

BENALLA ART GALLERY

OUTDOOR PROJECTION Artwork or Event Screening Application

ABOUT BENALLA ART GALLERY

Housed in an iconic building and set among beautiful botanical gardens, the Benalla Art Gallery offers an unforgettable experience of art. The Gallery forms the foundation of Benalla's artistic and creative culture, with thousands of people attending workshops, artist talks, exhibition openings and other events every year.

ABOUT THE OUTDOOR PROJECTION

Benalla Art Gallery's after-dark projection space was installed in April 2022. This initiative has been jointly funded by supported by the RACV; the Victorian State Government through the North East Victoria Tourism Board; and the Victorian State Government's \$2.5M Building Works Package. This new projection space is intended for multiple uses, including:

- contemporary video work
- videos providing greater insight into the Benalla Art Gallery Collection and exhibitions
- community arts and cultural events, such as film screenings and festivals, and concerts

Benalla Art Gallery is seeking Artwork and Event Screening proposals for the after-dark projection space.

HOW TO APPLY

Applicants are required to complete the attached application form, and return via email to:

SUBJECT: Benalla Art Gallery - Outdoor Projection Application

gallery@benalla.vic.gov.au

Each Outdoor Projection Application is reviewed by our Exhibitions Advisory Committee. Applications may be for:

- a single video artwork, which will be considered for a rotational program of works. Successful applicants will be provided an Exhibition Agreement and offered a \$500 (inc. GST) Exhibition Fee.
- a component of a community arts and cultural event. For such applications Benalla Art Gallery will consider the availability of the space on the intended event date, and the alignment of the proposed event to the Gallery's purpose and program. Should the availability of the after-dark projection space be confirmed, the applicant will still need to observe [Benalla Rural City Council's event permit application process](#).

All applications will be assessed on:

- Innovative and engaging art forms and practice
- Works of high quality and artistic merit presented in a professional manner
- Clarity of theme/concept of the exhibition
- Relevance to the community, region, and wider Benalla Art Gallery programming
- Opportunities for education and public programs engagement
- Quality of documentation provided
- Resourcing requirements and suitability of the proposal to the physical limitations of the space

For more information, phone or email Benalla Art Gallery:
T 03 5760 2619 or gallery@benalla.vic.gov.au

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Botanical Gardens
Bridge Street
Benalla VIC 3672

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BENALLA ART GALLERY OUTDOOR PROJECTION

Activation Space and Technical Considerations



Benalla Art Gallery projection space



View to event space from Monash Bridge

The Benalla Art Gallery outdoor projection is for after-dark use only. The size of the screen is approximately 4.5m wide x 3.5m high and most suitable for 4:3 format video work.

The projector utilised is an Epson 9000 Lumen WUXGA model mounted in a dedicated environmental enclosure. The projector is connected to a Brightsign media player to host scheduled content. Audio for scheduled content such as video artwork screenings is through onsite Wintal SPA100VB PA speakers.

Audio for one-off, event-based activation is deployed through a portable amplified audio solution consisting of two 15" passive PA speakers, two aluminum tripod stands for speaker mounting, and a portable road case. Within the road case there is a wireless microphone system which can be used from anywhere within 100 meters of the road case. The system also contains a rack mounted mixer for connectivity of third-party audio devices such as iPod, phones or performance equipment. When the road case is connected to the audio output cables mounted inside the projection pole, audio content from the projected image can be amplified through the system.

The projector pole also houses an HDMI cable for connectivity of any HDMI compatible media devices for non-scheduled content. This can be devices such as DVD plates, PC's, or Media Streaming device which can for real time streaming of content to the projector. HDMI inputs are selectable via the projector remote control.

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Artwork or Event Screening Application Form

CONTACT DETAILS

Name:

Business Name (if applicable):

Phone:

Mobile:

Address:

Email:

ABN:

Are you registered for GST: Yes No

PROPOSAL TYPE

Are you proposing: *Regularly Scheduled Video Artwork* *One-off Event Activation*

ARTWORK OR EVENT SCREENING PROPOSAL

Artist or Organiser Biography (200 word max):

Artwork or Event Statement - please provide a brief description of the Artwork or Event you propose to present (200 word max):

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Relevance Statement 1 - please explain the proposed Artwork or Event's relevance to the Benalla community or region (200 word max):

Relevance Statement 2 - please explain the proposed Artwork or Event's relevance to the Benalla Art Gallery program and arts and culture more broadly (200 word max):

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Engagement Statement - please discuss any educational or engagement activities you would be willing to participate in to enrich the audience's experience of the Artwork or Event (200 word max):

Resourcing Requirements - please discuss how you will secure any specific financial or material resourcing requirements (200 word max):

Technical Detail - please discuss any specific technical or spatial requirements for the Artwork or Event (200 word max):

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Images - Please provide 3-5 images of your proposed Artwork or Event, such as a previous year's event or screening.

Videos - If you are proposing a single video artwork and the piece is complete, a link should be provided to view the work. If the work being proposed is new, please provide links to previous works which are indicative of your practice.

Further Information - Please provide links to your artist CV, website and/or professional Facebook page:

I understand that this is an application only and that a signed Exhibition Agreement is required to confirm the exhibition.

Signed:

Date:

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