



Photo: Lindy Allen

NEWS

The first Art & Industry Festival formally kicked off on Friday 18 November with *IF: Industrial Fashion* at Williamstown Town Hall. Over 200 festival goers enjoyed brilliant new industrial-inspired designs from 9 local fashion designers. Directed and produced by the festival's

Artistic Director Donna Jackson, the creative team included lighting designer Phil Lethlean, music director Jennifer Lund, choreographer Nicole Ellis, costume manager Kay Smith and dancers and models from MDX in Williamstown. If you missed the show, you can see the costumes up close at the Louis Joel Arts & Community Centre in Altona.

Festival opening weekend also included the opening of Zoya Martin's *Talking Hands* exhibition at Woods Street Arts Space in Laverton, which you will be able to see over 26 and 27 November, and open days at two of the West's biggest factory sites, Qenos and Toyota. *Westside Cool*, a project profiling the businesses of industrial-enthused makers, bakers, brewers and crafters of the West, launched at Quazi Design in Spotswood and Jason Waterhouse's exhibition *Tools of the Trade* also at Scienceworks Museum.

Thanks to all the artists who threw themselves into making this opening weekend such an industrial strength celebration of all things art and industry.

PROCESS OF WORKING



Donna Jackson's work is about partnerships with and between unlikely people using unusual materials to create an outcome neither partner could achieve without the support and knowledge of the other. To engage the local community in the

Art & Industry Festival, Donna has run *Lion Taming Your Arts Project*, a series of community workshops with a range of artists and arts facilitators.

Lion Taming immersed locals, ranging from very experienced to new comers, in devising their own projects from the ground up. Over ten projects are being developed. This arts training program took place in a variety of art spaces across the region. Each week, participants explored different aspects of arts project management such as project aims, individual job descriptions, budgeting, timelines, marketing, and health and safety management. At the conclusion participants were offered an opportunity to complete a project plan. This plan would lead to paid employment or mentoring on a project within the Art & Industry Festival.



A SENSE OF PLACE ARTIST EMMA PRICE

Emma Pryse is a multidisciplinary creative producer and artist based in the Victorian Central Highlands. She studied music performance at Box Hill TAFE, has a Grad Dip in Visual and Performing Arts and a Bachelor degree in Civil and Infrastructure Engineering (RMIT) which included a major research project on Bamboo structures. Emma has collaborated with artists Megan Slattery, Anna McNeill and students from Laverton P-12 College to present 'Shadow Puppets' at *Spark Family Night*. These original shadow designs are also showing as part of *Airtime*, the outdoor exhibition space near the entrance to Truganina, where flags showcasing art created by young people fly high above the skate park.

I grew up in Werribee and I've always loved the sculptural, industrial landscape – it's ingrained in me. I remember driving through Laverton as a child on the way to swimming lessons, captivated by the amazing electrical stations, thinking they looked like really exciting places to play in. I wanted to swing around and climb up the giant towers.

It's great to be working with that landscape again with the Grade 6 students at Laverton P-12 school for the Art & Industry Festival. This is their local area and I'm hoping they will gain greater connection to the place they live in and see it through new eyes. I've been working in collaboration with two local artists, Megan Slattery and Anna McNeill developing a shadow puppet show with these students that will be part of Spark Family Night at Seaworks on Friday 25th November.

As part of the project, the students have done a lot of research into local industry. They've visited the Truganina Explosives Reserve, they've had visits from people from the Mobil Plant and the Qenos plastics factory and they've also been researching

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the Altona Water Treatment Plant. We've been writing stories for shadow puppets about these places and making the puppets.

This project for me is one of those rare times in life when all of my interests can work together. My career trajectory has been anything but a straight line. I love both maths and music. I studied music when I left school but ended up doing a Bachelor of Civil and Infrastructure Engineering. I worked as arts officer at Ceres Environment Park for a while in my twenties when the Return of the Sacred Kingfisher Festival first started. This fostered my love of art and the environment. Stories about place have always been important.

I started making puppets as a teenager as presents for my family. My first puppets were flying dragons. I was interested in the technical side of making puppets. I worked with Handspan Theatre for a while and found working with really experienced makers and builders interesting and exciting.

Working with the Laverton students has allowed me to consider my relationship with the landscape and the industry we drive through and live with. When I grew up, I was surrounded by horse paddocks and market gardens that went on forever. Even then I was concerned about housing development. In grade 4, I wrote a story about a world that ate itself, where bulldozers came and fast food restaurants popped up everywhere.

I've really loved seeing the students grow in confidence and seeing them discovering new ways of interacting with the world around them. The Truganina Reserve is a story about the community working together with Council to reclaim an industrial space and create a parkland so the community can enjoy the environment. There is a message in that. I've enjoyed being able to share my technical knowledge about how water treatment plants work. We've talked about how industry isn't good or bad, it's part of our everyday lives. We touch plastics every day and the factory is right here. Petrol is part of our lives.

Industry in the West is unique, the energy and creativity of it. There's so much stuff that gets made here. The idea of the gritty determination of the West is part of it. I think that's something worth celebrating.

URBAN RENEWAL AND THE ART & INDUSTRY FESTIVAL

In many places across the world, industries and manufacturing have closed or moved out of urban areas leaving empty buildings and spaces. Manchester England, the centre of the cotton trade during the industrial revolution, has many architecturally imposing warehouses and wharves. As the cotton industry declined in the mid 20th century, so did the city. Subsequent rebuilding has triggered a surge of renewal and investment in the warehouses and wharves. They are now very popular waterside bars and cafes. Manchester is home to creative projects that celebrate its industrial heritage.

Newcastle, New South Wales, is another example of industrial and urban renewal driven by arts projects, creative thinking and design. Artists took up residence in a disused shopping strip, invigorating a decaying suburb. In New York, the High Line, a disused overhead railway line, was recreated as a 2.3km walkway of parks and performance sites. The High Line has not only become a popular tourist and community attraction, it has increased the value and use of property underneath and around it.

In some areas of Melbourne preference is given to living in a natural environment. It is a feasible and desirable aspiration of the Festival that Hobsons Bay residents will be proud of living in an area that is both bordered by sea and that is the industrial heartland of Victoria. A successful festival would educate members of the community to embrace this complexity through engagement in art projects. Being proud and knowledgeable about the local area is a strategy for building, through art, a resilient and able community.

We are proud that both The Substation and Seaworks have partnered with us as Art & Industry venues. Both are great examples of reused industrial spaces that are only just starting to come into their own and adding rich context to the presentation of work that is about the industrial history and heritage of this area.

The Substation program for the Art & Industry Festival includes *Motorgenic*, the exhibition *Toyota Altona: A Photographic Essay*, an *Industry Speed Networking* breakfast event and *Fluorophone* (all details on our website). Festival audiences will be able to experience the West's truly unique maritime precinct Seaworks next Friday 25 November as it hosts *Spark Family Night*, featuring fireworks, car-crushing, sideshows and songs.

STOP PRESS

Arts & Industry Festival programs are available at Libraries and Community Centres throughout Hobsons Bay City Council. You can also view full program details online at:

www.artandindustryfestival.com.au

Some events are ticketed so get in quick!

Diary Notes

The Art & Industry Festival takes place from Fri 18 to Sun 27 November, 2016

Website

The Art & Industry Festival is live. Visit us and sign up for our newsletter. artandindustryfestival.com.au/contact/