**Re. Yarra City Council Public Art Billboard Program (Billboard EOI 2015) -Curatorial Statement**

**About The Jacky Winter Group**

Established in Melbourne, The Jacky Winter Group is one of Australia's leading creative management agencies. Since 2007, the group has grown from a boutique illustration agency representing a handful of artists, to its current roster of over 100 image-makers from Australiasia and beyond. Working across a variety of mediums, from photography to animation and everything in between, Jacky Winter's team of specialist producers are able to bring ideas of all shapes and sizes to life.

**Our experience**

We live to facilitate cultural exchange and talk about new and exciting developments in the worlds of creative media. Our brick-and-mortar gallery, Lamington Drive, showcases the work of exceptional artists near and far, and the event programming in which we both lead and participate in offers invaluable opportunities, from business masterclasses at national events and to our own hybrid creative conferences such as Field Trip and JWG for Supergraph workshops. With numerous agency off site exhibitions under our belt, including two installments of *True Self* in 2012 and 2013 at Melbourne’s GPO, a retail pop up at Chadstone Shopping Centre in 2012, the current Jacky Winter exhibition at renowned advertising agency DDB Sydney where 35 artists participated, and our extensive side projects, we have demonstrated our ability to work on large-scale briefs in a myriad of exciting and sometimes challenging contexts! On a daily basis as creative management agents we are dealing with countless commissions large and small for site-specific projects, just like this one. In any given year we handle up to a thousand commissions and know that to create successful work and outcomes the best process is collaboration. Collaboration with our artists and clients, the community and peers allows us to do what we do well.

**The Concept**

As a creative management agency with over 100 artists on the books we have decided to look at the burgeoning trend of Typography as both a commercial art form and how it is becoming increasingly relevant to fine arts. We have a selct number of artists who specialize in typography, hand- letterering as well as traditional sign painters and type setting specialists who’s work and projects can be found in the image support material. A recent exhibition at Lamington Drive with Sydney based artist Gemma O’Brien, whereby she created a 306 degree mural across all four walls, was the most successful show to date in terms of attendance to the opening and throughout the month long show. With this in mind, for the billboard project we would be keen to put forward the handful of typographers that are represented by the agency and then work with council should the project be awarded to come together with council and determine what will work for the proposed project in both mid Janurary and late August 2015.

Keeping in mind the site at 286 Smith Street, which is a prominent location at a very busy stretch of road the commissioned pieces would be viewable to the vibrant street life and Collingwood community in which we are very much a part of and can represent as stakeholders in the community and very much part of an extended nework of local creative business and the art and design community in Melbourne more broadly. Surrounding business including

**Logistics**

Our main supplier in terms of carrying out the physical and logistical elements of the project will be our friends Boom Studios, a Melbourne based professional printing and design firm that speacialise in commercial printing large and small. Most recently they have been able to help supply the large-scale vinyl banners for display in the Jacky Winter / DDB exhibition and we are confident that they are the right people for this project. As such we have discussed the billboard project and possilbility them supplying the fabrication of all four billboard skins (for both installments of the project). As well as manufacturing the skins they are able to undertake the installation of them at the 286 Smith Street, Collingwood site. While there are a few different types of banner vinyl we would opt for a standard billboard skin with 6mm rope (Kedar) edge given the constraints of the budget. It is also possible to opt to get a clear anti graffiti coating put on the skins which is good for one removal and we would be happy to discuss this further with council should we move forward with this project.