

RMIT Link Arts and Culture presents

ARTLAND + ARTLAB

ARTLAND 12 October – 12 November 2017

ARTLAB 14 September – 11 October 2017

Now in its eighth year, ARTLAND at RMIT is an exhibition showcasing the work of RMIT students in and around the Brunswick campus. In 2017 ARTLAND will feature as part of the [Melbourne Fringe Festival](#) and the [MoreArt Public Art Show](#) program, with works addressing the theme, *Gateways*. Selected Artists will have the opportunity to be mentored by established artists, experiment on campus locations, and be in with a chance to win the Artland Prize, which will be announced at the exhibition opening.

ENTRY

ARTLAND is open to all RMIT students from all courses and campuses. Participants are invited to submit work across the spectrum of visual, ephemeral and installation art, including but not limited to photography, textiles, sculpture, etc. Exhibitors are encouraged to develop site-specific works that consider this year's theme, *Thresholds*.

ARTLAB

Between 14 September and 6 October, successful students will receive 2-3 sessions with an industry mentor, to help develop the concept of their work. Between these sessions, students will be encouraged to test their concepts in and around their site. A number of public events (e.g. talks and workshops) will be offered as part of the ARTLAND ARTLAB, which along with the site experiments will be included in the Melbourne Fringe Festival program.

LOCATIONS AND INSTALLATION

[RMIT Brunswick campus](#) is located at 25 Dawson Street, Brunswick. Artworks will be displayed in and around the campus (see sites list attachment, [page 5](#)). We strongly advise you make a site visit prior to applying, and welcome proposals of sites linking the campus to its surrounds (e.g. Jewell Station, Brunswick Baths car park, etc).

Exhibitors are asked to select one preferred site and an alternative/secondary site for their work as outlined on the attached site plan. You may suggest a site in and around the Brunswick campus not included on this list – if doing so, please include a description and photograph of the site. All works and sites are subject to a process of approval by RMIT Property Services.

BILLBOARD

The Billboard site will be awarded to one student for a proposed 2D work to be installed on the prominent advertising space located at the Dawson Street railway crossing (east side of the board), at the entrance to RMIT. Artwork for this site will be selected in consultation with the Moreland Public Art Officer. The artist selected will not receive seed funding however the cost of renting, printing and installing a work on the billboard will be awarded. The Artwork will remain in place from October 12 – November 12.

Artwork for the Billboard site must be submitted for printing **14 September 2017**.

The Billboard image specs are as follows:

Panel visual width: 5.88m

Panel visual height: 3.00m

Panel finish width: 5.96m

Panel finish height: 3.06m

- Artwork needs to be a High Resolution, print-ready PDF with a maximum file size of 500MB.
- Artwork should be 300dpi and at a size of 1/10 scale of the Billboard with 12mm bleed.
- We can offer help with file setup and graphic design but be aware of these specs when putting in your proposed work, particularly if it's a photographic image.

SELECTION AND SEED FUNDING

A curatorial panel will select seven final works, plus one Billboard work, to be exhibited as part of ARTLAND. Selected artists in the ARTLAND category will be provided \$400 seed funding, one-on-one sessions with an industry mentor and installation support to exhibit their work. Prizes for outstanding work will be announced at the opening night event.

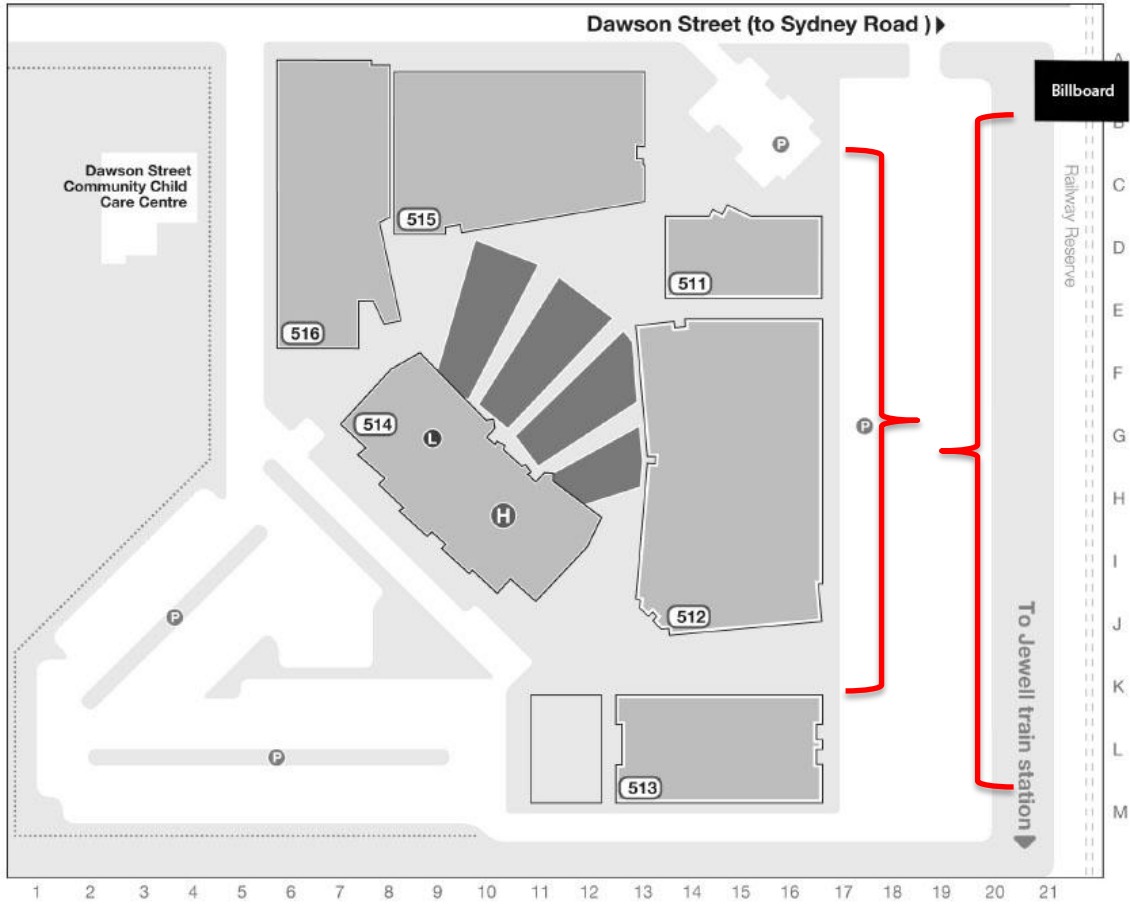
REQUIREMENTS

Works must be installed in methods which leave the space pristine and in its original condition after the exhibition. Individual works requiring restoration of the area after the exhibition (e.g. repainting) will be subject to approval from RMIT Property Services.

DURABILITY AND SECURITY

As security is limited we do not accept responsibility for loss, theft or damage of work. It is suggested that artworks are of a temporary nature and not intended to last beyond the close of the exhibition, or are securely installed so as to minimise the chance of loss or theft. If artworks are valuable we suggest they are insured. Artworks intended to last the duration of the exhibition should be durable enough to do so.

CAMPUS MAP



SELECTION CRITERIA

1. Artistic merit

- Responsiveness to site: the attributes of the space and its cultural context.
- Consideration of your audience.
- Strength of concept.

2. Project viability

- Effective use of seed funding and materials (with focus on sustainability).
- Durability and installation.

KEY DATES 2017

ARTLAND Submissions Close	7 August, 11.59pm
Billboard artist work due*	1 September, 11.59pm
ARTLAND ARTLAB	14 September – 6 October (3 days TBC)
ARTLAND Installation	10-12 October
ARTLAND Opening & artist tour**	12 October, 4-6pm
ARTLAND Exhibition closes	12 November
Deinstall	13-14 November

* This date only applies to the artist selected to display work on the Billboard.

** NOTE: Artists will be required to present their ideas during the artist tour, as part of the exhibition opening on Thursday 12 October 2017.

HOW TO COMPLETE THE APPLICATION FORM

You may submit in more than one category:

BILLBOARD:

Visit the [RMIT Link website](http://rmitlink.rmit.edu.au), create an account, and fill in the online application form found here: rmitlink.rmit.edu.au/Forms/billboard2017.

Application are due by **Monday 7 August, 11.59pm**.

ARTLAND:

Visit the [RMIT Link website](http://rmitlink.rmit.edu.au), create an account, and fill in the online application form found here: rmitlink.rmit.edu.au/Forms/artland2017.

Application are due by **Monday 7 August, 11.59pm**.

QUESTIONS?

For more information or to discuss your proposal please contact Creative Arts Officer, Asha Bee Abraham: asha.beeabraham@rmit.edu.au / 9925 2206.

POSSIBLE SITE LIST – you are welcome to propose sites that extend beyond the campus grounds (e.g. Jewell Station, Brunswick Baths carpark, etc)

1



Campus building façade - Building 511

Please specify which area of building facade you wish to use and how.

2



Campus gates - Entrance D (Union Street)

Please specify which area of the entrance you wish to use and how.

3



Campus gates - Entrance A (Dawson Street)

Please specify which area of the entrance you wish to use and how.

4



Campus building façade - Building 512

Please specify which area of building facade you wish to use and how.

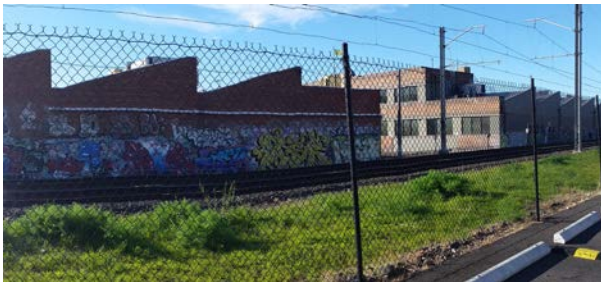
NOTE: paste-ups are not possible on this building.

5



Campus fence line

Any part of the campus fence line can be used for an installation.



Over 178 metres of fence line, which runs along the RMIT car park and Upfield rail line, is available for use.

6



Dawson Street entrance raised lawn

Suitable for an installation or sculptural work.

7



Central Lawn

Suitable for medium to large sculptural works or installations.

8



Building 514, outside the cafeteria

Works can be suspended from roof or applied to exterior of windows.

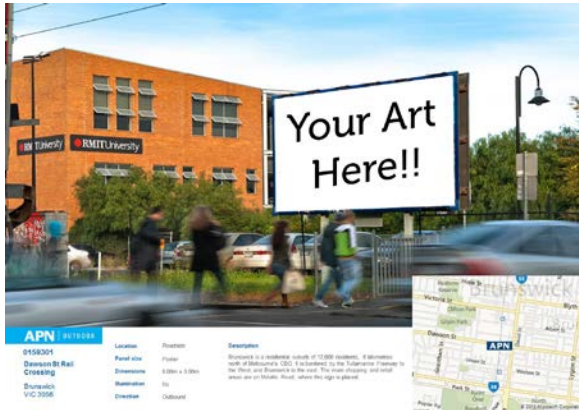
9



Building 512, trees outside

Works can be suspended from trees.

10



Billboard

The east side of the Billboard has been allocated as an ARTLAND supported site. Please note, work selected for the Billboard will need to be completed by **9am, 6 October 2017**.

