

INTERIM CEO REPORT

The Centre for Projection Art

PREPARED BY IRINA AGARONYAN, 2017



Artwork pictured, by Diego Ramirez. Exhibition; Glow Winter Arts Festival

COMMUNITY

ACCESSIBILITY

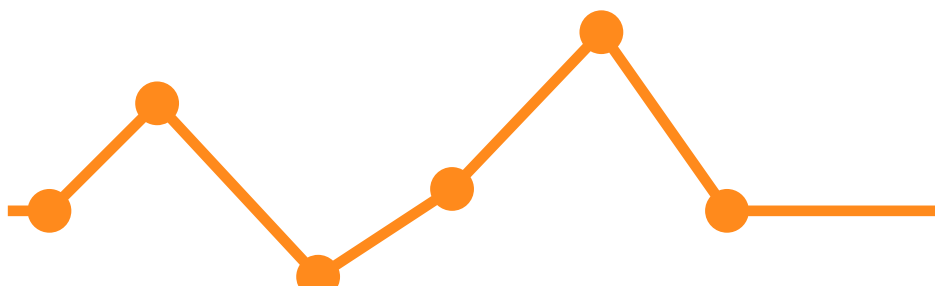
ART & CULTURE

2017 celebrated 10 years of the Festival and 11 years of the existence of what started as the Gertrude Association, then became the Gertrude Projection Association and will soon rename itself as the Centre of Projection Art. These name changes reflect the development and growth of the organisation. We chose the original name, The Gertrude Association to celebrate the street and because it sounded mysterious. Eleven years later the development of the projection art form and our growth means we no longer want to be mysterious and we have spread our wings beyond Gertrude Street.

Early 2017 we produced a work for the Garden State Hotel for White Night 2017 and collaborated with the Robin Boyd Foundation in April to produce a retrospective of Yandell Walton's work at Walsh Street, the house Robin Boyd built for his family. In May we produced an iteration her piece, Human Effect for the Climate + Art = Change Festival and Melbourne Knowledge Week on the outside of Hamer Hall. July saw us enjoy the 10th GSPF and in August for the third year in a row we curated and produced projections for Glow Winter Arts Festival for the City of Stonnington.

Then in late August, Kym Ortenburg and Ian Corcoran (2017 GSPF Technical Director) gave a keynote presentation to Integrate 2017, an AV and IT specialist conference. We were delighted when Festival Director, Nicky Pastore was appointed Exhibition Manager and Program Producer for Experimenta and 2017 GSPF Assistant Curator, Molly Braddon was appointed Projection Festival Officer for the City of Greater Bendigo; both started as volunteers for the Festival. We also provided consultancy services to the City of Greater Bendigo and Dexus Constructions. In October, Kym Ortenburg, GSPF and Association co-founder resigned from the Association. The Chairperson, Joh Kirby hosted a long thank you lunch for her contributions. **2017 was a milestone year for the Association and we look forward to the development of the organization as the Centre for Projection Art.**

- Kym Ortenburg, CEO 2017 and co-founder of The Gertrude Association





2017 CELEBRATED THE TENTH ANNIVERSARY OF THE GERTRUDE STREET PROJECTION FESTIVAL. THE ASSOCIATION WORKED WITH ARTISTS WITH A LONG AFFILIATION TO THE FESTIVAL AND INTRODUCED NEW ARTISTS TO THE STREETScape. THIS YEAR YANDELL WALTON'S WORK CREATED AN ENTRY POINT TO THE FESTIVAL FROM SMITH STREET, ENCOURAGING US TO THINK ABOUT OUR ROLE IN GLOBAL WARMING. FROM NICHOLSON STREET, PETER WAPLES CROWE AND MEGAN EVANS BEGAN THE FESTIVAL EXPERIENCE DRAWING ON STORIES AND IMAGERY OF COLONIAL OCCUPATION. BETWEEN THESE WORKS, THE WESTERN FACADE OF THE ATHERTON TOWERS HOUSING ESTATE WAS ILLUMINATED BY SUSAN MACO FORRESTER AND JODY HAINES, CREATING A PROVOCATION FOR THE PRESENT. FOR TEN DAYS OVER WINTER, THE FESTIVAL ASKED AUDIENCES TO IMAGINE GERTRUDE STREET AS A TIME CAPSULE THAT EXPLORED THE SOCIAL, POLITICAL AND ENVIRONMENTAL EPOCH OF OUR TIMES.

- FIONA HILLARY, CURATOR GSPF 2017

THE GERTRUDE STREET PROJECTION FESTIVAL
21-30 JULY 2017

10 YEAR ANNIVERSARY

101 ONLINE ARTIST APPLICATIONS.
37 SITES ALONG GERTRUDE ST. 23
PERFORMANCES. 40+ VOLUNTEERS.
55,000+ TOTAL ATTENDEES.

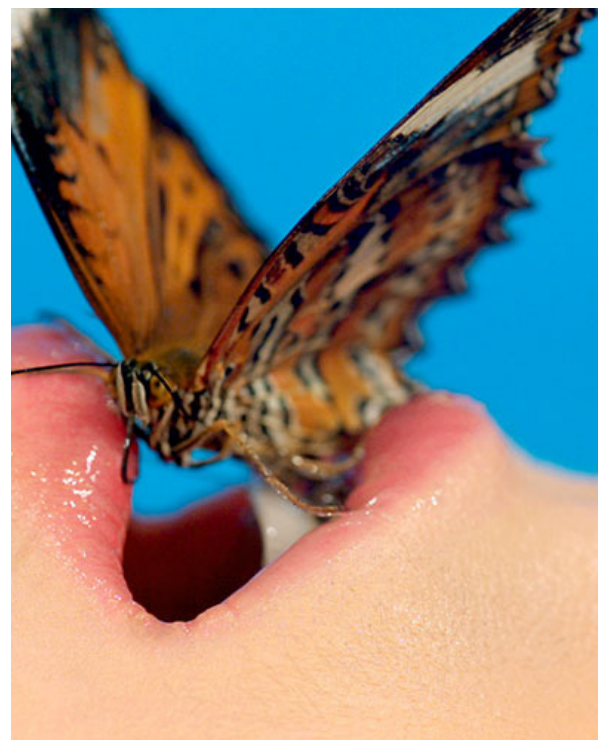
60+ PARTICIPATING ARTISTS/ARTS
GROUPS. 20 FESTIVAL COMMITTEE
MEMBERS.

Program highlights included the artist awards which encouraged audience participation and added to our growing database. Other highlights included special events and engagements in the Atherton Gardens, a curated exhibition at Seventh Gallery, the Virtual Reality Cinema and guided soundwalks.

Community engagement was extended further in 2017, and GSPF worked closely with Yarra Youth Services, DHHS, RMIT, The Arts Centre Melbourne, and local businesses and organisations along Gertrude Street and beyond.

Sponsorship and potential future sponsor engagement greatly increased, with new relationships formed with local and new businesses, with potential for sponsorship in future years. Many local traders confirmed that the Festival is their financially busiest time of the year.

For a further detailed report on GSFP17, please refer to the GSPF Evaluation Report.



THE GSPF COMMITTEE

FESTIVAL DIRECTOR: NICKY PASTORE, SPONSORSHIP MANAGER: IRINA AGARONYAN, FESTIVAL CURATOR: FIONA HILARY, ASSISTANT CURATOR: MOLLY-JO BRADDON, FESTIVAL HUB PRODUCER: EL CHANTRY, HUB EVENT PROJECTION MANAGER: ANNA AGOSTINELLI, SEVENTH GALLERY CURATOR: JADE BITAR, ATHERTON GARDENS PRODUCERS: ANGE BARNETT, AGP ASSISTANTS: GRETTA OLSEN, ERROL TYSON, SIMON REIS & LIBERTY SCOTT, MARKETING MANAGER: HELEN MARSH, DIGITAL MEDIA COORDINATOR: LAURA CALLOW, PUBLICITY: STEPHANIE PIRRIE, VOLUNTEER COORDINATOR: RACHEL IAMPOLSKI, TECHNICAL DIRECTOR: IAN CORCORAN, TECH MANAGERS: JAYTETTAMATI & LLOYD MARSDEN, TECH ASSISTANT: NICOLE BREEDON, FESTIVAL ASSOCIATES: ROBERT JORDAN, LEE RAMSEYER BACHE, TREWLEA PETERS, APHRODITE FEROS-FOOKE & PRISCILLA CHAO-SOK

PARTICIPATING ARTISTS

AMANDA MORGAN, AMBER TER HEDDE, ANNIE EDNEY, ASH COATES, BRODY XARHAKOS, CARLA ADAMS, CAROLINE PACKHAM, CHRIS COGGER, EMMA JENSEN, FCACARTLIFE, GLYNN URQUHART, GRACE CAREY, HILLARY GOLDSMITH, IAN DE GRUCHY, IMOGEN HENRY, JACOB TOLO, JARROD BURGESS, JASPER KILLICK, JEN RAE, JESSIE STANLEY, JOSEPHINE MEAD, JUTTA PRYOR, KATE GECK, KATIE LEE AND CLARE RAE, KYOKO IMAZU, LILLIAN MCLEAN, LUZENA ADAMS, MEGAN KENNEDY, MIA SALSJÖ, MICROPRESS PUBLICATION, PAURIC FREEMAN, PETER WAPLES-CROWE WITH MEGAN EVANS, PIERRE PROSKE & JOBE WILLIAMS, POL MCMAHON, PRATIVA TAMANG, RACHAEL KINGSFORD, HERSCHEL AND THE ARTBOX TEAM, RHYS NEWLING & CHRIS HENDERSON, RIZA MANALO, ROSE STAFF, SALOTE TAWALE, SAM FRASER, SHARYN BRAND, SKUNK CONTROL, SUSAN MACO FORRESTER & JODY HAINES, TELEKINETIK, TEN NGERZ & SEBASTIAN BER TO, TEN NGERZ & SEBASTIAN BER TO, TESSY KING, TIM DOLAN, TOMMASO NERVEGNA-REED, TORI LILL, TRACIE MITCHELL, WILL MCROSTIE, YANDELL WALTON, ZEV TROPP, ZOE MARS & GEO WILLIAM AND ZOE WONG.



PROJECTION ART MASTERCLASSES TESTING GROUNDS

Facilitated by leading projection artist Yandell Walton and as part of the Mentorship Program, the masterclasses were held over 4 days at Testing Grounds, Melbourne. During this time, artists were provided with the opportunity to learn about the artform, technical skills, projection mapping techniques and proposal development.

Each participant developed a proposal for a site specific artwork that was then considered for exhibition in the 2017 GSPF program, with the opportunity of being selected for continued guidance as part of the Mentorship Program.

The aim was to provide artists with a framework to develop new projects and to create opportunities for growth in their practices.

HEY YANDELL AND NICKY! THANK YOU TO YOU BOTH FOR THE SESSION, IT TOTALLY EXCEEDED EXPECTATIONS. TO NICKY FOR MAKING IT ALL HAPPEN! AND TO YANDELL FOR YOUR KNOWLEDGE AND YOUR GENEROSITY IN THE TIME YOU GAVE US ALL AND YOUR GOOD HUMOUR THROUGH OUT. I LEARNT SO MUCH ACROSS THE FOUR DAYS, NOT ONLY FROM YOURSELVES BUT FROM THE ENTIRE COHORT - WHAT AN AWESOME GROUP OF PEOPLE YOU PLACED IN THE ROOM. IT WAS A RARE TREAT. THANKS AGAIN! I LOOK FORWARD TO SEEING ANOTHER BRILL FESTIVAL IN JULY. CHEERS, JODY (PARTICIPANT)

This Masterclass was presented by the Centre of Projection Art, with support from the City of Melbourne Arts Grants Program, Testing Grounds and EPSON.

Images courtesy of Tessa Bergan.

OTHER PROJECTS

PRESENTED BY THE CENTRE FOR PROJECTION ART

HUMAN EFFECT

Human Effect (1 – 7 May, 2017) was an interactive, responsive projection and animated installation by projection artist Yandell Walton, in collaboration with Tobias Edwards and Jayson Haebich. Human Effect was exhibited as part of Melbourne Knowledge Week, proudly presented by the City of Melbourne and ART+CLIMATE=CHANGE 2017 festival in association with The Centre For Projection Art.

The work employed new technologies to create a responsive public projection and animated installation. Furthermore, the work acted as a 'simulation' representing human destruction to the environment. The aim of the work was to increase awareness of social issues and to ask audiences to consider their own connection to their surroundings and the impact they personally have on the natural environment.

Images courtesy of the artist, Yandell Walton.





ANOTHER SPACE

02.06.17 - 30.06.17

Testing Grounds, Melbourne

Curated by Yandell Walton, Another Space was an exhibition featuring eight artists from Australia and the United States, each interrogating our relationship with and to new media – working with digital media investigating digital culture.

Artists;

Sean Capone (USA)
Xanthe Dobbie
Lauren Dunn
Keaton Fox
Carla Gannis
Brett Phares
Aaron Christopher Rees
Emile Zile

Image: Secrets (That 1 Weird Trick); Sean Capone

GLOW FESTIVAL

10.08.2017 - 20.08.2017

Greville Street, Prahran

Partnering with City of Stonnington's Glow Winter Arts Festival, The Gertrude Projection Association curated projection artworks for their Greville Projection Program - lighting up the nooks and crannies of one of Prahran's most iconic streets.

Artists;

Freya Pitt
Lucas Davidson
Ben Taranto
Nick Azidis
Amanda Morgan
Betty Holdsworth
Kenz Kritpan
Zanthe Dobbie

Salote Tawale
Lauren Dunn
Yandell Walton
Andre Fazio
Diego Ramirez

Image: Artwork pictured by Kenz Kritpan



ROBIN BOYD RESIDENCY & EXHIBITION

The Centre for Projection Art and the Robin Boyd Foundation presented a unique project, 'Resonance.' An exhibition site with responsive projections located within the iconic, 20th Century modernist house designed by Australian architect, Robin Boyd.

The project was developed by projection artist Yandell Walton, following a residency within the home.

The Opening Night was a catered event, concluding with a Q&A session between Yandell Walton and David Sequeira, Director of The Margaret Lawrence Gallery at VCA

DATES: THU APRIL 27, 2017 @ 6:00 PM - SAT APRIL 29, 2017 @ 8:00 PM

LOCATION: 290 WALSH ST, SOUTH YARRA VIC 3141

ATTENDEES: 80-100

The Residency and Exhibition was proudly supported by the Robin Boyd Foundation

Image courtesy of Yandell Walton.

OUR SPONSORS

In 2017, a sponsorship manager was engaged, specifically for the Gertrude Street Projection Festival, with the aim of increasing engagement between local traders and businesses and developing overall communication about The Centre for Projection Art.

The Centre for Projection Art is incredibly grateful to our sponsors for their generosity, enthusiasm and support in 2017.

Our Major Partners:

City of Yarra
Epson
DHHS - Fitzroy Renewal Team

Program Partners:

Yarra Youth Services
RMIT University
Man with a Van
Projector Bike
Arts Centre Melbourne
Ausdance VIC
Leaps and Bounds
The Virtual Reality Cinema

Supporting Partners:

Experimenta
Kennards Hire
Centre for Contemporary Photography
Nelson Alexander
Museum Victoria
Secure Parking

Production Support:

Projection Teknic

Media Partners:

Kwik Kopy Fitzroy
Beat
Art Guide
PBS 106.7FM

Local Trader Support:

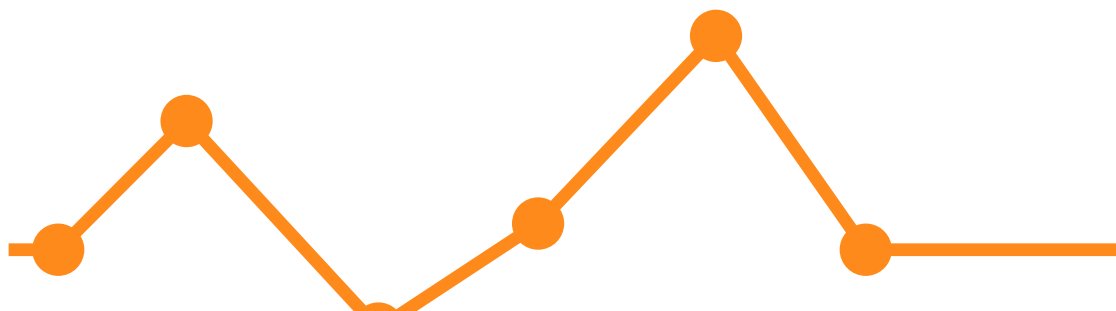
Metal Couture
Forresters Pub and Dining
Everleigh
Cutler & Co.
Melbourne Metropole Central
PEAC Developments
The Catfish
Ladro
Burrito
Radio Bar

Video and Design Partners:

Signing Bowl Media
IO Graphic Design Company
Bone

Alcohol Sponsors:

Stone & Wood
Innocent Bystander
The Melbourne Gin Company



ONLINE PRESENCE (SUBSCRIBERS)



1,729 overall subscribers



GSPF - 76 followers
The Centre - 1 follower



GSPF - 28 subscribers

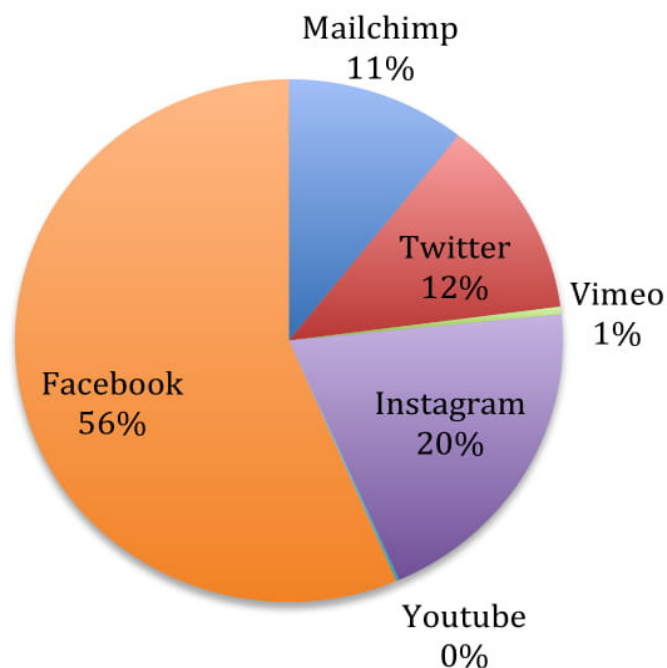


GSPF - 3,252 followers
The Centre - 240 followers



GSPF - 8,879 likes
GSPF - 8,809 followers
The Centre - 311 likes
The Centre - 325 follows

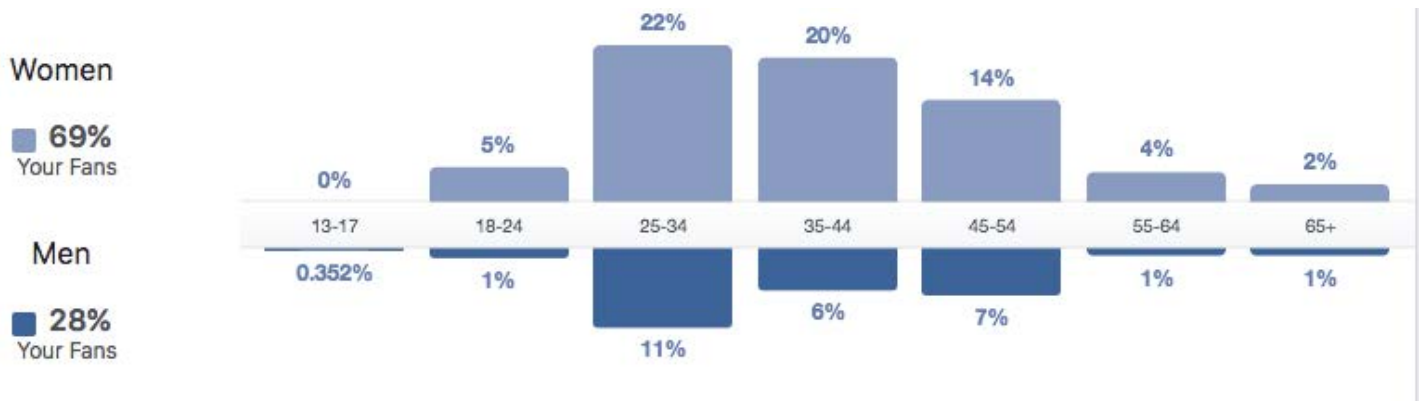
Online Followers and Subscribers



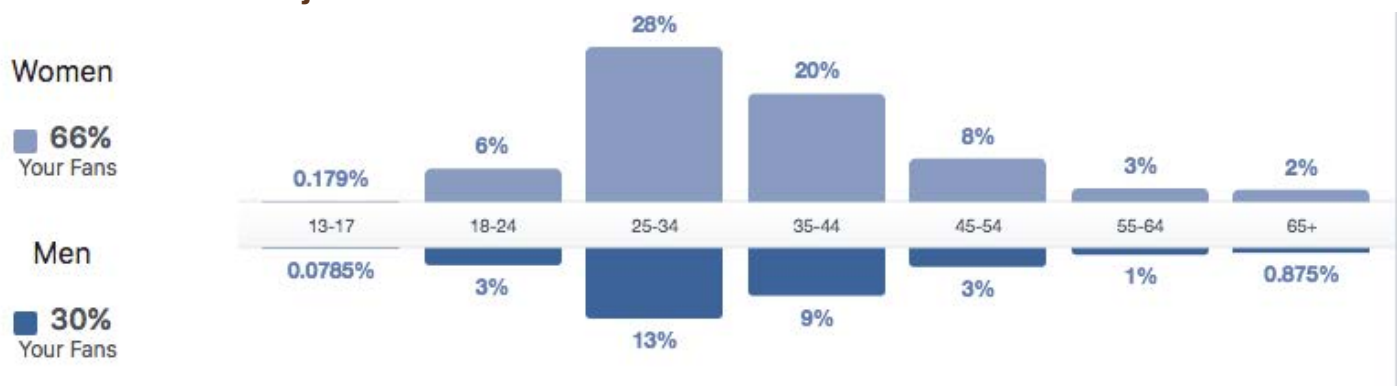
FACEBOOK CONTINUES TO BE OUR BIGGEST AUDIENCE REACH AND ONLINE ENGAGEMENT PLATFORM. ABOVE DATA CORRECT AS OF FEBRUARY 2018.

ONLINE PRESENCE (DEMOGRAPHIC)

Centre for Projection Art



Gertrude Street Projection Festival



ABOVE DATA IS FACEBOOK SPECIFIC, HOWEVER, AS OUR BIGGEST ONLINE PLATFORM, PROVIDES AN INDICATION OF OUR ONLINE AUDIENCE.

CONCLUSION

THE CENTRE FOR PROJECTION ART

2018 will be a busy and exciting year for the Centre for Projection. 2017 concludes with many changes, including the resignation of CEO and founder Kym Ortenburg. Interim CEO, Irina Agaronyan, has been appointed until a part-time CEO is employed.

Following movements within the board and many discussions regarding the Centre for Projection Art's biggest annual event, The Gertrude Street Projection Festival, the board has come to a difficult, yet necessary decision of continuing 2018 as a creative development year.

THE GERTRUDE STREET PROJECTION FESTIVAL WILL RETURN IN 2019.

The creative development year will include community projects and projection masterclasses and close examination of funding and sponsorship opportunities. These events will all lead into securing an exemplary, exciting and technologically experimentative Projection Festival. Funding allowing, the new CEO, yet to be appointed, will continue to create international bridges with global festivals and organisations by creating new, international exhibition opportunities for Australian projection artists.

Following confirmation of our DGR status in 2017, we will aim to develop community support and donations.

Images taken during the Gertrude Street Projection Festival, courtesy of Bernie Phelan and Theresa Harrison.

