



Artist Brief

WINDOW

Wonderland

Christmas in Maitland

THE CONCEPT

Taking a contemporary approach to the traditional window displays that can be seen in shopping precincts throughout Europe artists will create window installations in a partnership between the traders, Maitland City Council's Marketing and Communications Department and the Maitland Regional Art Gallery (MRAG). Some artists may be assisted by students from local schools, whilst others will purely feature the artist's work.

The concept is to reinterpret traditional Christmas carols and songs into a visual 'find a word' competition which will see customers matching two shop windows to form the carol or song title. For example the first window may feature Elvis Presley, playing cards and a chess piece; whilst the matching window has an oriental theme to make We Three Kings of Orient Are (refer attached mood board).

The aim is to have installations in twenty windows throughout the city centre with installations in place the last week in November and removed in the first week of January. Traders will provide the space and services such as electricity if required.

This is an ideal opportunity to showcase the work of regional artists and start to change the community's perception of the precinct as we move towards the redevelopment of the space into The Levee lifestyle precinct in 2014.

CITY CENTRE

Maitland City Centre is the area of Central Maitland that is bounded by the Belmore Bridge to the west, Cathedral Street to the east and Ken Tubman Drive to the south (incorporating Pender Place).

Businesses within this area contribute to a levy that is used for marketing of the precinct in accordance with the City Centre Marketing Plan that is developed in conjunction with the City Centre Marketing Advisory Group.

In recent years Diners Markets have been held in the lead up to Christmas however there was agreement within the Marketing Advisory Group that with the pending redevelopment of the space into a lifestyle precinct it was time to get creative and take a fresh look at marketing and promotional initiatives.

COMPLEMENTARY INITIATIVES

COMPETITION

The window displays will form the basis of a competition that customers can enter. Customers will be required to obtain an entry form, which will be activated by spending a minimum of \$20 in one city centre business. They will then need to match up a minimum of half (ten store windows) the windows to enter the draw to win a family holiday to the home of Christmas in Lapland, Finland (tbc).

FURTHER CHRISTMAS INITIATIVES

A series of other activities including street decorations, Santa photos, live and piped carols and laneway cricket will also take place throughout December along with an extensive advertising and promotional campaign that will include:

- Television
- Radio
- Press
- Social media and web
- Electronic direct mail to database (developed from previous competitions)
- Direct mail of entry form to all households within the Maitland Local Government Area
- Posters for in store promotion
- PR



DELIVERABLES

ITEM	DELIVERABLE
Concept development	Artists will be required to present concepts for 'matching' windows, based on the Christmas songs provided. Artists are also welcome to pitch for alternative Christmas songs.
Installation and breaking down of displays	Artists will be responsible for the installation and breakdown of artwork in the shop windows. Installation will be within the last week of November 2013 and breakdown within the first week of January 2014. Each shop window must be returned to its original state. Installation and breakdown will need to be completed within the trading hours of the business (unless arranged with the trader) and not impede the trade of that business.
School involvement	It is desirable, although not essential, that artists consider the involvement of school children in the creative development and delivery of installations, however each installation must be to an artist's standard and be considered the work of the artist.

SUPERVISION

Maitland City Council Project Manager for Window Wonderland will be Matt vanderWall. The artist must discuss any relevant issues not covered in this brief with the Project Manager. The artist must direct all contact with the public regarding this project to the Project Manager.

PROGRESS REPORTS

The successful artist(s) will hold regular meetings with the Project Manager. These meetings should cover progress, achievements, setbacks and general comments.

PAYMENT

A payment of \$400.00 ex GST will be paid to artists per window display. This payment must cover all of the artist's costs including their time and materials. Council requires that payment for work be on the basis of progress. 50% of the fee will be paid upon Council acceptance of artist concept with the balance being paid by 27 November. Any variation of stages in payment, if appropriate, will be agreed with the artist, prior to engagement. Once commissioned, no claim for additional fees or changes shall be recognised.

CONDITIONS

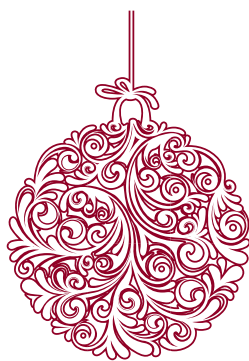
- Artwork remains the property of the artist
- Maitland City Centre reserves the right to take and use images of all installations
- Maitland City Centre reserves the right to use images and names of artists involved within its PR campaign surrounding the promotion

ARTIST RESPONSE TO THE BRIEF

Artists will be selected based on their response to the brief. Artist submission should include:

- Artist CV
- Samples of work
- Detailed description of concepts and materials
- Estimated time of installation for each window
- Detail of involvement of students or other artists





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MARKETING AND COMMUNICATIONS DEPARTMENT

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WINDOW *Wonderland*

MOOD BOARD

SIX



WHITE BOOMERS



WE THREE KINGS



OF ORIENT ARE



RUDOLPH



THE RED NOSE REINDEER



JINGLE



BELLS



SANTA CLAUS IS COMING



TO TOWN



WINTER



WONDERLAND

