

[MARS]

Public Art Consulting

Public Art Billboard Program

Yarra City Arts

Key Details

- Contributors would be encouraged to submit artwork with minimal amounts of negative space or planes of colour to deter graffiti and vandalism.
- The ideal social media platform to use is either a Facebook page or an Instagram account where the audience can vote simply by 'liking' the image of the work.
- It is an inbuilt into these platforms that users can only upload low-res images to the page thus lowering the risk of copyright infringement and high volumes of data management being hosted by the page.
- Stipulations will be in place to ensure that all artwork submitted is the property of the artist who uploaded it.
- MARS would work collaboratively with the City of Yarra to assess and oversee the winning work.

Timeline and important dates:

- 1st Billboard skins to be erected Mid-January 2015
- This allows 6 weeks in which to promote the bill board campaign via social media, flyer distribution and rock poster paste-ups.
- 1st billboard duration Mid-January 2015 – Late August 2015
- 2nd billboard exhibition duration late August 2015 – February 2015
- Mid July 2015: allow 6 weeks in which to promote the bill board campaign via social media, flyer distribution and rock poster paste-ups.

Budget:

\$11,000 split over two financial years

Print and distribution around the Yarra area of 100 x Rock:

\$2,200.00 + GST

Print and distribution around the Yarra area of 2000 x A6 postcards

\$500.00 + GST

Print and distribution around the Yarra area of 2000 x flyers

\$600.00 + GST

4 Billboard skins, 2 of each, to fit the frame sizes are below:

- 5765mm (w) x 2785mm (h)
- 5900mm (w) x 2895mm (h)

\$1,700.00 + GST each including installation

Artist Fee

\$1,500 incl GST per billboard project

Commission to gallery include

\$2,500 incl GST