

A Thriving City

Proposal	<p>The aim of this design is inject some added energy into the Perth Cultural Center and inspire passers by to be proud of our city. This will be done by covering the wall opposite the museum with vibrant, energetic graphics which are inspired by the rich history of our city.</p>	 Identity
Design Summary	<p>Background: Perth is quite often referred to as “dullsville”, a city with no life. However, our history paints a far different story. Unlike many other Australian states, Western Australia was colonised as a free settlement, not a penal colony. For many years growth of our city was slow but people came here hopeful, wanting to build a new life for themselves. Today, we have a THRIVING CITY, which is growing faster than ever. It is a place we can be proud of, built on a history we can be proud of- one of FREEDOM and HOPE.</p> <p>Design: The design is based upon two similar shapes, a neural network and the iconic Swan River. The neural network transmits thought. It is alive, buzzing, constantly growing. It glows like city lights. The neural network represents creative energy of our city and people. The Swan River is the hub of the activity in our city. It branches out, giving life. It is an integral part of our history and growth. Together they form a network of energy and life- A THRIVING CITY. Please see pg 2 for more details.</p>	 Activity  Creativity  Connectivity
Location & Size	<p>The artwork is designed for the wall opposite the museum. It will cover the entire wall which measures 54 meters x 2.9 meters. Ideally the artwork will wrap around the wall posts.</p>	 Panoramic
Materials & Installation	<p>There are a number of methods that could be used to attach the artwork to the wall. The most DURABLE and ‘WALL FRIENDLY’ method is to use digitally printed dibond panels (aluminium composite board). They will be installed with silicone direct to the wall. An Anti Graffiti Clear coat will be used. This method of printing will give the graphics a professional, high quality finish.</p>	 Long Lasting  Quality Graphics  Wall Friendly
Process	<p>The project is UNCOMPLICATED. It needs only one printing company’s services in order to complete the job.</p> <ol style="list-style-type: none"> 1. A Printing company to be chosen and communicated with regarding the particular requirements of the job 2. Artwork to be completed to specific specifications. 3. Final artwork to be approved. 4. Printing company to handle the printing and installation of the graphics. 	 No Fuss
Timing	<p>The time frame will be QUICK and PREDICTABLE. A few weeks should be allowed for any artwork alterations and refinements to specific requirements. The printing and installation of the artwork could be completed within a month.</p>	 Quick  Predictable
Funding	<p>Quotes to print and install the artwork as described above have ranged from around \$16 000- \$45 000. These are initial figures, estimated from site photos. Once details are finalised a site visit would be necessary to determine actual costing. Please see pg 4 for more detailed pricing information.</p> <p>Sponsors could be found to cover the costs of this project. It would be a great opportunity for a company, as the wall is in a key public space and the artwork is a positive theme, one that many companies would like to be associated with. There would be a small space on the wall that credits the people involved in the project, which could as well include the sponsors logos. Please see pg 5 for details of companies I have contacted in regards to this.</p>	 Investment
Other	<p>An Anti Graffiti Clear coat will be used to protect the artwork.</p> <p>A possible addition to this artwork would be the use of special lighting at night. The wall could become a nighttime attraction. ‘THE GLOWING NETWORK’. One possibility is that lasers could be installed opposite the wall (perhaps on the museum building) and shone onto the wall to illuminate the network. They could even move along the wall to give the sense that the network is moving and buzzing. The area the wall is situated in already has a lot of walk through traffic at night. The lights would also serve to offer the area some added illumination.</p>	 Graffiti Proof  Nighttime Attraction

The Curator
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Westfarmers Limited
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Western Australia

Dear Lisa Fernandez,

I am writing to you on behalf of EPRA (the East Perth Redevelopment Authority).

EPRA, in conjunction with Central TAFE, have decided to commission an artwork that will improve and beautify the Perth Cultural precinct. The project will involve the installation of an artwork onto the wall opposite the Perth museum. This area is a key public space. It features a high level of foot traffic. Also, due to the size of the project, covering a wall that is 54m x 2.9m, it will be a very prominent.

I have attached a copy of the proposal. This includes a copy of the artwork along with a brief summary of the project.

The artwork is based on two images with similar shapes: the iconic Swan River and a neural network. A neural network transmits thought, it is alive, buzzing and constantly growing. It represents the creative energy of our city and people. The Swan River is the hub of the activity in our city. It branches out, giving life. It is an integral part of our history and our growth. Together they form a network of energy and life. A thriving city.

The project requires sponsorship to be able to be completed. I thought of approaching Westfarmers because of your continued support of the arts in the City of Perth. As well as this, Westfarmers is, and has been, an integral part of making Perth (and Western Australia) what it is today.

The cost of the project is going to be approximately \$45000. With part of this cost already raised, we are looking to find a few more key sponsors to help make this project possible. In return for your sponsorship, there will be an allowance made in the design to thank our sponsors. Your company name and logo will be featured.

If you are interested in providing sponsorship, or you would like to discuss anything further, please contact me on the details below.

Kind regards,

Claire Lowes
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(e) clairelowes@inet.net.au

I have contacted various organisations in regards to the possibility of gaining sponsorship for this project.

The companies I contacted have either: a proven track record of supporting the arts in Perth; or have some connection to the theme of the artwork such as energy or communication.

Another option is to negotiate with printing companies. They could provide cheaper print prices in exchange for the opportunity to display their logo on the credits space on the artwork.

These are the companies I have contacted

Wesfarmers

Woodside

The City of Perth

LotteryWest

Optus