

## **YARRA CITY ARTS PUBLIC ART BILLBOARD PROGRAM**

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### **BLACKARTPROJECTS PRESENTS**

#### **THIS LAND IS...**

#### **ASH KEATING & REKO RENNIE**

“This land is...” is a site-specific response to the dynamic inner-city suburb of Collingwood. With its bold typeface and seasonal colour palette, the proposed collaborative Yarra City Arts Billboard by Ash Keating and Reko Reko may, upon a cursory glance, appear to unassumingly blend into the local environment, much the way Jesse Marlow’s OAO (One And Only) CCP / City of Yarra Billboard did, however, Keating and Rennie’s artworks pay homage to the history of the area in two distinct ways; in recognition of the original custodians of this land, and thus the site on which this building stands, and of the vibrant demographical change that has occurred in the area in recent times. It is, at once, a connection to both country and community.

Through a carefully considered application process that engages the laws of physics in order to achieve an abstract, dripping/running effect, the underpainting by Ash Keating seeks to forge a sympathetic relationship between the new and pre-existing architecture of the area as seen in past works of his, including the façade of the National Gallery of Victoria for its recent exhibition *Melbourne Now*. Over the two panels Keating will use a palette specific to the seasons covering each installation period. Similarly, Reko Rennie intends to change not only the message in the work across each installation period, but his colour palette in accordance with Keating’s. Rennie’s first incarnation will read THIS LAND IS OURS, with the first panel hosting the word THIS LAND IS and the second hosting OURS, allowing the second manifestation of the project to be coherent with the first in design, yet significantly different in context. It is proposed that the second incarnation read THIS LAND IS YOURS, with the Y being a different typeface, as if added to the pre-existing message, despite it being a newly created artwork in alternate seasonal colours.

Despite its simplicity, this integration onto the 7 Eleven building will provide a profound experience of place - one that speaks of a community looking forward, whilst gracefully acknowledging the history from which it has come.

### **PRODUCTION**

The four billboards will be executed as original collaborative artworks, painted using a variety of materials and techniques directly onto the skins. Whilst it is not the intention of the artists to encourage unwarranted commentary on the works by way of graffiti, they do acknowledge that the inherent message is one that should engage discussion amongst the local community. As such, and in consideration of the prominence of both artists, particularly in their street art backgrounds, should the works attract unwanted graffiti, the multiple coats of anti-graffiti will allow for cleaning under consultation with the artists and the City of Yarra.

## BLACKARTPROJECTS

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Founded by Andrea Candiani and David Hagger in 2010, Blackartprojects is an itinerant platform for the promotion and exhibition of the visual arts on an international scale. It seeks to provide contemporary artists with absolute control of the conditions for presenting their work by facilitating projects independently from a standardised exhibition programme. Blackartprojects encourages the development of critical dialogue between artists, curators, writers and collectors through an array of cultural events.

Blackartprojects does not represent artists in the manner commonly seen in Australia. To date it has worked with in excess of 70 artists from Australia, China, Denmark, Italy, Japan, Tunisia, UK and USA.

## SELECTED EXHIBITIONS / PROJECTS

- 2014 #9, John R Neeson, Melbourne, AUS  
NEW HYPOTHETICAL CONTINENT, Lucas Maddock, Melbourne, AUS  
LIARS, Littlewhitehead, Melbourne Art Fair, AUS  
PECULIARITIES, Mark Whalen, Melbourne Art Fair, AUS  
THE SHAKE OF LEIR, Sarah Hendy, Melbourne, AUS  
NO SLEEP TILL DREAMTIME, Reko Rennie, Sydney, AUS  
NATURAL SYSTEM RESPONSE, Ash Keating, Sydney, AUS  
UNFAMILIAR, Heidi Yardley, Sydney, AUS  
INNER REFUGE, Littlewhitehead, Melbourne, AUS  
ALBEIT THO, Hamishi Farah, Melbourne, AUS  
FLAT EARTH, Tom O'Hern, Melbourne, AUS
- 2013 I'LL MEET YOU IN THE MIDDLE, Mark Whalen, Singapore  
BLACK DIAMOND, Reko Rennie, Sydney Contemporary, AUS  
PLAYING STATUES, Sean Edward Whelan, Melbourne, AUS  
ONE PIECE AT A TIME, Jasper Knight, Modena, Italy  
SLACK BABBATH, Tom O'Hern, Sydney, AUS  
MAZE WALKERS, Mark Whalen, Sydney, AUS  
STUDIO, Sarah Hendy, Melbourne, AUS  
VENUE SPECIFIC PROJECT, John R Neeson, Melbourne, AUS
- 2012 SHOW WHITE, Melbourne, AUS  
LIKE THIEVES..., Sarah Hendy, Sydney, AUS  
HONEY IN THE ROCK, Ghostpatrol + Miso, Sydney, AUS  
TENANCY 3, Melbourne, AUS

A complete history of projects can be found here: **PAST**

## DIRECTORS / CONTACT

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