



# BRISBANE ART DESIGN 2023

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**Culture | Community | Clay**



## CBD PROPERTY ACTIVATIONS

Museum of Brisbane and Property Council Queensland invite Brisbane CBD properties to activate the city through art with BRISBANE ART DESIGN (BAD) 2023.

BAD aims to bring artist/makers/ceramists into the CBD for residencies across the city to create a BAD city hub. These activations will:

- Help drive visitation into the City
- Be an opportunity for CBD business to engage with local artists

Focusing on the CBD area, property owners can opt-in to host an Artist in Residence or a digital artist to present their work.

The key themes of BAD 2023 are Culture, Community and Clay. 2023 will be the third delivery of BAD and will continue to:

- 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

Primary city activation dates are Mon 8-Sun 14 May (TBC).



Callum McGrath, *Deviations* (2021). Living Edge. Photo Atmosphere Photography

## ACTIVATE THE CITY THROUGH ART WITH BAD 2023

Opportunities to activate include:

### ARTIST IN RESIDENCE

A Brisbane artist to set up a studio within the property to work for the week. This activation is to include a workshop, with capacity and date to be discussed with the property owner during booking phase. Fee for Artist in Residence is \$7,500, which covers artist fee, materials, installation/deinstallation and service fee.

### DIGITAL ARTWORK

Property can activate their digital screens to display the artwork of a Brisbane digital artist. This could be in the form of projection or use of digital screens. Fee for Digital Artwork is \$2,500, which includes artist fee, use of artwork for specified duration and service fee. Additional equipment to be covered by the property.

### GUIDED WALKING TRAILS

BAD invigilators will lead curated guided walking tours of participating arts and design venues and events across the City between Wed 10-Sun 14 May 2023. Properties that are part of the activation program will be included on these tours and have the option to extend their activation through on-site offers and/or food + beverage deals.

“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, *Botanica Live* (2022). Photo Bec Taylor



# BRISBANE ART DESIGN 2023 OVERVIEW

## CITY ACTIVATIONS

A key event as part of BAD 2023 will be *Botanica: Contemporary Art Outside*, Queensland's premier outdoor event of site specific contemporary artwork, taking place in the City Botanic Gardens.

BAD aims to celebrate the city through contemporary art and leverage the Botanica audiences to extend their visit through activations throughout the City as well as a major exhibition at Museum of Brisbane in Brisbane's City Hall.

"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

## *Botanica: Contemporary Art Outside* 2022 outcomes:

- Even with unseasonably high rainpours 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 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



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

## BRISBANE ART DESIGN 2023 AIMS

Museum of Brisbane presents *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. *BUSH* by Sam Thies at Newstead Studios. Photo Atmosphere Photography





## NEIGHBOURHOOD PROGRAM

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

### 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 party

### 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

### GUIDED 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 PARTY

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

- CBD Property EOI open to properties and artists

### November 2023

- CBD Property EOI closes
- Shortlist of artists presented to successful properties
- Confirmation of activations

### December 2023

- Full BAD program finalised
- Contracting of artists/properties commences
- Marketing copy/images requested

### February 2023

- BAD website development and approvals

### March 2023

- BAD 2023 program announced

### April 2023

- Marketing and PR campaign delivery

### May 2023

- BAD 2023



BAD 2021. Photo Atmosphere Photography