



ACTIVATE
VACANT SPACES

CALLING ALL CREATIVES THE LANEWAY MURAL PROJECT

We're searching for artists to submit a creative mural concept to our Activate Vacant Spaces Laneway Mural Project. The winning entry will install their concept in a city centre laneway over summer 2020/21.

OUR PURPOSE & VALUES

Activate Vacant Spaces turns vacant spaces into vibrant spaces in our city centre.

From alleyways to rooftops, empty stores to building walls, shop windows, frontages and public open spaces Activate Vacant Spaces delivers an ever changing programme of curated indoor and outdoor experiences. Our repertoire of works includes installations, activations, displays, events, music, art, culture, pop ups and more.

Our programme of offerings showcases our art and culture, our heritage, our diverse community and the vibrant people within it. Our programme seeks to add vibrancy to our city centre through unique, diverse and dynamic experiences.

THE OPPORTUNITY

Within Tauranga's city centre there are unique and exciting opportunities to transform, challenge, intrigue, connect and resonate with the public.

THE CHALLENGE

We are seeking submissions for a mural art installation – an immersive art piece that will visually transform the laneway space and dynamically connect, provoke and resonate with the public who interact with it.

We challenge the creative community to inspire, provoke and delight with an **immersive and interactive mural that is dynamic and Instagram worthy.**



**EXISTING EXAMPLES
TO INSPIRE YOU**



WINGS TO FLY AND THE LOVE SEAT

Arguably two of the most recognisable street art works in Tauranga, *Wings to Fly* and *Love Seat* have been photo-op hot-spots since they were created in 2015 and 2017 by artists Millie Newitt and Tara Fowler. These love notes to Tauranga add a bright pop of colour at the beginning of the Strand and in Masonic Park inviting viewers to engage with the artworks by standing in between the wings for a unique photo or sitting on the love seat for cupid to shoot her arrow down at them. We challenge you to create a mural in the Grey Street laneway which will become just as popular and recognisable!

CONSIDERATIONS

We are looking for creatives who think outside the box and understand that installation art engages you on multiple levels, activating your senses to experience art in a new way. The focus should be on how the mural invites the public to engage with the art. Does it make you want to take a photo with you or someone in the art? Is it visually appealing and therefore something you would want to upload to Instagram for the world to see?

CRITERIA

All submissions must be on the understanding that we request this mural installation is undertaken and completed **by no later than Saturday November 28th, 2020.**



THE WALL SPACE FOR YOUR CREATIVITY

The Grey Street Laneway that connects with the Spring Street Carpark building in Downtown Tauranga presents an opportunity for creatives to develop a creative, immersive mural for the wall space that will transform this dark wall and the overall laneway.

THE WINNING ARTIST WILL BE PAID \$2000 TO DESIGN AND CREATE THEIR MURAL ONTO THE WALL SPACE.

TO ENTER:

- ☐ Fill in the form attached
- ☐ Draw a detailed depiction of your design
- ☐ Inspire us with the theme of your mural and tell us it meets the criteria and considerations
- ☐ Detail your installation plan
- ☐ **Email your completed form to millie@tuskany.co.nz by no later than Friday October 30th, 2020 at 5pm.**
- ☐ The winning entry will be chosen and notified on or before Friday November 6th, 2020.

NAME

PHONE

EMAIL

WEBSITE

FACEBOOK

INSTAGRAM

Describe your design

How does your design invite the public to engage with the art? Does it make you want to take a photo with you or someone in the art?

Describe the materials you will use

What is involved in the installation of your design?

ARTIST IMPRESSION

Please provide a visual impression of your design here, or attached with your registration form. Make this as descriptive, detailed and colourful as possible, to give the judges the best possible idea of what your design will look like!