



ART & IND DUS TRY FESTIVAL

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**TEN DAYS OF
INDUSTRIAL
STRENGTH ART**

20 – 29 November, 2020

Online and in the West!

Presented by Hubcap Productions
in partnership with
Hobsons Bay City Council



ART & INDUSTRY FESTIVAL 2020

The AIF20 was the third of its kind, celebrating 10 days of fashion, music, art & film – this time Online and in the West! The Festival was delivered in partnership with the Hobsons Bay City Council and supported by sponsors Victoria University and Creative Victoria.

Over a two-year period, a series of art and cultural projects were developed which identified and celebrated the unique features, assets and strengths of the area in line with the Hobsons Bay City Council Events and the Creative City Arts and Culture Plan 2016-22.

Through this community engaged process and in response to COVID-19, the Festival adapted and boldly moved from primarily live gatherings to the online space, engaging with its teams of makers and creators to plan over many large and small supportive zoom workshops.

The ten-day presentation of the festival moved to an online format which allowed special features of the city including our bays, history, maritime heritage, industry and unique venues to be celebrated and broadcast not only to Hobsons Bay locals but also to State, national and international audiences in the many thousands.

Image: Industrial Fashion 'Pump Dresses' by Genevieve Murray. Photo: Cas Bukor.

AIF20 PROGRAM



NOVEMBER 2020				
Friday 20	Saturday 21	Sunday 22	Monday 23	Tuesday 24
EVENTS: <ul style="list-style-type: none"> • Industrial Fashion: <i>OPENING EVENT</i> • Talking Hands Exhibition • Welcome to Spotswood Mural • Airtime Exhibition • Our Secret West 	EVENTS: <ul style="list-style-type: none"> • Welcome to Spotswood Mural: <i>Meet the muralist on site</i> • Industrial Film Fest: <i>'Welcome to Spotswood'</i> • Talking Hands Exhibition • Airtime Exhibition • Our Secret West 	EVENTS: <ul style="list-style-type: none"> • Industrial Film Fest: <i>'Talking Hands'</i> • Talking Hands Exhibition • Welcome to Spotswood Mural • Airtime Exhibition • Our Secret West 	EVENTS: <ul style="list-style-type: none"> • Secrets of Being an Artist: <i>Episode 1</i> • Talking Hands Exhibition • Welcome to Spotswood Mural • Airtime Exhibition • Our Secret West 	EVENTS: <ul style="list-style-type: none"> • Secrets of Being an Artist: <i>Episode 2</i> • Talking Hands Exhibition • Welcome to Spotswood Mural • Airtime Exhibition • Our Secret West
Wednesday 25	Thursday 26	Friday 27	Saturday 28	Sunday 29
EVENTS: <ul style="list-style-type: none"> • Secrets of Being an Artist: <i>Episode 3</i> • Talking Hands Exhibition • Welcome to Spotswood Mural • Airtime Exhibition • Our Secret West 	EVENTS: <ul style="list-style-type: none"> • Secrets of Being an Artist: <i>Episode 4</i> • Talking Hands Exhibition • Welcome to Spotswood Mural • Airtime Exhibition • Our Secret West 	EVENTS: <ul style="list-style-type: none"> • The Song Series Concert • Talking Hands Exhibition • Welcome to Spotswood Mural • Airtime Exhibition • Our Secret West 	EVENTS: <ul style="list-style-type: none"> • Industrial Film Fest: <i>'The Butcher'</i> • Talking Hands Exhibition • Welcome to Spotswood Mural • Airtime Exhibition • Our Secret West 	EVENTS: <ul style="list-style-type: none"> • Industrial Film Fest: <i>'Homeward Bound'</i> • Talking Hands Exhibition • Welcome to Spotswood Mural • Airtime Exhibition • Our Secret West



INDUSTRIAL FASHION - THE PROCESS

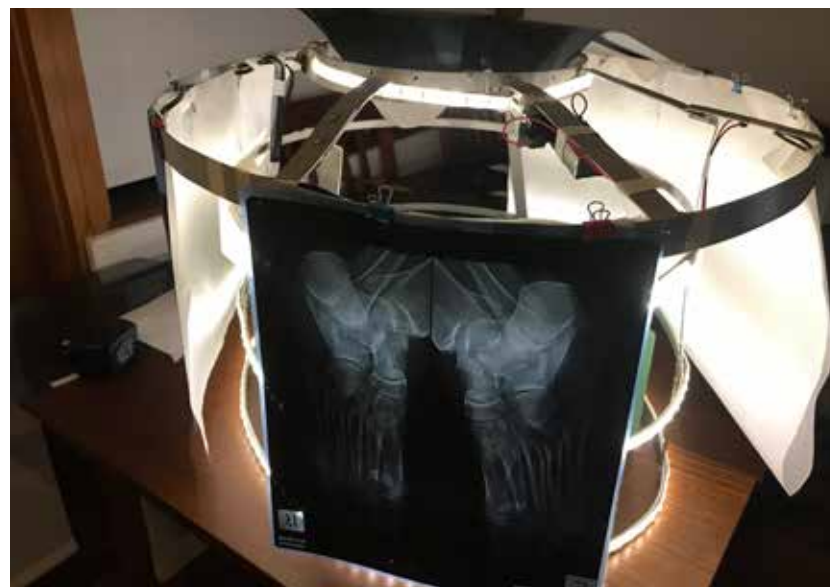
This eighteen-month project required people to research and take their inspiration from local places and industries. They were then asked to create a wearable artwork which reflected this story.

Places investigated included the Williamstown dockyards, Mobil, Toyota and the former Red Robin Factory in Altona. The 12 designers pushed boundaries using unconventional materials from car parts to x-rays to create wearable outfits.

There were several online meet-ups where information and creative ideas were shared. It was an opportunity for creative and moral support during the COVID-19 pandemic lockdown.

Toyota Wear by Anna Kolusniewski

'I created outfits made from Toyota car parts, mainly from rubber floormats. I specialise in costumes made from unusual materials. I particularly like working with rubber because it's easy to cut and you can drill into it. I like repurposing things. I always find it a bit of a challenge to look at something and think 'what can I do with this?'



Images clockwise from top left: Designer Anna Kolusniewski with her 'Toyota Wear' outfits. Anna collecting car parts at Toyota. Designer Ameila Peace discusses her outfit with the Industrial Fashion team during a Zoom meeting. Lizz Lethlean's 'Xray Wear' outfit under construction.



INDUSTRIAL FASHION - THE OUTCOME

In past years Industrial Fashion has been presented live at Williamstown Town Hall with original content developed for each Festival. This year Industrial Fashion was still the opening event of the Festival, however, the audience were able to view it from home, as the event was moved into a lively performance documentary.

The online version of Industrial Fashion featured the designers talking about the research and inspiration behind each work. This was enlivened by dance works choreographed for each design and performed and then filmed for the broadcast.

This online film has to date reached a much wider audience than was possible for the previous ticketed events. To date views exceed 1,300.

'What I love the most about all of it is that I could watch it online again and again,' says Cas Bukor, whose photographs appeared as part of the film, *'I could send the video link to overseas friends and relatives... everyone really loved it.'*

The full version of Industrial Fashion can be viewed here:

<http://artandindustryfestival.com.au/industrial-fashion-2020-stream/>

Image: Top - 'Red Robin Hosiery' by Karen Jenkins and Ruth Gallant inspired by the Red Robin factory operating in Altona in the '50s and '60s



THE SONG SERIES CONCERT - THE PROCESS

2019

The Art & Industry Festival entered into a two year sponsorship with Victoria University (VU). The Festival was able to offer a process for VU to build stronger relationships with local industries through a creative partnership in which students from the music program were supported to write songs about western suburb's workplaces, industries and people. Students worked directly with established songwriters who mentored them in creative practice.

In December 2019 the musicians were taken on tours to the old Williamstown dockyards (now BAE), to C. Blunt Boatbuilder and to OI Glass in Spotswood by the festival director Donna Jackson. Initial song drafts were developed.

2020

In February the group presented the songs in a more crafted form to the businesses and well as Victoria University and council representatives. Due to the COVID-19 outbreak, a live event planned to take place at The Substation in Newport was transitioned into an online concert. This filmed concert featured professional and student musicians in a showcase of the newly created songs as well as film footage of the unique features of the Hobsons Bay. Mark Seymour as a guest performer showcased songs he composed inspired by the area including the West Gate Bridge and Williamstown.



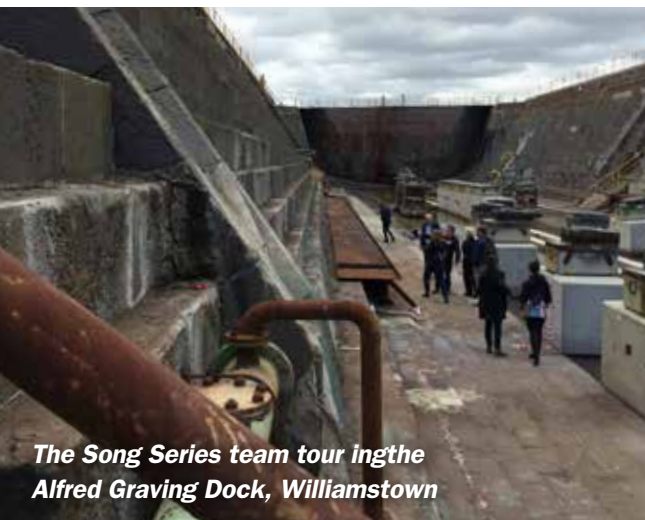
Images clockwise from top left: Song Series team visting OI Glass, Blunts Boats, Alfred Graving Dock.



Blunts Boatyard, Williamstown



Assembly line at OI Glass, Spotswood



The Song Series team tour ingthe Alfred Graving Dock, Williamstown

THE SONG SERIES CONCERT – THE OUTCOME

The Song Series Concert showcased 15 captivating, and at times moving, original songs that brought rich industrial histories and unexplored stories to life through music and lyrics. The concert has been viewed more than 1500 times. This is many more views than would have been possible at a live event locally. The full concert can be viewed at

<http://artandindustryfestival.com.au/the-song-series-concert-stream/>

Below is a sample of six original songs about Hobsons Bay.

Sheer Lines by Maddie Jackway

Writing Sheer Lines was a new process for me. Greg Blunt from Blunts invited us through the tiny door into his workshop. He shared nuggets of knowledge with us such as ‘sheer lines look sweeter’, which sparked the idea.

Through the Glass by Peter Farnan

With Through the Glass I was hoping to write a song that explored family and community, that whole world around OI Glass – the history of the place.

Chip Away by Jane Bayly

At the Graving Dock I was struck by how precisely the bluestone blocks were cut with hand tools, and thinking about the peoples of the Kulin Nation who had been working the stone for many purposes over thousands of years. That became my starting point for the song.

Westgate by Mark Seymour

I stumbled on the idea after being under the bridge and looking up at the memorial, at 35 names of the men who died when it collapsed. Standing under this giant concrete tower and really feeling the physical power of the place.

Homeward Bound by Maddie Jackway

The inspiration behind this song comes from the tattoo as worn by proud Western Suburbs resident Daniel Williams. Designed by Megan Slattery, it is of the West Gate Bridge and has the words ‘Homeward Bound’.

Dogs of Williamstown by Mark Seymour

I went on ghost tour a couple of years ago, after midnight, around the streets of Williamstown. One particular story was about the riot of convicts who were living out on the hulks and mining bluestone. If you walk through the streets of Williamstown at night. it’s said you can hear the ghosts of those convicts.



Archive image of the West Gate Bridge collapse



Daniel Williams and tattooist Rachel Baldacchino outside Body Image Tattoo, Laverton



Filming Mark Seymour's Song Series Concert performance at The Substation, Newport

INDUSTRIAL FILM FEST

Over four nights, the Industrial Film Fest shone a spotlight on local places, people and artforms through a collection of specially-commissioned short films created by local filmmakers.

The films took a behind-the-scenes look at the art of tattoos, mural-painting, photographic storytelling and a family butcher shop.

Industrial Film Fest host, Heather van Heerwaarden, interviewed the business owners and artists who devised and collaborated on each of the films.

The films can now be accessed on the Festival website:

<http://artandindustryfestival.com.au/industrial-film-fest-stream/>

Welcome To Spotswood: documents the painting of a large water tank in Spotswood by sign writer Tony Mead. Music is by local band The Angelicats. The film maker is Heather van Heerwaarden.

Talking Hands: features photographs by Zoya Martin of people's hands who worked at Toyota and also as brewers and motor mechanics and other trades. The sound track is an original score and song by Jane Bayly. The film maker is Emma Buglisi.

The Butcher: features the small family business of Eddie The Butcher on Mason Street in Newport. The film maker is Chris Downey.

Homeward Bound: profiles the creation of a tattoo of the West Gate Bridge and an original song of the same title by Victoria University music student Maddie Jackway. The film maker is Emma Buglisi.





PUBLIC ART

Talking Hands: an exhibition by Altona artist, Zoya Martin. Shown in outdoor, large-scale installations across five sites, the exhibition featured striking photographs of hands of Hobsons Bay workers. People were invited to take a self-guided Talking Hands tour to view the exhibition at:

- > **The SUBSTATION Billboards**, 1 Market Street, Newport
- > **Long Space Gallery**, 419 Melbourne Road, Newport
- > **Louis Joel**, 5 Sargood Street, Altona
- > **Woods Street Art Space**, 44 Woods Street, Laverton
- > **Orbital**, Central Square, 1/23 Central Avenue, Altona Meadows

Airtime: an outdoor exhibition consisting of seven large flags showcased lyrics from songs written by Victoria University music students as part of the Festival's Song Series Project. The flags were on show at the Queen Street Skate Park, Altona Meadows from October to December 2020.



Images clockwise from top: 'Talking Hands' at Louis Joel Gallery, Altona; Orbital, Altona Meadows; Long Gallery, Newport.



Laura Lethlean



Jess Zanoni



Michael Shanks



Craig Ernest Bryne



Kiah Pullens



Harrison Moss

SECRETS OF BEING AN ARTIST

A four-part podcast that delves into the professional lives of successful young creatives from the Hobsons Bay area.

Presented by Laura Lethlean the podcast introduces the listener to successful young artists who are working in the area of film making, live bands, gallery management and theatre. Each podcast reveals the individual steps people have taken on their journeys to becoming artists and ends with the guest sharing their secret to being an artist.

This is a valuable resource for the creative youth of Hobsons Bay and beyond. It can now be accessed via the AIF website or on Spotify:

<http://artandindustryfestival.com.au/secrets-of-being-an-artist/>

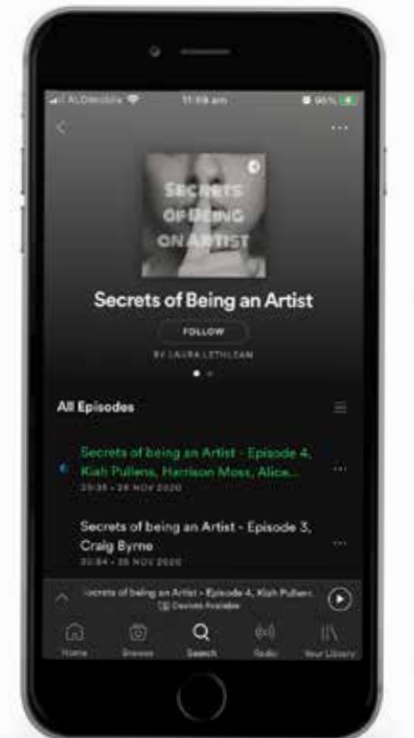


Image: Laura Lethlean interviewing *Secrets of Being an Artist* guests

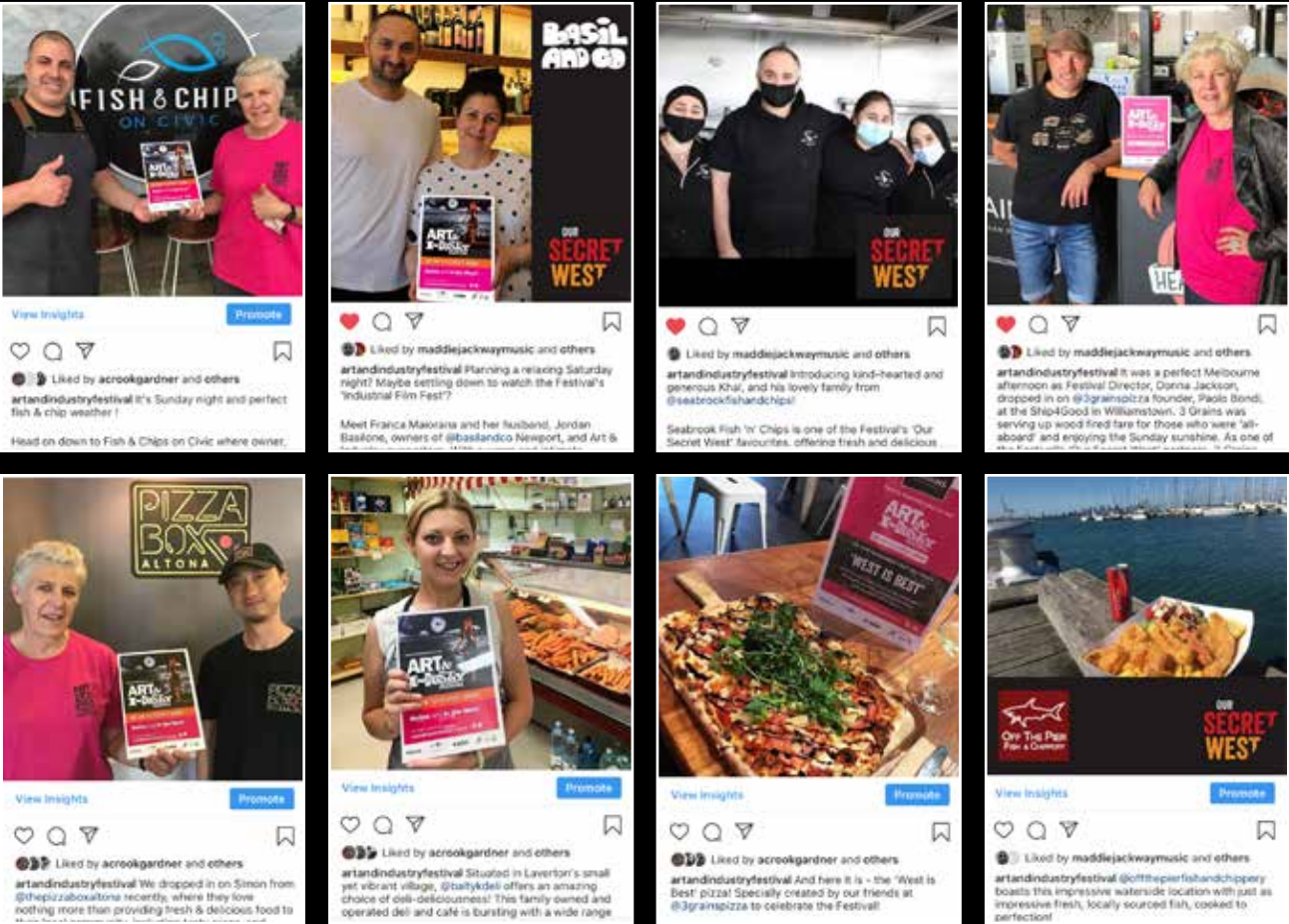
WELCOME TO SPOTSWOOD

A mural was created as part of AIF20 at 1 Hudsons Road, Spotswood by Tony Mead of Industrial Art Sign Co.



OUR SECRET WEST

Our Secret West was a promotion of local eateries as part of the Festival.





IMPACT OF THE FESTIVAL ON THE ARTISTS

'I haven't come across any other festival like this. I love being with a group of artists, but also mixing with people who work in industry and going into the physical spaces of industry. When we come together in these spaces there is a sense of excitement.'

– Jane Bayly, Singer-Songwriter

'I honestly never thought that I'd write songs inspired by industrial work, but I'm pretty proud of the two I wrote and that one of them, 'Homeward Bound', featured in the short film of the same name.'

– Maddie Jackway, Singer-Songwriter

'Having lived in the West for a number of years, the industry is part of the tapestry of the landscape, it's around you, it's in your visual field. Being a filmmaker and being able to have that industry as your theme is a really creative thing to explore. It celebrates the true feeling of the place.'

– Emma Buglisi, Filmmaker

'The clear structures that Donna sets up for the artists become a springboard, a safety net. You know you have to do a certain thing, and deliver it by certain time and you don't have to worry about other things that might come up.'

– Lizz Lethlean, Designer



Laura Lethlean



Michael Shanks



Images clockwise from top left: Heather van Heerwaarden, Jane Bayly, Zoya Martin, Emma Buglisi; Industrial Fashion designers attend online meeting; Andrew Leach models for Industrial Fashion; Laura Lethlean, and Michael Shanks in conversation for Secrets of Being an Artist.

ACHIEVEMENTS AIF20

- **A new major project** developed over a period of 18 months with Victoria University and local industries including OI Glass in Spotswood, BAE Systems Williamstown and Blunt Boat Builders.

This project resulted in the creation of **15 new songs** about the industrial heritage of the area.

The songs were developed into an online concert and film.
The Song Series Concert, has been **watched over 1300 times**.

This project - featuring Hobsons Bay as a unique place - was **covered extensively in the mainstream press** including The Australian, Sydney Morning Herald and The Age newspapers and Radio National.

- Another major project, Industrial Fashion, featuring costumes inspired by local places and history was developed into a film. It was presented and viewed online as an opening event. There have been **over 1,500 views to date**.

- A program of community engagement supported **125 artists and community members** to link up over 36 zoom meetings during the pandemic lock downs for support, artistic inspiration and exchange.
- By going primarily online and increasing the online marketing the Festival was **able to reach a larger audience**.
Note: Facebook reach in 2018 was 4,100, in 2020 this increased by 8 times to 33,000.

IN SUMMARY

Radio coverage:

ABC Melbourne 774 – Evenings with David Astle
ABC Radio National – Drawing Room with Patricia Karvelas
3RRR – Smart Arts with Richard Watts
3CR – Joy Melbourne

Newspapers:

The Age – A half page news story and photograph
The Age – A half page arts story and photograph
The Australian – A half page news story and photograph
The STAR Weekly – Front page and double page inside spread
The Westsider – A half page artist profile

Community feedback

An email to designer Lizz Lethlean re Industrial Fashion outfit:

'..the Art & Industry Show (from the inner western suburbs of Melbourne) showcases creative talent equal to any other international show of similar ilk. Perhaps you could pass on that message to Donna. I hope there is a plan to showcase the costumes again. Well done, standing ovation and big cheers.'
– Ann Goodwin

Comments on The Song Series Concert:

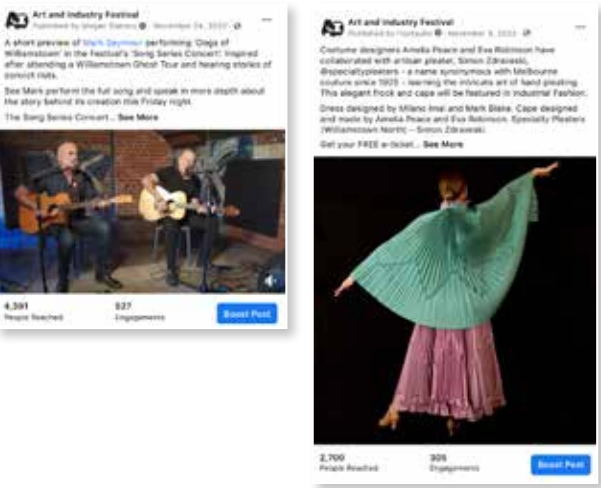
'The Song Series Concert was brilliant! There's so much talent in the western suburbs'
– Vicki Passmore
'OMG loving these songs. Gorgeous voices and what stories they've uncovered!'
– Molly Lee



Instagram reach: 4,900



Facebook reach: 33,000





Airtime Exhibition, Altona Meadows

AIF20 PARTNERS AND SPONSORS

Hubcap
HUBCAP PRODUCTIONS

CREATIVE CITY
HOBSON'S BAY

HOBSON'S BAY CITY COUNCIL



VICTORIA UNIVERSITY

CREATIVE VICTORIA

IN KIND

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INDUSTRIAL ART SIGN CO

STARWEEKLY

TOYOTA

BAE SYSTEMS

GLASS IS LIFE

Downey Media

mdx
PERFORMING ARTS
EST. 2002

THE SUBSTATION

C Blunt Boat Builder
Est. 1858