

# Multi-Arts Pavilion Immersive Cube

## Form Preview

### Key Information

**Budget:** \$10,000

**First Round Applications due:** 4 June 2024

**Project delivery date:** November 2024, exhibition to open 6 December 2024

**Open to:** All creative individuals, groups or companies.

#### About the opportunity

Lake Macquarie City Council recognises that innovative integration of art, design, architecture and technology adds to the value of place and generates a sense of community pride and identity. The experience of inspirational artwork encourages community ownership, cultural enrichment and ultimately economic benefits.

#### MAP mima Immersive Artwork

Lake Macquarie City Council is seeking artwork proposals for the Multi-Arts Pavilion Lake Macquarie, mima in Speers Point Park. This agile space supports a range of contemporary art practices, including, but not exclusive to: a 360-degree immersive projection space, known as 'the Cube'; a single channel, rear projection window - 'the Node'; sound scape installation opportunities both within and outside the building; internal 'discovery ports' for mini sculptural works; and outdoor lighting and projection works which light up the building at night.

Please note, two of the Cube walls lift up to create awnings and turn the Cube space into a stage.

This Expression of Interest opportunity seeks artists creating immersive work primarily for the Cube,, however, we are interested in proposals that explore the broad possibilities of the space, including additional aspects of the building, and invite applications from a range of artistic practices. We want to hear about how you would creatively activate this space, our community, and engage with the distinctive location.

This EOI invites artists to submit to three potential opportunities:

- To create a new immersive work commissioned specifically for the MAP mima space
- To receive funds towards the development of new work, along with technical assistance/training
- To exhibit existing works within the Cube space

Artists are invited to submit information about their art practice, how they would approach the possibilities of MAP mima, and examples of previous work and experience.

#### About MAP mima

MAP mima is a high-tech creative canvas, constructed not only to host future art and art media, but to offer an immersive visitor experience. The dual naming of MAP, short for Multi-Arts Pavilion, and mima (pronounced me'ma), an Awabakal word meaning 'cause to stay' - signals an intention that this new art venue is a site for conscious intermingling of ancient and emerging cultural expression. MAP mima is a purpose-built cultural venue, flexible in form including a hybrid stage and multiarts space that serve in duality to present national and international contemporary art installations, digital art screenings, performances and

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music. MAP mima is an immersive art space that has the capacity to control digital light on the walls and floors. The walls can also be opened on one or two sides transforming the venue into a stage for performances. We are looking to program multimedia exhibitions, installation works, screenings and immersive digital art within the Cube, and transform the building into a contemporary performance stage with light and sound activations at night.

We are seeking expressions of interest for immersive projection artworks that engage with the Cube multi-art space and create unique and memorable experiences for audiences. Artists can apply with exhibition-ready projects or proposals to develop work. We are interested in artists who wish to extend their practice by gaining skills with projection, light and sound installation.

Exhibition dates are on a rolling basis, with exhibition period subject to negotiation. Artist will be consulted regarding future life of the artwork beyond its original exhibition dates.

### **Site**

With more than 400,000 users per year, Speers Point Park is the region's most popular recreational precinct. Linked with a pathway that is lined with contemporary art and connected to the Warners Bay entertainment hub, Museum of Art and Culture Lake Macquarie, yapping and the lake itself. MAP mima will act as a cultural activator, creating opportunities to present immersive digital art experiences, stage alternative theatre programs, music performances, workshops and screenings. As an agile and flexible venue in a high-use location, the space will be a significant platform to present contemporary, multi-arts productions to new audiences.

### **Aboriginal Cultural Heritage**

The Awabakal people are the traditional custodians of the Lake Macquarie region. Early government documents indicate this large tribe was composed of a number of clans - the Awabakal (Lake Macquarie and Newcastle region), the Five Islands Clan, the Ash Island clan, the Kurungbong clan, and the Pambalong clan (Swamps district). The effect of European settlement (early 1800s) was devastating to these groups. Their land was taken and the animal and plant resources in the region diminished. This brought misunderstanding and conflict and a devastating diminishing of clans through conflict with Europeans and disease.

### **Project Objectives**

Be local, aim global: introduce new artforms to our City, establish Lake Macquarie as a leader and premier destination for innovation and culture

To communicate our culture: artworks that reference the pavilion's intention to consciously intermingle ancient and emerging cultural and artistic expressions will be considered favourably

To create a sense of place and belonging; to recognise and celebrate Aboriginal and Torres Strait Islander art and culture; to develop our City's visual identity; to create a space that celebrates and connects art, culture and community

To celebrate and support creativity as a way of life: encourage audiences of all ages to learn and engage with contemporary art practice and technology

### **Budget**

Council is offering 3 distinct opportunities for artists.

- 1.To create a new immersive work commissioned specifically for the for the Cube, MAP mima

In 2024, Council is offering a commission with a total budget of \$10,000 plus GST towards the creation, development and production of a new work for the Cube

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- 1.To receive funds towards the development of new work, along with technical assistance/training

Council is offering the opportunity for artists to develop new ideas and support the technical development of a project suitable for application in a space like MAP mima

- 1.To exhibit existing works within the Cube

By negotiation, Council will offer funds to exhibit existing works within MAP mima

The Artist is to allow for all costs: artist fees, commissions for artists' dealers or representatives (where applicable), insurances, plant, equipment, and tools to complete and deliver. The MAP mima team will be responsible for the installation of the work however support from the Artist during the installation period will be sought where possible.

If awarded a commission the artwork will be acquired into the Lake Macquarie City Council Collection

The selected artist will be paid 50% of the artist commission upon approval of the artist concept and 50% after successful installation. Council will cover costs associated with promotion, maintenance, acknowledgement and signage.

### **Responsibilities**

Selected Artist/s to deliver a complete, functioning, projection artwork to be installed in collaboration with the Lake Macquarie City Council team. Artist/s to participate in videography documentation of project.

Artist/s available for community workshops, separate fee and scope to be negotiated.

### **Selection criteria**

Selection will be structured in multiple phases as outlined below:

#### **Phase 1 - Initial EOI (current phase)**

Artist/s are invited to submit their EOI in response to the brief.

Your expression of interest will include:

- Contact details: name, telephone, mobile, email address, street address, ABN
- Current CV relevant to the opportunity (maximum 2 pages)
- Relevant experience and examples of previous work
- A brief concept statement about the immersive piece and how it will engage with the Cube space. Please note the concept statement can be submitted in written (no more than 500 words), rough sketch or digitally rendered form, sample video, or rough storyboard, or whichever medium is most suitable for the individual artist or artist team to communicate their ideas. Please note this is not a request for a refined artistic design.
- Please note referees may be requested upon review of the EOI.

In selecting a concept, the selection panel will consider;

- how the proposal meets the projects outlined objectives,
- originality of the artwork
- artist experience and previous work,
- demonstrated understanding of the brief.

#### **Phase 2 - Final selection**

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The selected artist will be engaged to create the artwork. Artists will be required to supply the following prior to first instalment of artist fees (50%):

- refined artistic statement,
- project schedule and holistic budget; including but not limited to artist(s) fee, materials, fabrication, administration and associated production costs,
- Copy of Public Liability Insurance if applicable

### Eligibility

National and International Artists and/or Artist teams welcomed to express interest.

An artist team could include an outside contractor to fabricate the artwork. The contractor would be listed as part of the artist team. Artists are to include a list of contributors and the proposed methodology as part of its response to phase 2 of the EOI.

Staff of Lake Macquarie City Council and members of the Architecture team of the MAP mima project are not eligible to participate.

### Key project dates

Provide details about key milestones/deadlines for the project in a table format, example below.

#### Detail

##### Deadline

EOI application opens

22 April 2024

First round EOI application closes

4 June 2024

First Round EOI applications assessed

Early June 2024

Artists contracted/notified

Mid June 2024

Installation

Late November 2024

Exhibition Opening

6 December 2024

### Submit Your Application

First round applications will close midnight AEST 4 June 2024

### For any questions contact:

David Rastas

Curator, MAP mima

Lake Macquarie City Council

P: 0447 297 335

E: [drastas@lakemac.nsw.gov.au](mailto:drastas@lakemac.nsw.gov.au)

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## Form Preview

### Contact Details

\* indicates a required field

#### Applicant \*

☐ Individual ☐ Organisation

Organisation Name

Title First Name Last Name

<input type="text"/>	<input type="text"/>	<input type="text"/>
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#### Applicant ABN

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity name	
ABN status	
Entity type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	<a href="#">More information</a>
ACNC Registration	
Tax Concessions	
Main business location	

Must be an ABN.

#### Applicant Primary Address \*

Address

<input type="text"/>
<input type="text"/>

#### Applicant Primary Phone Number \*

#### Applicant Primary Email \*

Must be an email address.

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### Applicant Primary Website

Must be a URL.

### Would you like to be on our Creative Lake email list?

- ☐ Yes  
☐ No  
☐ Other:

## Relevant Experience

### CV

#### Current CV relevant to the opportunity (maximum 2 pages)

Attach a file:

#### Or link to current CV relevant to the opportunity.

Must be a URL.

#### Please outline your experience relevant to this project.

#### Example 1: Previous work

Attach a file:

#### Example 2: Previous work

Attach a file:

#### Example 3: Previous Work

Must be a URL.

## Creative Concept

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Selection will be structured in multiple phases.

Phase 1 – Initial EOI (current phase)

A brief concept statement about the design/purpose and application. Please note the concept statement can be submitted in written (no more than 500 words), rough sketch or digitally rendered form, or whichever medium is most suitable for the individual artist or artist team to communicate their ideas.

Please note this is not a request for a refined artistic design.

### Creative Concept 1

Word count:

Must be no more than 500 words.

### Concept 1 Attachment

Attach a file:

### Concept 1 Attachment

Attach a file:

### Concept 1 Link

Must be a URL.

## Declaration, Review and Feedback

\* indicates a required field

Please keep a saved copy of your application form and any related material for your records.

A PDF of your submitted application form will be emailed to the registered email address of the person submitting this application.

Please keep a copy of the PDF and related material that you attached/uploaded to the application.

### Declaration of the Applicant

*I certify that, to the best of my knowledge, all the information in this application is correct. I agree that if successful, images relating to this project can be reproduced by Lake Macquarie City Council for the purpose of promoting this project.*

Please type your name and details below to certify the information. Typing your name will be taken to be as binding as a signature.

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**I declare the above to be true \***

☐ Yes

**Your full name**

**Date**

Must be a date.

### **Feedback**

We would value any feedback you may have regarding our online expression of interest process.

**Please indicate how you found the online application process:**

☐ Very easy ☐ Easy ☐ Average ☐ Difficult ☐ Very Difficult

**How long did it take you to complete this application?**

**Please provide us with any improvements and/or additions to the application process/form that you think we need to consider:**