

Vibrant City

Creative Opportunities
Information Session

5.30pm – 7.00pm Thursday 28 October 2021

maitland
city council

HOUSEKEEPING

- Today's session will be recorded
- This is an interactive session – log into **Menti.com** and use code **2674 7602**
- Questions at end of each session, you can enter your questions into the chat

OUTLINE

- Welcome
- New City Event
- Make it Maitland this Summer
- Place Activation
 - Current Initiatives
 - Creative Streets Grants
- Response to questions

A NEW CITY EVENT



WHY

- Stimulate Maitland's night-time economy
- Drive visitation to the City and boost the visitor economy
- Build the City's reputation as a desirable place to live, work, visit and invest
- Grow the City's flagship events program and reputation

TIMING

- Opening night Saturday 18 June 2022
- Closing night Saturday 25 June 2022
- Night-Time Focus
- Gap in City and regional calendar
- Biennial

paradox

/'parədɒks/

noun

a situation or statement that seems impossible or
is difficult to understand because it contains two
opposite facts or characteristics

Theatre Food
Unusual Paradox
Music Sculpture
activation Winter
Dark Performance
Technology Art
Unexpected
Moody
Unpredictable



After Dark Winter Solstice 2019




Watch later



Share



Watch on  YouTube

After Dark Winter Solstice 2019



VISION



VISION



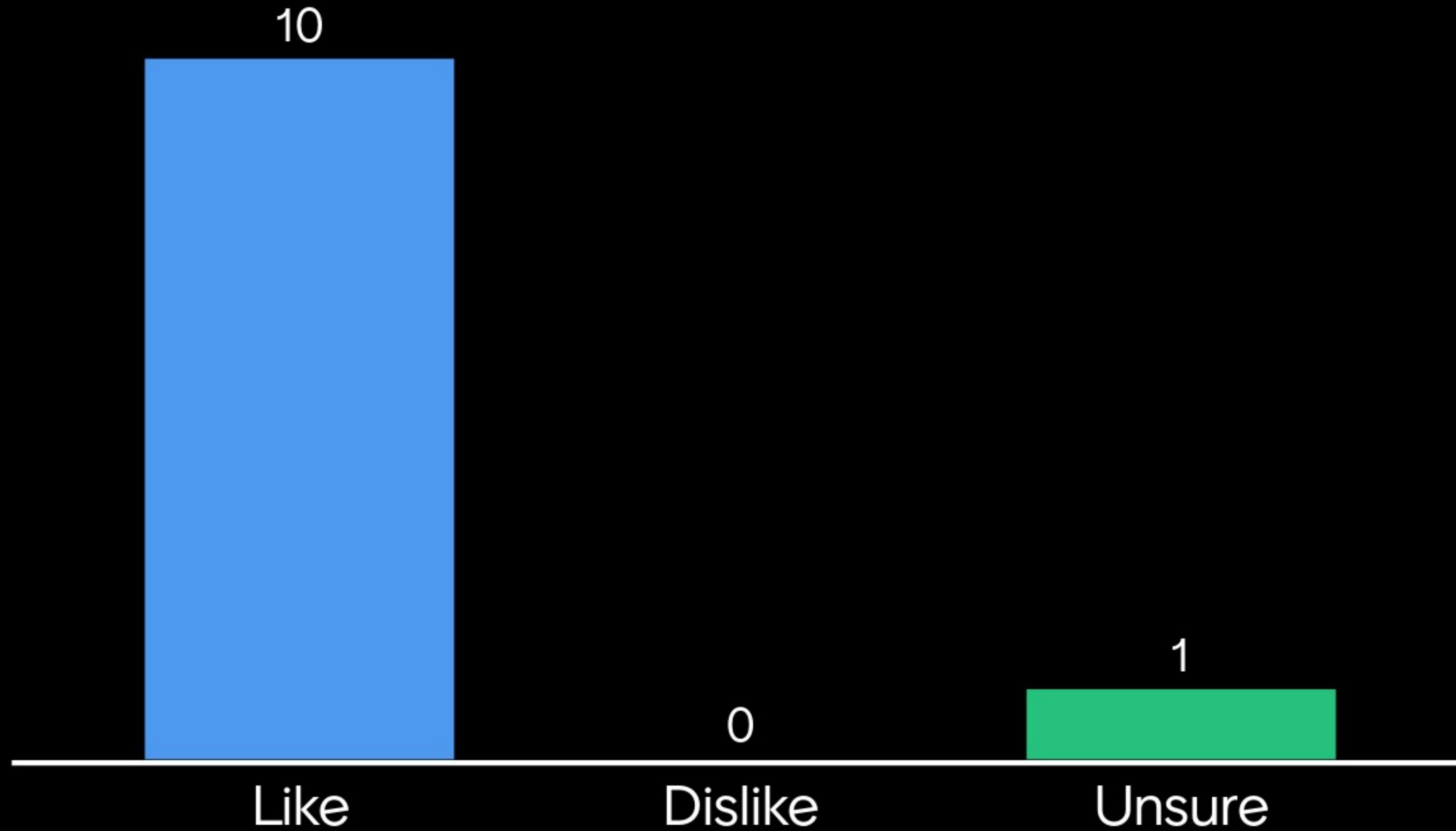
VISION



VISION



How do you feel about the vision?



What are your thoughts? Comments?

Weather this time of year is not great - will need plan B/indoors options.

I think, being different to others consider the history of maitland - look at Maitland Goal, Ghost stories

An event of raw artist entertainment, shows, food, for older ages later and families early events in the evenings would be a good balance to maximise attendance

I know its mainstream but i love the steam picnic trains

Will the theme be really art focused or is there an avenue for technology and science too?

Winter solstice was really good, if 'Paradox ' builds on that it should be excellent. What is the geographical focus of the event, Levee or more of High Street?

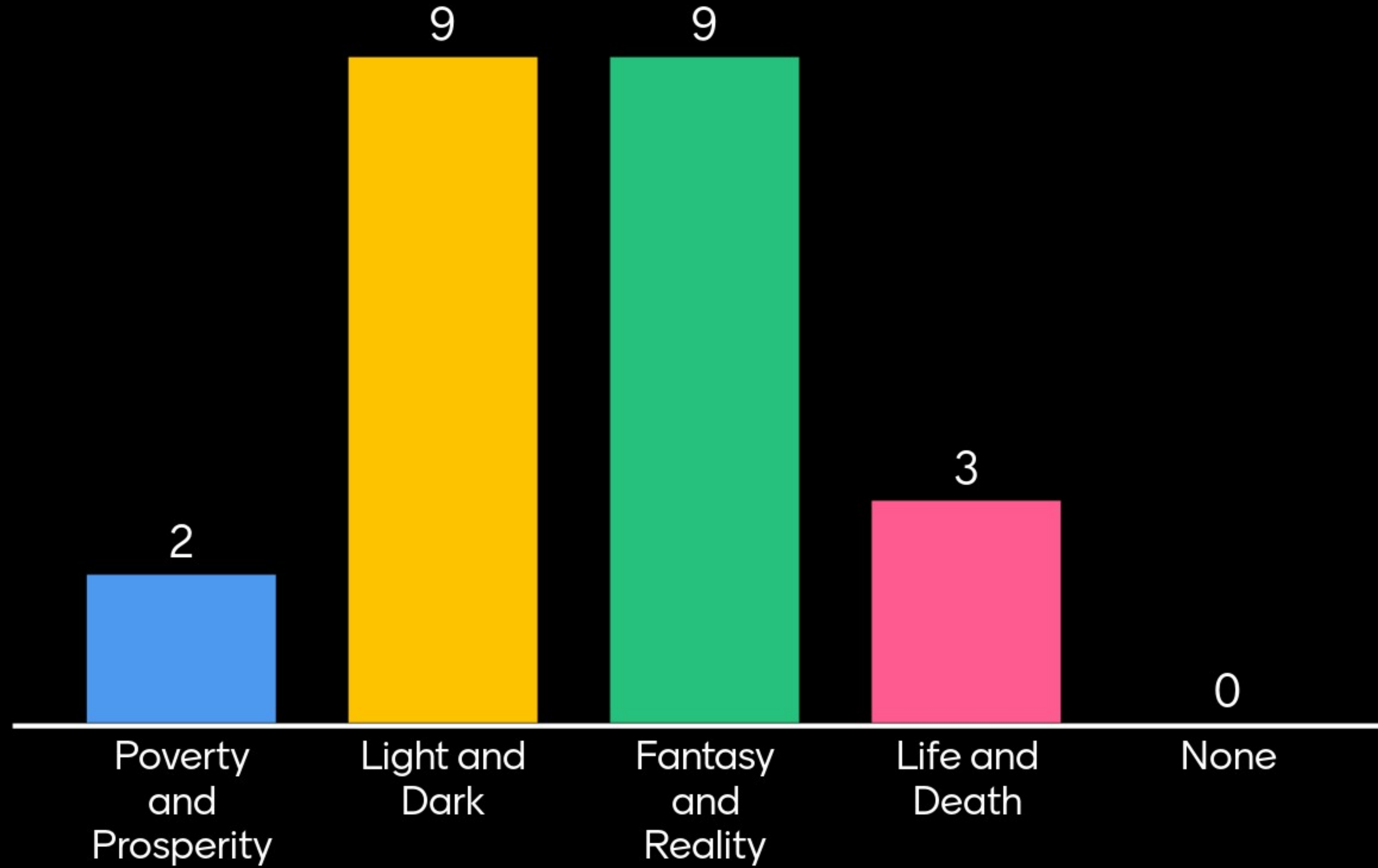
Great to see something that steers away from the mainstream. Great opportunity to activate spaces at night. Could be really huge - if you think about Dark MOFO in Tas - generates a lot of visitors.

We love the theme, will really help evoke great ideas for concept and experiences.

THEMES

- Theme changes biennially for each event
- Year 1 possible themes (one only) :
 - Poverty and Prosperity
 - Light and Dark
 - Fantasy and Reality
 - Life and Death

Of the themes we've thought of... Do you like:



What are your ideas for themes?

Earth and Space, Nature and
Technology

Known and unknown

Life, Light and Energy

Sour --- Sweet

Futurism and histories

monotone vs colour

Static and fluidity

Pop up galleries for 2d and 3D art in
empty shops

Waterways, River

What are your ideas for themes?

Display for 2d and 3D art in empty shops

The rotunda in Maitland Park.

water ways , river

WHERE

- Central Maitland as the hero
- Other sites throughout the City
- Some sites identified by us, others nominated by artists / creatives
- Tiered site structure – some 'always on' others activated for specific events or activities

Central Maitland



OTHER LOCATIONS

- Laneways
- Underground car parks
- Basements
- Churches
- The Levee
- MRAG
- Morpeth Common
- Walka Water Works
- Stockade Hill
- Rep Theatre
- Grossman House
- Cemeteries
- Maitland Gaol



These are the locations we've thought about. What are other sites we could use?

Maitland Park

Various streets for light installations
(I'm not from the area)

Shipping container gypsy city

Libraries
Land care
parks
Rathluba
Telarah pond

Something on the river, a barge?

Towers on the churches . Two that
come to mind

Empty shops as pop up galleries for
artists

New housing estates in lochinvar &
top floor or Kmart carpark

waterways, river?

These are the locations we've thought about. What are other sites we could use?

Creative takeovers and art performances of shopfront displays (empty or tenanted)

The old fire station east Maitland on highway

Suburban scavenger hunt - street lights that change colour

HOW

- MCC to engage and commission signature works
- MCC to fund, part fund or promote works
- Focus on local and regional creatives
- Available to artists, producers and venues
- MCC may develop elements of program e.g. opening and/or closing event/activation

WHAT

- New and innovative events, activities, installations and experiences
- Provocative, mystifying and unique
- Static displays, one off or multi-day activities

WHAT

- Workshops and street performance
- Temporary/semi-permanent art installations
- Theatrical performances
- Anything else that fits the chosen theme

FUNDING

- The funding opportunities available range from \$500 to \$5,000 excluding GST.
- Thinking bigger? – talk to us

MCC SUPPORT

In addition to funding support, Council may be able to assist by:

- Facilitating connections
- Assistance with permissions to use public and private space

ROLE OF MCC

Council's City Event's Team will be responsible for the overall delivery of the new event including:

- Event program and scheduling
- Operations and compliance
- Enhanced marketing and promotion
- Safety plans including COVID Safety Plans, overall risk assessment and traffic management

Is this a good idea?



0
No



GET INVOLVED

- Visit **maitlandevents.com.au** and select 'Get Involved'
- Read the guidelines and submit Application by 21 November
- Council will shortlist and notify by 25 November
- Full submission required by 8 December 2021
- Successful applicants will be announced 16 December 2021

ASSESSMENT

We encourage creatives to discuss their ideas and direct any questions to Maitland Events Event Officer Janine Chandler on 02 4931 2859 or email:

Janine.Chandler@maitland.nsw.gov.au

All applications must be sent electronically to
Janine.Chandler@maitland.nsw.gov.au

Questions?

Make it Maitland this Summer



Around the city what would you like to see? Reach out if you have an idea!

Beach party . Volley ball? Lorn beach

Airplane aerobatics along the river.

Last year was involved in projection, and it looked great. Make more of the river location and the levee.

Themes in buildings like bonny and clydeGood/ badJazzLounges outside Gangster

silent disco

The splash pad at the pool is always loved

certainly some popup night markets with food stalls and some entertainment

Night markets

Temporary sculptures in parks.

Around the city what would you like to see? Reach out if you have an idea!

Light sculptures

Something using the river - hiring kayaks or BBQ boats or similar they have in Canberra

carboard village

Your High Street Overview



- Summer Fund
- Streets as Shared Spaces Overview
- Morph It




Morph It 2020



Copy link



Watch on  YouTube

Morph It Wrap Up Video



Creative Streets

COMING SOON

WANT TO ACTIVATE A SPACE IN MAITLAND?

Creative Streets offers grant funding to individuals and groups wanting to make their mark on public places.

Creative Streets Grants

- Two rounds of funding
 - Repurpose
 - Your High Street Activation Program
- Total pool of \$50,000
- Grants ranging from \$500 to \$10,000 per project

Creative Streets 'After Dark'



Creative Streets Past Projects



Questions?