

ART FOR IMPACT: CASEY YOUTH PORTRAIT COMPETITION

Competition Guidelines

May 2023

Art for Impact: Casey Youth Portrait Competition

The City of Casey is calling on creative young people aged between 16-25 years with a passion for the environment, technology and innovation to help us share the story of the **Circular Casey** initiative and enter the Art for Impact: Casey Youth Portrait Competition.

The winner of the Art for Impact: Casey Youth Portrait Competition will receive a \$500 EFTPOS voucher and will be invited to curate a portrait exhibition* of our **Circular Casey** environment heroes during the Innovation Festival 2023.

**The City of Casey will support and fund the curation of the exhibition.*

Background information:

The City of Casey has launched *Circular Casey* to help address global environmental challenges at a local level. Through the Circular Economy Living Lab grant, the *Circular Casey* program provides funding and support to seven projects focused on food waste reduction, construction and demolition waste reduction, and the maintenance of our existing buildings for a more sustainable future in Casey.

The City of Casey is working closely with the successful recipients of the Circular Economy Living Lab grant* to engage a variety of residents and local businesses, who are testing and providing feedback on these initiatives. By signing up to these project trials, residents, community groups and businesses are enabling the reduction of waste and promoting a local circular economy.

We want to share the experience of our Circular Economy Living Lab partners and the impact of their projects in creating a more sustainable future for the City of Casey.

The winner of the Art for Impact: Casey Youth Portrait Competition will be invited to curate portraits of seven Casey community members and business owners who have participated in the *Circular Casey* program, demonstrating to be local sustainability heroes.

Completed portraits and the stories of the seven subjects will be launched during the Innovation Festival on the 27th October 2023 at Bunjil Place, and will remain available to the public for the month of November.

**To learn more about our Circular Economy Living Lab partners visit: <https://conversations.casey.vic.gov.au/circular-economy-living-lab>*

Adults shouldn't always get to decide everything. They would be deciding things like how to solve climate change and they won't be impacted. Kids are the ones that will be impacted and we don't want adults to decide our future for us.

Participant, City of Casey 2022 Youth Summit: Shaping the Future of Casey Summary, November 2022

Competition Details:

Art for Impact: Casey Youth Portrait Competition

How to apply:

1. Create one portrait of someone or group of people who inspire you to be actively involved in environmental causes.
2. Tell us about the artwork.
3. Submit your artwork and description of the work to the City of Casey.

1

Create one portrait of someone or group of people who inspire you to be actively involved in environmental causes.

If you are a designer, photographer, illustrator, or artist with a passion for sustainability and the environment, you are invited to submit a digital artwork made with your preferred media. This includes any form of traditional art, photography, and digital art (2D and 3D illustrations and graphic design).

The artwork needs to portray a single person or a group of people that inspires you to be actively involved in environmental causes, no matter how small!

The portrait should tell a story about the impact this person or group of people have had in shaping your passion for sustainability, and be a unique piece made by you that represents your style as a creative.

2

Tell us about the artwork.

In addition to the artwork, participants are required to answer the following questions:

1. Can you provide a description of your artwork and the medium that you used to create it?
2. Who is the subject of your artwork and why does this person/ these people inspire you to have an interest in environmental causes?
3. Why is environmental sustainability important to you?

3

Submitting your artwork and description of work

Please submit your work and answers via the submission form on **Casey Conversations** by 9.00pm on Sunday 9 July 2023.

Find out more and submit via the form at this link:

<https://conversations.casey.vic.gov.au/circular-economy-living-lab/circular-casey-portrait-competition>

See “Specifications of the artwork submission” below for more details on the files and formats required.

THE DETAIL:

Eligibility:

- The artist must be between 16 – 25 years old between 19 May 2023 and the 31 July 2023
- The artist must reside in the City of Casey
- The artwork must be signed by the artist
- The artwork can be completed with any medium, including any form of traditional art, photography, and digital art (2D and 3D illustrations and graphic design). Videos are not eligible for submission.
- The artwork must be the artist’s own work. Do not enter other people’s work.

Assessment criteria:

- Concept and Originality (40%): originality and creativity of the artwork, how well it represents the concept described by the artist and effectively captures the subject.
- Connection between the subject and the artist passion (30%): ability to clearly show, through the artwork and its description, the inspiration behind the subject choice and how the person or people inspire the artist passion for environmental sustainability.

- Technical Skills (20%): proficiency and skill level in the medium utilised to create the artwork.

Specifications of the artwork submission:

Participants are asked to submit files in JPG or PNG format, 200 to 300 DPI resolution, and are free to choose document size and proportion. The maximum size allowed for files is 10MB.

Prize:

- \$500 EFTPOS voucher
- Supplies, printing and exhibition set-up funded by the City of Casey
- Launch of the exhibition (7 portraits) at Bunjil Place during the Innovation Festival 2023
- Public display of the exhibition in Bunjil Place for the month of November

Key dates: (Timeline)

- Submission deadline: 9 July 2023
- Winner announced: 31 July 2023
- Winner creating artworks and interviews 01 August 2023 – 30 September 2023
- Exhibition curation: 01 October 2023 – 26 October 2023
- Exhibition launch at Innovation Festival: 27 October 2023
- Exhibition displayed for public view: 01 November – 30 November 2023

Selection of the winning artist, photographer or designer

A judging panel made up of staff from the City of Casey and local residents will assess the submissions and select one winner.

The selection will be made based on originality, creativity, technical skills, and the ability to describe and actively promote positive change in environmental sustainability through the artwork (see assessment criteria above for more details).

The winner will be announced on Monday 31 July 2023 and will receive a \$500 EFTPOS voucher, and will initiate a collaboration with the City of Casey.

Creation of a portrait exhibition in collaboration with the City of Casey

The winning designer, photographer, illustrator, or artist will join the City of Casey team and meet seven Casey residents and business owners who have actively participated in the Circular Casey program.

Along with the City of Casey staff, the winner will support interviews with the selected “*Circular Casey* sustainability heroes”, drawing inspiration to tell their stories through art and design.

The artist will be responsible for:

- Undertaking interviews with the seven selected *Circular Casey* sustainability heroes, hear more from their experience during the Circular Casey program and write a brief paragraph describing their inspiring stories (a City of Casey staff representative will be present at all interviews to provide guidance and support).
- Creating one portrait for each of the selected participants. The artwork will have to be completed in the same style and medium as the artwork initially submitted for the Art for Impact: Casey Youth Portrait competition.

The portrait of these Circular Casey champions and their stories will be collated to create an exhibition featuring the winning artist and their work.

City of Casey will support and fund the curation of the exhibition, providing a space in Bunjil Place for its launch during the Innovation Festival 2023. The artworks will be available for the public to access for the whole month of November.