

# If a picture paints a thousand words, this wall will shout seven hundred-thousand words

<b>Proposal</b>	To make a mural by use of photography submitted by the public, printing on ceramic tiles, and installed in a flowing configuration. The photography is to be of their family's arrival in Western Australia and the difficulties they may have faced.	<b>Public Photographic Storytelling Timeline</b>
<b>Design Summary</b>	Each photo has its own story, so all the stories together will give the viewer an entire picture of the history of WA.	<b>Western Australians History</b>
<b>Location &amp; Size</b>	The wall is located opposite the Western Australian Museum. The wall is 54m long and 2.9m high in dimension. The tiles will only cover two thirds of the wall.	<b>Perfect For Large Length</b>
<b>Material &amp; Installation</b>	The wall will remain in its current state. The photographs will be printed onto tiles and installed using an industrial strength adhesive. The stories can be displayed in several ways - plaques/signs, interactive kiosk, brochures or mobile phone technology.	<b>Wall Remains Visible</b>
<b>Process</b>	<ol style="list-style-type: none"> <li>1. Advertise (possible sponsorship by the West Australian / Sunday Times?)</li> <li>2. Selection (Reviewing submitted photographs &amp; stories for suitability)</li> <li>3. Payment (Chosen photographs to pay for printing their tile)</li> <li>4. Printing</li> <li>5. Installation</li> </ol>	<b>Public Submissions for Public Art</b>
<b>Timing</b>	<p>2-3 Months</p> <ul style="list-style-type: none"> <li>- 1 month advertising</li> <li>- 1 month selection &amp; preparation for print</li> <li>- 1 month print &amp; installation</li> </ul>	<b>Well Considered</b>
<b>Funding</b>	<p>Advertising possibly funded by Western Australian / Sunday Times?</p> <p>Tile printing to be funded by public who submit photographs.</p> <p>Installation</p> <p>Story telling device</p> <p>(Refer to Page 3 for more detail)</p>	<b>Self Funded</b>
<b>Other</b>	<p>Depending on desired durability, shading may need to be provided.</p> <p>Insurance for is only needed for installation.</p>	

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## Concept

Each resident of Western Australia has their own story of how they or their families arrived in Western Australia. Perhaps they arrived recently, and became Australian citizens or maybe their ancestors arrived after the war or even before. Perhaps they struggled on arrival in Western Australia, working the outback land with bare hands to feed their families. Others have fled from war torn countries, seeking refuge and peace in Perth city. Whatever their story is, it has contributed to the making of the multicultural Western Australia today.

By displaying hundreds of photographs across the wall, it may give the viewer an oversight of Western Australian (since it is the people who make the place).

These stories may be demonstrated by a single photograph - a picture speaks a thousand words. The photography is to be submitted along with a small story of the arrival, no longer than a hundred words.

There are several solutions to displaying the stories - plaques, interactive kiosk, brochures or mobile phone uploads (depending on time / costs / etc). By using the kiosk and mobile technology the stories can be translated into several languages so that tourists can read them also.

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Hi Edwin,

Thanks for your enquiry. We are happy to print individual tiles and a different picture on each is not a problem at all. Premium Satin is by far our most durable ceramic tile so would and would definitely be the most appropriate for the use you have outlined. I should, however mention that our tiles are not suggested for use in areas that are subject to direct sunlight as they will fade over time, so are best used in a completely shaded area.

For that quantity of tiles, you would be looking at a cost of \$18.10 per tile; a total cost of \$12,670.

I hope this meets your requirements. If there is anything else you would like to know please do not hesitate to contact me by email or by phone on 0448 045 144.

I look forward to hearing your thoughts.

Kind regards,

Michael Peschar (Depix)

Hi Edwin

My company Bokay Group has the printing machinery that is capable of printing this job,I am trying to source a third party to fire the print to increase the longevity is there any chance we could view the art work Ie 700 different types just a small view would be enough to get us started

Regards  
Bob Meade  
Bokay Group

Hello Edwin,

Thanks for your email.

Yes, we have printed tiles in the past and have found that we get the best results on tiles that have not been glazed. The inks are good in direct sunlight for 3-5 years and much longer where the sun is indirect. To print 700 tiles at a size of 8 x 8 inches from artwork and tiles supplied would cost approx \$ 2970 plus GST. This would have to be subject to trial, to ensure that what you propose from an artwork point of view is going to reproduce with our equipment.

Regards  
Andy Hannington.  
Spice Digital

## Tile Printing (Summary):

Tile printing to be paid for by the person that submitted the photograph. Any photographs that are not submitted with the required amount will not be printed.

- Depix (Launceston, TAS) \$ 12,670
- Bokay (Bayswater, WA) Quote pending - they have the ability to print solvent inks, but they do not have the ability to refire to increase longevity.
- Spice Digital (Osborne Park, WA) \$ 2,970 plus GST (excluding tiles)

## Notes:

- Depending on whether shade is provided will depend on the lifespan of the tile. Fully shaded tiles will last much longer than tiles exposed to the elements.
- Footpaths may need to be installed so that visitors can view the tiles without damaging the grassed areas.

## Story Telling Solutions:

Depending on the preferred story telling solutions, prices may range from \$1000 - \$6000 (estimates only)



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## Story Presentation Options:

Plaque / Sign



Interactive Kiosk  
(Suitable for translation)



Printed Brochure  
(To be distributed by  
West Australian Meusum?)



## Mood:

