

SYDNEY FESTIVAL

PROCLAMATION ARTWORK SUBMISSION GUIDELINES



Prepared by
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PROJECT INFORMATION

Concept

Proclamation

Barangaroo Reserve (Sydney Harbour Foreshore)
Sydney Festival | 8 – 26 January 2020.

Proclamation is an observational body of work linking the community and their idea or association of belonging to the land and country, and more specifically the interpretation of land ownership. Community members of all ages are invited to respond to this theme by painting, drawing, paper collaging, digital imaging, photographing, or any other form of 2-dimensional image making. The aim is to create a picture that reflects their idea of connection to land or place. Examples include: their favourite beach, their house, a memory of the place they grew up, and even an imaginary place or their favourite plant or animal. Works addressing ongoing conversations around Aboriginal land rights, diaspora and migration are also highly encouraged.

For those artists whose works are selected, they will be provided with the coordinates and dates their flag will fly at Barangaroo Reserve so they can go visit with their friends and family. Once the festival finishes, artists will have their flag returned to them to keep as a memento.

About Sydney Festival... Every January, Sydney Festival starts the new year with a bang, transforming the city with a bold cultural celebration based on critical ideas and cutting-edge art and performance.

More than any other cultural event, Sydney Festival defines Sydney's personality. For over four decades we have presented international artists who guarantee headlines, and whose presence in Sydney adds to the Festival's buzz and prestige, including names like Björk, Brian Wilson, Grace Jones, Manu Chao, Elvis Costello, AR Rahman, Cate Blanchett, Ralph Fiennes, Robert LePage, The Flaming Lips, Nick Cave, PJ Harvey, Peter Sellars, Sir Ian McKellen and David Byrne & St. Vincent. Some of the world's great companies – Wayne McGregor's Random Dance, Cheek by Jowl, Gate Theatre and The Wooster Group to name only a few – also share the Festival with the most exciting artists and companies in Australia.

The first Festival took place in 1977 and it has since grown to become one of Australia's largest annual cultural celebrations with an international reputation for modern, popular and intelligent programming. In many ways it is probably still best understood as a celebration of Sydney, and its style and energy reflect the confidence, diversity and vigour of one of the world's most beautiful cities.

Event website link: <https://www.sydneyfestival.org.au/events/proclamation>

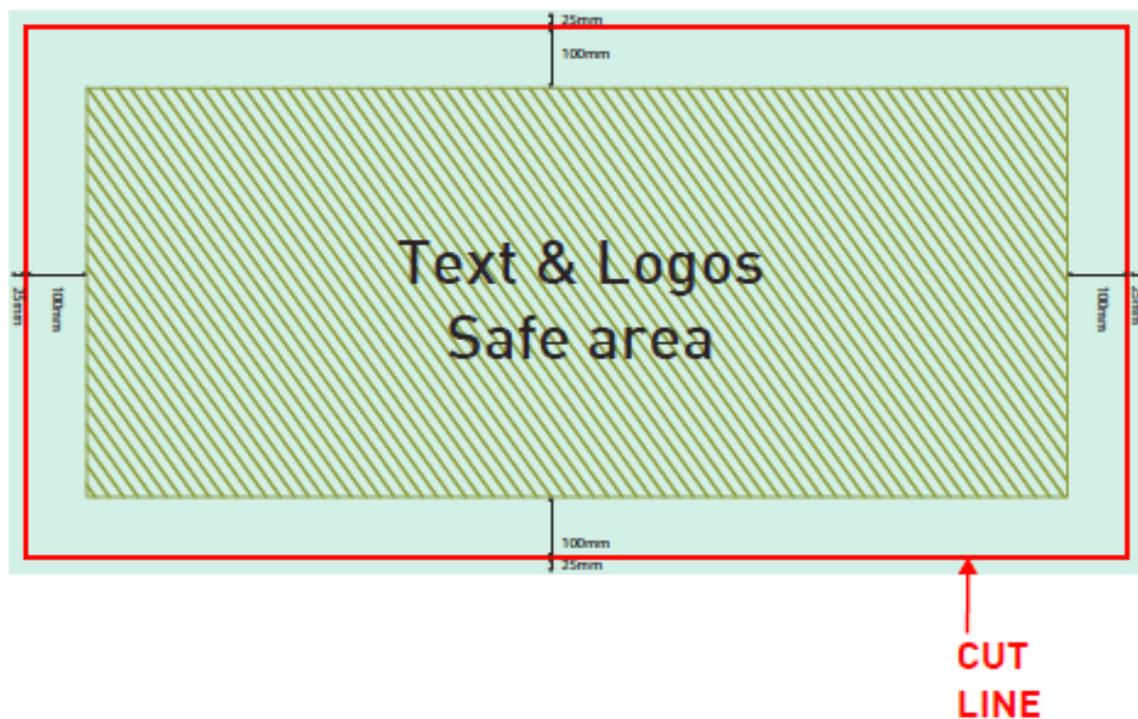
ARTWORK SUBMISSION REQUIREMENTS

Dimensions and file size

Dimensions of the flags 1500 x 750mm.

For digital works, it is recommended to work to the actual flag dimensions, adding 25mm bleed for printing purposes if possible. This makes the supplied file size 800 x 1550mm. Document without bleed is okay also (750 x 1500mm).

Safe area for text and images 100mm inside cutting line. (see diagram below)



Accepted file formats: ai (Vectors), pdf (Vectors), jpeg 120dpi (800 x 1550mm).

Colour mode: CMYK

Artwork Content

Individuals are encouraged to respond to the project's themes of home, place, community and land ownership in a way that is most meaningful to them.

Some words to help spark ideas are listed below:

LAND & LAND OWNERSHIP

Country	Native Title
Home	Sacred Place
Earth	Tradition
Nation	Legacy
Homeland/ Motherland/ Fatherland	Custodianship
Community	Preservation
Culture	Protection
Family & Friendship	Environment & Climate
Partnership	City
Diversity	Suburb
Multiculturalism	House/ Apartment
Migration	Homeownership
Land Rights	Property

The project name *Proclamation*, can be interpreted in many ways. From a statement of belief, declaration, testimony or manifesto, to a story, song, revelation or oath. For some it is a political act, for others it is about visibility and giving voice, or about community and sharing of stories and knowledge.

Artworks must not contain copyrighted images belonging to others or regional/national flags. E.g. No Australian, Australian Aboriginal, Torres Strait, Indian or People's Republic of China flags. Only original/ artist's own imagery can be used.

Images and text used in the artwork must keep within a PG (parental guidance) media rating, appropriate for general public. No images of sexually explicit or violent nature. No coarse language, hate speech, or other defamatory or offensive language.

Visual Examples



Artwork Submission

Digital copies may be sent via email to proclamation@sydneyfestival.org.au

Digital copies must meet specifications outlined above.

Please ensure you have completed and sent through a signed copy of the release form with your work.

Any works provided without release forms will not be considered for exhibition.

During the Festival

250 flags will be exhibited at any one time and will be rotated every few days throughout the festival. All artists will be notified as to which days their flag will be displayed if you would like to see it and document it as part of the install.

After the Festival

Once the festival closes, artists will have their flag returned to them to keep as a memento.

Please ensure you provide us with your full name, email/phone and postal address when you submit your work.

All unclaimed flags will be recycled.