

GEELONG AFTER DARK 2018

EVENT BRIEF

GEELONG AFTER DARK BACKGROUND

Geelong After Dark (GAD) is an annual event conducted in central Geelong; a night of discovery, of short, sharp edgy art transforming ordinary spaces into something exciting, unexpected and very much alive.

GAD is modelled on the low-budget, broad reaching arts events of Leeds and Cardiff, in the United Kingdom. It animates Central Geelong with pop-up installations, performances and arts interventions across a broad range of cultural venues and unexpected spaces in the city centre.

“Leeds’ Light Night 2012 demonstrated the ability of cultural activities to animate a city centre without the budget or resources to do a Nuit Blanche.”
- Kaz Paton, Manager Arts and Culture, City of Greater Geelong,
Churchill Fellowship Report

GAD transforms Central Geelong with interactive performances, spoken word, projections, illuminations, live music, soundscapes and exhibitions. The city’s laneways, streets and venues come alive for the duration (4hrs) of the event with unexpected surprises around every corner.

The inaugural GAD in 2014 attracted over 6,000 people to central Geelong. Now in its fifth year, this free, accessible event is growing strongly each year. Attendances have quickly swelled to in excess of 25,000 visitors with more than 80 activities and 370 artists participating.

GAD is now a multi-award winning event produced by the City of Greater Geelong, Arts & Culture Department annually in May.

GEELONG AFTER DARK QUALITIES

- GAD is edgy, intense, surprising and extreme, celebrating the unique ways in which the arts engage and excite us
- GAD provokes its audiences to explore, discover and rediscover new locations and venues throughout Central Geelong
- GAD is about valuing place, civic pride and engaging intimately with the nightscape of the city
- GAD profiles local artists as a priority, celebrating Geelong as a clever and creative city
- GAD challenges and rewards, as visitors explore the diverse program and participate in creative engagement

- GAD is an accessible all ages event, with something for everyone
- GAD is colourful, dynamic and innovative, with new artworks commissioned especially for GAD encouraging artists and audiences to take risks and explore new ideas
- GAD creates new opportunities and connections, develops businesses and partnerships, and results in economic benefits for Geelong
- GAD creates a safe environment in the streets, evoking a feeling of safety and fun

SCOPE OF BRIEF

The Project

Geelong After Dark (GAD)

GAD is an annual city centre, night arts event that activates venues and unexpected spaces in Central Geelong with a range of pop-up installations, performances, films and extreme art interventions, featuring hundreds of local artists. Its central focus is exploration and discovery.

The GAD programme is curated through an Expression of Interest process. The programme has previously included lighting/film projections, strolling brass quartets and street bands, rooftop cinema, spoken word and opera, pop up visual art exhibitions, rooftop cinema, live music performances, puppetry, immersive and hi-tech art installations, street art demonstrations and much more. Major cultural venues contribute collaboratively to the programme, and restaurants and cafes are encouraged to stay open and participate.

Activities are positioned across four zones, which identify key areas of activity all presenting their own unique opportunity for activation. For example in 2017 Zone 1 included City Hall projections, Johnstone Park circus, installations and ephemeral sculptures as well as Cultural Venue programming in the Arts Precinct. Zone 2 included live music, film, projections, spoken word, and innovative and interactive artwork in empty shops. Zone 3 presented hidden treasures in laneways, shadow puppetry in the National Wool Museum, and talking light posts. Zone 4 had the waterfront as a backdrop with an electronic and colourful dress, roving musicians, painted light, a tiny house and light installations across Customs Lawn.

GAD Relationship with Mountain to Mouth Extreme Arts Walk (M~M)

Aside from being a successful event in its own right, GAD is strategically positioned at the heart of the *Mountain to Mouth (M~M) Contemporary Songline*, an 80km biennial community pilgrimage produced by Council. Once every two years GAD integrates with the Mountain to Mouth Extreme Arts Walk, as M~M walkers are welcomed into central Geelong at the M~M: *Gathering of the City*. This ceremony is promoted as a GAD programme highlight in that year. In 2018 the two events will once again combine to deliver a comprehensive and exciting programme.

During the alternate years when no M~M walk occurs, components of the M~M arts programme are integrated into the GAD programme under the title “M~M@Geelong After Dark”. M~M is embedded firmly in the practices and programs of local arts and non-arts organisations and is well positioned to align with key aims of the GAD programme. In 2017 (a “non M~M year”), two pop-up art interventions were created by M~M artists as part of M~M@GAD2017:

- M~M: Connecting Song - an inspiring place-based song writing opportunity which resulted in creation of three songs and film clips which were debuted at GAD.
- M~M: Constellation - City Hall’s foyer was transformed into a riverscape of projected words gleaned from residents who had shared their hopes and dreams for Geelong’s future through the City of Greater Geelong’s recent ‘Our Future – 30 year Vision’ project.

M~M has its own budget, Artistic Director and Production Team, with whom the GAD Creative Producer will work collaboratively to align the strategic objectives, themes and processes of these two events.

EVENT BUDGET

GAD Creative Producers Fee 2018	Total (ex GST) \$15-20,000 Negotiable on skills and experience
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CONTACTS

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Submissions are to be received by email only and are due by 5pm Monday 21 August, 2017.