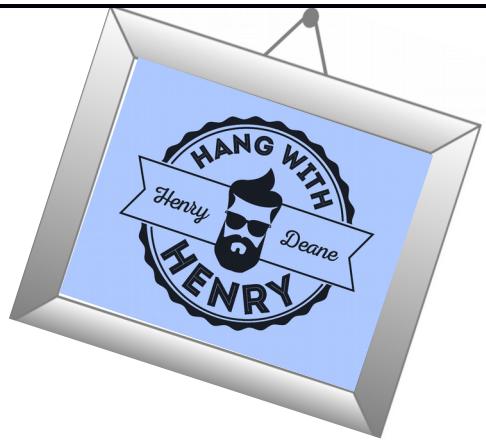


# **“Art On The Walk”**

## **At Henry Deane Plaza**



Henry Deane Plaza at 2-18 Lee Street Haymarket, Sydney is an open-air retail and pedestrian Plaza located on the walkway to Central Station and opposite the George Street bus interchange.

The retail Plaza has 22 retail shops centred around a large open courtyard and with a ramped walkway to upper level shops at street level.

Due to it's prime CBD location Henry Deane Plaza consistently has pedestrian traffic numbers exceeding to over 2 million visitors a month and reaching well in excess of 65,000 people a day during peak times, assuring artists of extremely high public exposure for their art and talents.

### **CALL FOR ENTRIES**

Henry Deane Plaza is calling for entries from artists to produce an original artwork during the competition period.

The competition allows for each artist to generate a unique piece of art on site and off site over the 5 ½ days of the competition period utilizing as a starting point a sheet of Dessin CA Grain paper – supplied by the competition organisers.

Artists may collect their paper and board commencing at 8am on Monday 30<sup>th</sup> October.

Artists may chose from a range of areas within Henry Deane Plaza where they may work to best suit the light conditions and exposure for each artist.

Artists may use the allocated areas at Henry Deane Plaza between the hours of 8.00am and 7 pm during the competition period.

All artworks must be completed by and available for display and judging at Henry Deane Plaza on Saturday 4<sup>th</sup> October at 11 am. (Note that as Henry Deane Plaza is an open air Plaza, the final display and judging day is subject to weather and the organisers reserve the right to postpone the final judging and display to a subsequent Saturday in the event of inclement weather in order to protect the artworks).

Artists may undertake work on their artwork off site (i.e. in home or a studio etc.) however as this competition has been designed to also allow the public to see and follow the development of artworks up close, it is a requirement that each artist spends a minimum of 18 hours working on the submission on site at Henry Deane Plaza during the competition period.

## **ARTISTIC MEDIUMS**

Each artist will receive a 1.5 metre by 1.25 metre piece of Dessian CA Grain paper and a backing board for support of the paper whilst working. All works must be done using the paper supplied.

Artists may complete their artwork using any medium that they desire except that liquid or semi liquid acrylic and / or oil paints are not permitted to be used whilst on site due to the risk of permanent staining of the Henry Deane Plaza granite and limestone tiles.

Pre- approved mediums for use on site include:

1. Pencils (black / white / coloured etc)
2. Charcoal
3. Chalks
4. Pastel Crayons
5. Water based inks
6. Chalk pastels
7. Collage items
8. Mixed media

Other materials may be accepted, subject to pre-approval based on risk of staining of the Plaza. 48 hours notice is requested with details of the requested medium.

Creativity is encouraged and whilst artists will be provided with an initial fixed page size of 1.25 metres by 1.5 metres, each artist is free to cut down the size to suit their desired final artwork size and may submit their final artwork as either a two dimensional or even a 3 dimensional artwork using the paper provided.

Artists are free to work with one or more partners in completing the artwork, however prizes are awarded based on the artwork and artists working as a joint submission must share any prize between themselves at their own agreement with the prize being issued to the primary submitting artist nominated in the application form. Artists wishing to work in partnership must submit a primary contact person as the main point of contact and list details of any persons they intend to work with.

## **CATEGORIES AND PRIZES**

### **ArtSHINE Prize - valued at \$5,000**

A fantastic prize to help you become the artist of your dreams!

3 months specialist coaching program focusing on the development of business and entrepreneurial skills of Australian artists, artisans, and associated creative communities.

Includes:

- Mentor sessions and FireSide Chats - 3 coaching sessions (1 hour per session),
- Access to business advisors, including growth hackers, legal, IP, tax, and grants.
- Personalised discovery sessions and action planning
- Access to the OPIC Business Model for Artists”



#### 1<sup>st</sup> monetary prize

The artist(s) chosen by the competition judges as the winner of this award shall receive monetary prize totaling \$4,000

#### 2<sup>nd</sup> monetary prize

The artist(s) chosen by the competition judges as the winner of the second prize shall receive monetary prize totaling \$1,500

#### Public Vote Award

The artist(s) chosen by the public as the winner of the Public Vote prize shall receive monetary prize totaling \$500

#### Student Category

Students are also eligible for a student award being a monetary prize totaling \$300 courtesy of (Note: in entering as a student, students are also eligible for the other open category prizes).

## **Terms & Conditions**

### **1. How to Enter:**

This is a selective prize. The artist must submit a fully completed Henry Deane Plaza Art on the Walk entry form.

Entries are requested to be submitted by 5pm on 20<sup>rd</sup> October 2017. Incomplete entries will not be considered.

Late entry may be accepted subject to the promoter's discretion.

The competition is open to all artists, anywhere in Australia or abroad, established or emerging, represented or unrepresented, young or old.

All works submitted must be original and the work of the artist or artists noted on the entry form and have been created on all or part of the paper as supplied by the promoter.

Please submit the entry form via the address details noted on the form (email, postal or street address)

**If you have any questions or require an extension of time to submit your entry application, please call or email Greg Adcock on:**

Email: [greg@exponential.com.au](mailto:greg@exponential.com.au)  
Phone: 0411 740 332

### **3. Fees:**

A fee of \$25.00 per entry (per artwork entered) is payable. See the entry form for payment options. The fee is inclusive of GST.

#### **4. Judging:**

Artworks will be selected based on their creativity, quality and artistic appeal. The ArtSHINE award will also have regard to the artists potential as a possible or upcoming commercial artist.

Awards and prizes and voting are at the discretion of the judging panel.

Judging will take place at Henry Deane Plaza from 11am on Saturday 4<sup>th</sup> November. If the event of inclement weather, the judging may be postponed to a subsequent Saturday at the organiser's absolute discretion in order to protect the artworks.

#### **4. Safety and OH&S**

Artists will be allocated a range of locations within Henry Deane Plaza where they may set up and work.

Artists will receive the paper and the backing board as noted above. All other materials are to be supplied by the artist at the artist's cost.

Artists may affix the paper to the board and place it on the ground at their allocated position. For safety reasons and to encourage public engagement with the art, Artists must stay with their artwork at all times that it is displayed at Henry Deane Plaza.

Artists are free to work on their artwork off site (e.g. at their studio or home etc) but each artist must have been on site at Henry Deane Plaza working on their artwork at the allocated position for the minimum 18 hours.

Artists may store their artwork at a secure location at Henry Deane Plaza during the competition period at times when they do not have it on display and being worked on or if it is not able to be supervised by the artist or an agent of the artist (i.e. friends, family etc).

Artists may use easels however any such easel must be securely weighted and the artwork and board securely affixed in such a manner that prevents the easel or artwork blowing or falling over.

It is recommended that artists bring a cushion to kneel on (if placing their artwork on the ground to work (similar to chalk artists) or fold away seat. If working at an easel, it is recommended that artists bring a stool or chair to rest on whilst working or whilst having breaks and have a suitable container for any art supplies.

As Henry Deane Plaza is a public area, Artists are requested to keep their materials close by and reasonably secured and in such a manner that neither the artwork, the artist nor their materials produce a trip or safety hazard in any way.

The Promoter reserves the right to disqualify any artist and request their removal from site in the event that the artist does not comply with the reasonable requests of the promoter or its agents and staff in keeping the public areas safe for the public.

#### **4. Promoter**

The Promotor of the competition is Toga Pty Ltd.

Artists consent to the photography of their artwork and themselves by the Promoter and / or the promoter's agents and competition staff and the use of such images and information regarding the artist such as their name, artwork title and description of the artwork and reference to the artists artistic experience in the Promotors social media.

Employees, officers and directors of Toga Pty Ltd, its subsidiaries, affiliates, advertising and promotion agencies, agents and immediate family members (spouses and siblings, children and parents and their spouses, regardless of where they live) or members of the same households (whether related or not) of such individuals are not eligible. Void where prohibited.

#### **4. Additional Terms**

##### **Children & Minors**

Contest entries that are created by children under the age of 18 are accepted provided that the entry was submitted with the permission of a parent or legal guardian and that the contest entry fee was submitted by that same parent or legal guardian. The parent or legal guardian must be present within Henry Deane Plaza whilst the child is working on site at Henry Deane Plaza.

Prizes, if any, won by the minor child shall be awarded to the parent or legal guardian.

##### **Liability**

Except for any liability that cannot by law be excluded, the Promoter (including its respective officers, employees and agents) is not responsible for and excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control); (b) any theft, unauthorised access or third party interference; (c) any variation in prize value to that stated in these Conditions of Entry; (d) any tax liability incurred by a winner or entrant.

##### **Notification**

Winners will be notified in person on the date of judging or, if not present at the time of the judging by phone, e-mail, postal mail, or express mail at Sponsor's sole discretion. Return of a prize notification or other documentation as undeliverable will result in disqualification and an alternate winner will be selected. Winner may be required to complete an affidavit of eligibility, a liability release and (where legal) a publicity release, which must be returned within the time period specified in the notification letter or an alternate winner may be selected.

##### **Taxes**

All prizes are expressed inclusive of GST. Competition entrants are responsible for any government taxes or charges applicable.

##### **Limited rights granted to Promoter:**

All Contestants grant to the Promotor publication rights to the winning entries, to be published in any publication, which may be promoted, distributed, and sold. The promotor also has the nonexclusive right to reproduce, display, promote, and distribute winning entries in digital form, including but not limited to the Sponsor's websites, databases, or as part of downloadable digital products in any way associated with the competitions.

By participating, entrants agree [a] to these rules and decisions of Promoter and judges, which shall be final in all respects relating to any Contest; and [b] to release, discharge and hold harmless Sponsor and its agents from any and all injuries, liability, losses and damages of any kind resulting from their participating in any Contest or their acceptance, use or misuse of a prize including, without limitation, personal injury, death and property damage; and if a winner, [c] to permit Sponsor to use his or her name, photograph, likeness, statements, biographical information, voice, voice likeness and city and state address for advertising, publicity and promotional purposes in all media, including but not limited to on air and online, in perpetuity, without compensation (unless prohibited by law) and agrees to execute specific consent to such use upon request. The Promoter and its agents are not responsible for and shall not be liable for: [a] electronic, hardware or software program, network, Internet, computer or other technical malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or by any human error which may occur in the collection, processing and transmission of data; [b] lost, late, misdirected, illegible or incomplete entries or postage-due mail; [c] any type of graphical or other error in the advertising or printing of any Contest or in the administration of any Contest; or [d] any condition that may cause the administration, security or proper play of any Contest to be disrupted or corrupted; and in such event Promoter reserves the right in its sole discretion to cancel or suspend any Contest or any portion thereof and to award the prize(s) from among all eligible entries legitimately received prior to cancellation. Entry information becomes property of Promoter.

As permitted by law and in accordance with Promoters Privacy Policy, each entrant agrees that the Promoter may share his/her entry information (including name, address, email address, etc.) with Promoters promotional partners and other parties and grant the Promoter, its promotional partners and other third parties with whom Promoter chooses to share entrants' information, permission to contact entrants about upcoming promotions, special offers or for other reasons via electronic and ordinary mail. If an entrant would prefer not to hear from Sponsor or prefer Sponsor not to share information about the entrant, please remember to check the opt-out box when entering any Contest or opt out in accordance with Sponsor's on-line privacy policy, available for viewing at <http://www.fwmedia.com/privacy>.

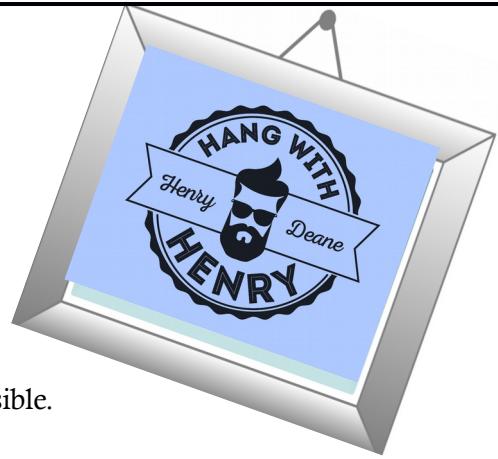
Information on how to enter and prizes form part of these Terms and Conditions. By participating, entrants agree to be bound by these Terms and Conditions. Entries must comply with these Terms and Conditions to be valid.

If this promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter, the Promoter reserves the right, in its sole discretion, to the fullest extent permitted by law (a) to disqualify any entrant; or (b) subject to any written directions from a regulatory authority, to modify, suspend, terminate or cancel the promotion, as appropriate.

# **“Art On The Walk”**

## **At Henry Deane Plaza**

### **ENTRY FORM**



Please enter as much information as possible.

#### **Applicant details:**

Title: Mr / Mrs / Ms / Other .....

First Name: .....

Surname: .....

Phone: .....

Address: .....

Email: ..... web: .....

#### **Will you work in partnership with any other artist or artists in this competition?**

If so please provide their name, address and contact phone number below.

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#### **Please include the following with your application:**

- Artist CV (if applicable)
- Entry fee of \$25.00 payable by cheque to “Exponential Property Services Pty Ltd Trust No. 1” or direct deposit (contact us for bank deposit details)

**Send application via email, post or delivery to the relevant address below:**

Email: [greg@exponential.com.au](mailto:greg@exponential.com.au)

Post: Exponential Property Services  
PO Box Q843 QVB Post Office NSW 1230

Street: Exponential Property Services  
Suite 601, Level 6, 350 Kent St Sydney 2000

#### **Questions?**

Email: [greg@exponential.com.au](mailto:greg@exponential.com.au) Call: Greg 0411 740 332 or Maggie: 0418 672 379