

CITY HALL CHRISTMAS PROJECTIONS EOI



City Hall Christmas Projections EOI

The City of Greater Geelong is seeking expressions of interest from suitably qualified Australian-based media artists, projection artists or creative teams to create a new audiovisual digital artwork for projection onto the façade of Geelong City Hall as part of the City's festive season celebrations.

The purpose of the City Hall Christmas Projections program is to create an accessible, high-quality public art experience that brings people together in central Geelong during the festive season. The program aims to add vibrancy and wonder to the city at night, celebrate Geelong's distinct and diverse community, strengthen the City Hall projections as a signature cultural experience, and support contemporary artists to develop visually compelling work for large-scale architectural projection.

The budget for the design commission is \$20,000 ex gst.

Context:

Geelong is Victoria's second-largest city and one of Australia's fastest growing regions. Its unique CBD, coastal and rural landscapes, townships, neighbourhoods and creative economy contribute to a strong local identity and a distinctive sense of place. Public art plays an important role in building cohesive communities, enhancing cultural identity, enlivening public spaces and strengthening Geelong's designation as a UNESCO City of Design. Our strategic objectives include developing place-responsive commissions and projects to shape public identity and foster shared experiences, strengthen our cultural identity and elevate creativity by empowering artists through targeted commissions building connection and belonging.

The project:

For more than a decade, the City Hall Christmas Projections have been a much-loved part of Geelong's festive season. Presented on the Gheringhap Street façade of City Hall, the projections use colour, movement, sound and large-format architectural mapping to create an engaging public experience for residents and visitors.

Through this EOI, three artists or creative teams will be shortlisted and engaged to develop video/animated concepts. Each shortlisted artist or team will receive a concept development fee of \$1,000 ex GST and will present their concept to a selection panel. The successful artist or team will then be awarded the design commission and engaged to develop the preferred artwork for a fee of \$20,000 ex GST.

The successful artist or team will be provided with a City Hall façade template and relevant technical information to support the development, testing and delivery of the final projection artwork.

Eligibility: Open to Australian-based media artists, projection artists and creative teams.

Scope and responsibilities:

- Deliver a large-scale 8–10 minute audiovisual digital artwork suitable for projection onto the City Hall façade.
- The surface of the façade is articulated with columns and windows, consider forms that will work well projected.
- High contrast and bright colours work best for projection. The projection season is in summer so higher ambient light will need to be contended with.

Site Location:



Figure: Previous Christmas projections

Possible thematic:

The artwork should respond to the festive season in an inclusive and contemporary way. While Christmas has specific cultural and religious associations, the projection should be welcoming to Geelong's broad community and accessible to audiences of all ages, backgrounds and beliefs. Use of colour, abstractions and iconic symbols can be used to reference Christmas through a contemporary lens. Possible thematic directions include:

- Rituals and gathering
- Inclusivity and care / giving and receiving
- Renewal and new beginnings

Stage 1

- A short biography demonstrating relevant experience and capacity to deliver the commission, maximum one A4 page.
- Current CV (2 page maximum)

- Up to five examples of previous artwork, design or projection practice, provided as images and/or webpage links.
- Confirmation of your ability to meet project timelines.

Stage 2

A selection panel will shortlist three artists or creative teams. Each shortlisted applicant will receive a concept development fee of \$1,000 ex GST to develop:

- A full design concept, visual treatment and storyboard for the proposed projection artwork.

Following panel assessment, one artist or creative team will be selected and contracted to develop the final artwork. The successful artist or team will work with the project team to refine the concept, prepare final content and participate in testing as required.

Timeline:

EOI released: Tuesday 22 September

EOI Closes: Friday 9 October

Shortlisted artist notified: Wednesday 14 October

Shortlisted concepts delivered: Wednesday 28 October

Artist awarded: Friday 30 October

Design Development approved: Monday 16 November

Installation w/c: Testing 16 Monday November – Saturday 21 November

Season: 21 Saturday November – Sunday 10 Jan, 2027

Assessment Criteria:

- Compliant application submitted prior to the EOI deadline
- Artwork examples submitted must represent the artist's own original work and reflect artistic excellence, innovation and originality, as evidenced by:
 - Professional quality of output and mastery of digital projection skills
 - Professional methodology and techniques
 - Communicates a unique vision or perspective
- Artwork examples are judged to be appropriate to the goals of the project.
- Demonstrated professional experience and capacity to meet the creative, technical and delivery requirements of the project.
- Demonstrated ability to work productively with your client and project stakeholders
 - Strength of the proposed approach in creating an inclusive, accessible and engaging festive season experience for a broad public audience.

Contact: Sally Browne – A/Public Art Project Officer. Email: publicart@geelongcity.vic.gov.au