**A. BACKGROUND AND CURATORIAL STATEMENT**

**1. Background**

**1.1 Programming/curatorial achievement**

CCP has been programming the City of Yarra Billboard since the first instalment by Laki Sideris at the start of 2011. CCP has gained enormous experience in determining which types of images will, not only attract, engage and challenge the general public, as they move through this public streetscape, but also what might sustain their interest and attention for an extended period of time. We have learned what types of images are more likely to resist graffiti and those that will invite it. We have sat and watched reactions to the Billboard from its audience, and we have listened to responses from the community about the images and the project.

CCP has created a space for the public that is a site of creativity and interest unrelated to the marketplace; it is engaging and accessible to a broad range of the general public; it offers an uplifting experience which is not addressing it's viewers as a commercial subject; and invites a pause for reflection.

Over the last four years, CCP has curated a diverse program, including emerging artists through to well known, established practitioners. The works exhibited have traversed a breadth of approaches from abstraction to documentary, through found images, to the conceptual; the Billboard has displayed landscapes and interiors and presented a spectrum of diverse practice including collage, screen printing, diorama and re-photographed crushed photographic paper.

Many of the artists who CCP has presented on the City of Yarra Billboard have been invited to other exhibitions and projects through the exposure they have received on the Billboard. The experience of working, in the public domain, at this scale and over an extended period of time has afforded these artists an exceptional opportunity to propel their practice to the next level. CCP aims to offer artists experience, exposure and professional development opportunities like this.

Billboard has been delivered in a timely and professional manner, including production of all collateral (text panel for onsite vitrine, DL flyer, website, social media and promotional material), liaison with artists, production of the artworks, installation and management of post installation issues in consultation with City of Yarra staff.

**1.2 Creative achievement**

To make a monumental artwork is a rare opportunity for artists. A monumental photograph is not simply about gridding up a smaller work and blowing it up, it is about understanding scale, illusion, colour, engagement and effect on a massive scale. To bring the work from an idea to realisation, with the support of CCP has been an added and significant professional benefit. To receive a proper fee, to have the opportunity to work with Curator, Karra Rees and for their work to be promoted through CCP’s excellent channels, has also been a personal benefit.

Artists must achieve the following:

* create an image which when blown up doesn’t ‘fall apart’ or pixilate (unless this is intentional);
* create a work that is effective up close, and from a distance;
* create a work which resists graffiti and inspires respect;
* engage the dynamic and diverse audience of the street.

**1.3 Achievement**

Some Billboards have been more effective than others and some have been more subject to damage than others. Overall, we believe that we have, over time, brought the community along with the project. Graffiti and slashing have reduced over time. This is not only as a result of great artworks; we believe that the community has come to respect the efforts of the artists.

**2. A new process**

CCP receives many enquiries and requests per annum from artists wishing to exhibit in this space, which has previously been entirely driven through our extensive contacts with artists.

**2.1 Public call for expressions of interest**

CCP proposes to invite a public call for expressions of interest. In this way CCP can ensure a democratic process and breadth of work from which to select the best and most appropriate work. Call for EOI to be made through CCP and City of Yarra channels. CCP seeks to represent a broad cross section of the artistic community including diversity of gender, ATSI and cultural background.

**2.2 Selection Criteria**

The work must:

* be sufficiently technically accomplished to meet requirements the printing process, including the shape and scale of the Billboards;
* be interesting and engaging;
* be able to resist graffiti - without vast empty spaces or portraits;
* make a tangible contribution to the history of the billboard project.

**2.3 Selection Committee**

1. CCP Managing Curator: Karra Rees
2. CCP Director: Naomi Cass
3. Jesse Marlow, renowned street photographer and previous Billboard artist (we have not yet contacted Jessie)

**3. Process in detail**

* call for Expressions of Interest;
* selection committee meeting;
* notification of artist;
* meetings over two months;
* submission of final proposal to City of Yarra for approval;
* preparation of the files to the specifications required for printing at Colour Factory;
* arrangement of street access with City of Yarra;
* proofing of the first Colour Factory test strips through each image for tone and colour adjustment;
* second test prints for colour and tone adjustment as required (we usually require two);
* editing of the artist statement and biography for collateral;
* development of collateral (DL flyer, email; website, press release, text panel, social media) in consultation with the artist;
* design and output of all collateral including hard copies of DL flyer and text panel for onsite vitrine;
* distribution of DL flyers;
* installation of new work (and de-installation of previous work and gift of skins to the artist);
* launch and promotion of new Billboard;
* documentation of the Billboard;
* checking the Billboard each week for any graffiti or slashing;
* reporting and managing repairs as required;
* management of post installation issues in consultation with City of Yarra staff.

**4. Publicity avenues**

CCP email notification to a database of 6,389 contacts

CCP website 111,988 total visits per annum

DL flyer 1,000 copies

Facebook 10,929 Likes

Twitter 4,153 Followers

Instagram 3,182 Followers

In addition we have achieved media coverage either as free listings, features or articles for almost every artist exhibited on the Billboard.

**5. Additional idea**

Should CCP be successful, we propose to print a small publication at the close of 2015, celebrating the 10 City of Yarra/CCP Billboards. This would cost approximately $5,000 and we would need to apply for a separate grant to do so.