of artists. Jon was the founder of Seventh Gallery Artist-run Initiative where he was Director and Curator for six years, and is the founder and current director of c3 Contemporary Art Space at The Abbotsford Convent. He has a BA (Fine Arts – Sculpture) from RMIT and over the past 18 years, has pursued parallel interests in art production (sculpture/installation/video/new media/photography/drawing) and curatorial practice with a particular interest in collaborative and relational art projects. Jon has a 14-year history as a curator and has received numerous grants and awards for selected curatorial projects.

Simon MacEwan holds a Bachelor of Fine Art (Sculpture) from RMIT, a Diploma of Visual Arts from RMIT and a Bachelor of Arts from the University of Melbourne. He works across a range of mixed media from drawing, painting, animation, sculpture and jewellery. Recent solo shows in Melbourne include The 2014 Melbourne Art Fair, *All That Is Solid Melts Into Air* and *The World's Fair* at Anna Pappas Gallery, *Batmania* at Bus Gallery, *You're Doing It Wrong* at c3 Contemporary Art Space and *Lost in the Woods* at Seventh Gallery. He has participated in many group shows including *Duality*, *Banule Works on Paper Award*, *Grow Wild* at Utopian Slumps, *Project 11*, *Paradise... Hell of a Place*, at Anna Pappas, *Where the Wild Things Are*, at UTS Gallery Sydney. Simon's works are held in numerous collections including Artbank, The Banule City Council Collection as well as private collections in Australia and overseas.

Carly Fischer is currently a Masters of Fine Art by Research candidate at Monash University, Melbourne, under Professor Callum Morton, having previously graduated with a Bachelors of Fine Art Honours in Sculpture from RMIT University in 2000. Since 2000, she has been exhibiting widely in Australia, Germany, Austria, Belgium, the Netherlands, the US, the UK and Japan, through solo, group and collaborative projects. Recent exhibitions include Craft Victoria, Linden Centre for Contemporary Art, C3 Contemporary Art Space, Gippsland Art Gallery, Tasmanian Museum and Art Gallery and Helen Gory Galerie, Australia, KWADRAT and REH Kunst, Germany and MU Artspace, the Netherlands. Fischer has been the recipient of grants such as the Australia Council Skills & Arts Development Grant and the Australia Council New Work Grant, the Australian Postgraduate Award and featured in publications such as Artlink, Vogue Living Australia, Berlin Art Link, The Age and Die Tageszeitung. She has previously lived and worked in Berlin and Tokyo, currently resides in Melbourne and is represented by This Is No Fantasy, Melbourne.

Jo Scicluna is a Melbourne-based artist. She has exhibited locally and internationally. Jo exhibits within various realms: the gallery and public contexts [formal and otherwise]. She works with photography, video, sculpture and installation. She uses these media as pliable components of a

spatial practice, along with a series of processes and events to explore, magnify and reveal the subtle historical and elemental mechanisms of place. Jo also investigates the transposition of 'photographic' principles into other media, materials or spatial outcomes. This process is often informed by site-specific language and is seen as another means to translate place.

Jo is the co-founder and coordinator of the 'practice-led' exhibiting space called 'The Other Side' situated at Paul Morgan Architect's Design Studio in Melbourne. The primary aim of the space is to establish an art and architecture dialogue and a forum for the exchange of ideas concerning spatial and site responsive practice. Jo has exhibited at: c3, CCP, Conicle, Westspace, Gertrude Contemporary, Bus Projects, Craft Victoria, Platform and Artspace (Sydney) among many other spaces locally and overseas.

Meredith Turnbull is a Melbourne based visual artist, jeweller, curator and writer. She completed a Bachelor of Arts (Hons) in Art History at La Trobe University in 2000 and a Bachelor of Fine Art at RMIT University in 2005. From 2006 to 2010 Turnbull was Gallery Manager/Curator of the VCA Margaret Lawrence Gallery. She was editor of the Australian Centre for Contemporary Art's online magazine ACCAMag from 2004 to 2005 where she also worked as a Project Manager and Assistant to the Artistic Director. She has been a regular guest speaker and assessor for RMIT University in Sculpture and Interior Design and a teaching associate in Theory of Art and Design at Monash University. Meredith is also a lecturer in Art History at RMIT University specialising in C20th Craft and Design and Contemporary Art. Meredith is a current PhD candidate in Fine Art at Monash University in the Faculty of Art and Design.

Recent solo exhibitions include: *Melbourne Now*, NGV Melbourne 2013, *Co-workers, Interior World*, The Other Side, Melbourne, 2013, *The Edible Woman*, West Space, Melbourne, and *Co-workers*, Rae and Bennet, 2012, *Target Practice*, Centre for Contemporary Photography, Fitzroy, 2011, *Scale Practice*, (with Bridie Lunney), Craft Victoria, 2010, *Some Become Strangers*, Pieces of Eight Gallery, North Fitzroy, and *The Body Electric*, (with Ross Coulter), Conical, Fitzroy in 2009; Recent curated exhibitions include: *A Condition of Change*, Sarah Scout, Melbourne, 2011, *Rock Solid*, Pieces of Eight, Melbourne, 2011, *Risk Potential*, Die Ecke, Santiago, Chile, 2010 and *Once More with Feeling*, Margaret Lawrence Gallery, Melbourne, 2009.