



BRISBANE ART DESIGN 2023

EXPRESSION OF INTEREST

Culture | Community | Clay



BRISBANE ART DESIGN 2023

Museum of Brisbane celebrates the amazing Brisbane art and design industry for *BRISBANE ART DESIGN (BAD) 2023*, a city-wide celebration championing innovation and sustainability.

1. SUPPORTING AND RETAINING BRISBANE'S CREATIVE SECTOR

- Providing local creatives with a platform for exhibition and direct sales
- Delivering a PR campaign to lift overall profile of Brisbane's visual arts and design sector
- Profiling individual creative spaces and artists/designers in suburbs across Brisbane
- Opening up career pathways and professional development opportunities

2. BUILDING AUDIENCES

- Delivering an overarching festival marketing campaign
- Fostering community support and patronage for local venues
- Providing opportunities for accidental discovery by new audiences with large scale activations in public places
- Developing crossover audiences between retail, F&B and creative spaces

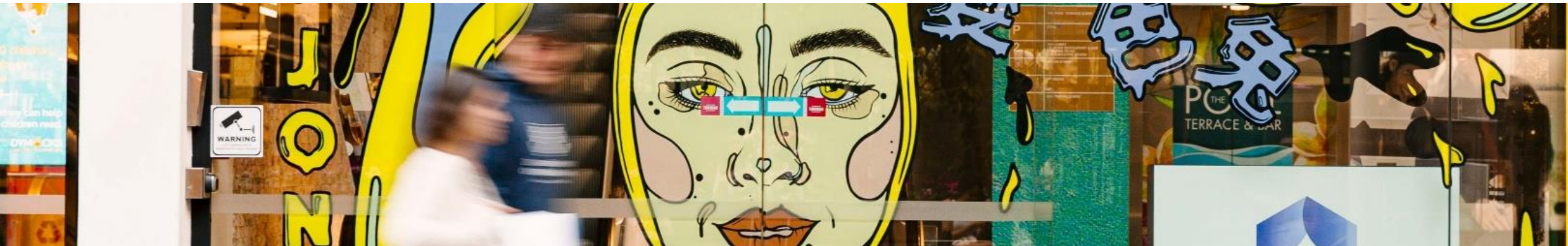
3. ECONOMIC STIMULATION

- Increasing pedestrian traffic and expenditure in retail/social CBD precincts.
- Initiating partnerships between business/landowners and creative businesses.
- Engaging local artists and business in place-based commissioned activations.
- Increasing direct sales opportunities for artists and designers
- Driving cultural visitation from intrastate drive market with potential to attract interstate tourism

4. STORYTELLING/ PLACEMAKING

- Supporting the development of distinct cultural identities in Brisbane's creative neighbourhoods.
- Galvanising businesses, artists, audiences and community around their neighbourhood.
- Providing meaningful engagement with place for artists and audiences.
- Increasing civic pride by spotlighting our thriving cultural identity

BAD 2021, Hyatt Regency. Spectator Jonze, #109 – Megan Colour Will Change on the Rabbit. Image AnwynHowarth



BRISBANE ART DESIGN OVERVIEW

Looking back at BAD 2021 and Botanica 2022, audience engagement and visitation for BAD 2023 is predicted to reach over 100,000:

Botanica: Contemporary Art Outside 2022 outcomes:

- Even with unseasonably high rainfall and consecutive nights of wet weather, the event welcomed 47,000 people across 10 nights
- Nine contemporary artworks were featured from artists across Australia
- 74 public program outcomes were released, with over 8,000 people participating
- Peak attendance night was the final Saturday, with 17,000 people attending between 5pm-10pm

“BAD was a perfect fit with our brand which celebrates Brisbane’s creative community and fosters collaboration. It was a joy to be involved.”
LAURA CHURCHILL, DIRECTOR
BRISBANE FASHION MONTH

BAD 2021 outcomes:

- 160+ events across 78 venues
- 130,000+ attendance across 4 weeks
- 93.3% of BAD attendees said they would visit again in 2023
- 570 artists and designers showcased across the event
- Media/PR reach of 5,969,851 people
- Over 69% of venues reported reaching new audiences through BAD
- Over 50% of venues reported to have created new partnership as a result of participating in BAD

“BAD is a great opportunity for community to come together, connect and celebrate the amazing artist and designers we have in this city” TROY CASEY, BLAKLASH CREATIVE



Botanica: Contemporary Art Outside (2022). Photo Bec Taylor

BAD NEIGHBOURHOOD PROGRAM

DATES: CITY: week commencing 8 May

NORTHSIDE: 17-21 May

SOUTHSIDE: 24-28 May

The key themes of BAD 2023 are Culture, Community and Clay:

- Profiling individual creative spaces and artists/designers in suburbs across Brisbane
- Open career pathways and professional development opportunities
- Galvanising businesses, artists, audiences and community around their neighbourhood.
- Increasing civic pride by spotlighting our thriving cultural identity

Galleries, studios and creative spaces across the suburbs will open their doors to bring new audiences into their venues and celebrate their practice.

CITY + NORTHSIDE + SOUTHSIDE

The suburb activations will happen Fri-Sun of the festival weekends and will include open studios, art parties, neighbourhood tours and workshops.

- Friday evenings – open studios
- Saturday + Sunday (daytime) – neighbourhood tours, open studios, workshops
- Saturday (evening) – BAD neighbourhood activations

SUBURBAN HUB EVENTS

A critical mass of weekend activations in two suburban locations including community kilns, live, digital and public art experiences for family friendly audiences supported by local food and beverage offerings.

- Northside hub: Fortitude Valley/King Street, Newstead, Albion, Northgate
- Southside hub: South Bank, South Brisbane/Fish Lane, West End, Yeerongpilly, Woolloongabba

GUIDED WALKING TRAILS

BAD invigilators will lead curated guided walking tours of participating arts and design venues and events within each Suburban hub.

OPEN DOORS

Creative spaces, studios, galleries and workshops in each suburban hub open their doors for a behind-the-scenes and close-up perspective on the creative process.

BAD SUBURB ACTIVATIONS

The Saturday evening of each activated weekend will feature a BAD party featuring a large-scale site-specific and participatory Installations. Party to be delivered in partnership with activated site and to offer a central celebration point for the community and artists.



BAD 2021 neighbourhood walking tours. Photo Atmosphere Photography

KEY DATES 2023

September 2022

- Botanica artist EOI open BAD venue and artist EOI (open studio/doors, workshop, activations, artists) EOI open
- CBD Property EOI open – distributed through Property Council Queensland
- CBD Property EOI closes – 30 September

October 2022

- Venue/artist EOI closes – 14 October
- CBD artists and properties shortlisted and matched

November 2022

- Shortlist program developed
- BAD venues notified and collateral request

December 2022

- Program finalised

January 2023

- Copy and artwork submissions due
- BAD partners finalised

February 2023

- BAD website development and approvals
- BAD marketing collateral designed and approved/shared

March 2023

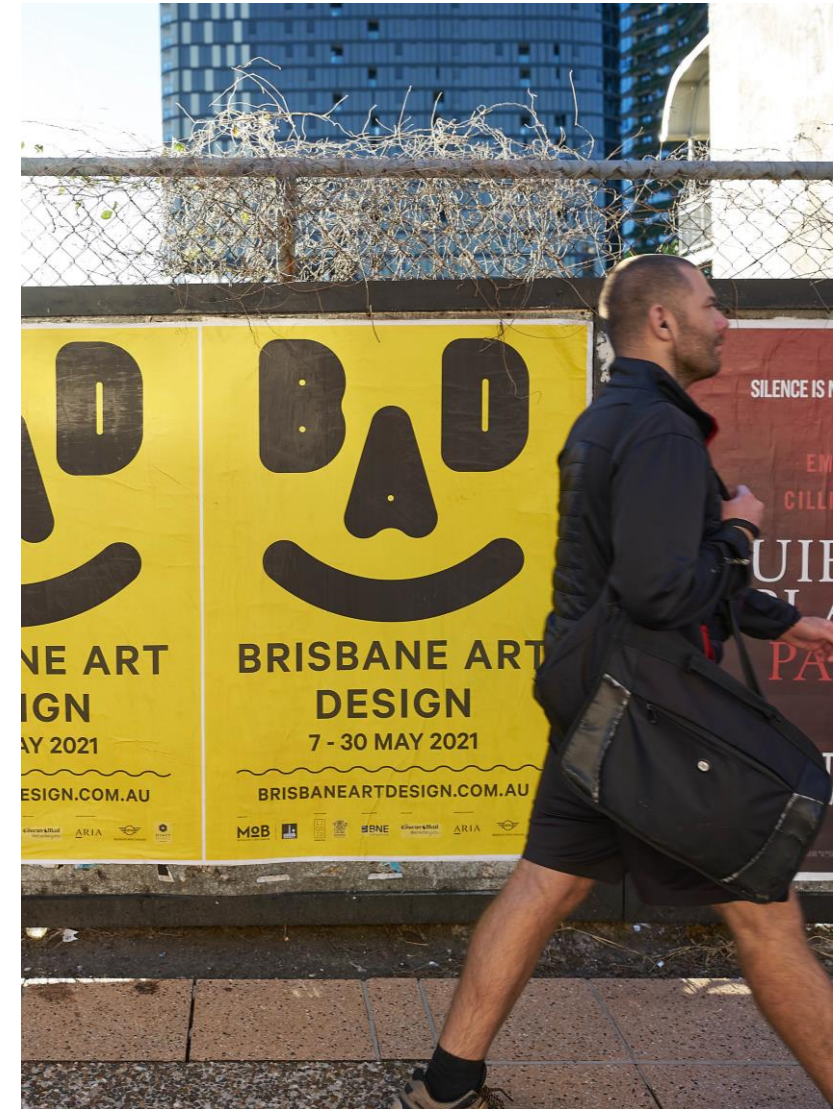
- BAD 2023 program announced – week commencing 13 March 2023

April 2023

- Marketing and PR campaign delivery

May 2023

- CITY: 10-14 May
- NORTHSIDE: 17-21 May
- SOUTHSIDE: 24-28 May



BAD 2021. Photo Atmosphere Photography