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FESTIVAL**

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INDUSTRY
FESTIVAL**

HOBSONS BAY 2016

**TEN DAYS OF
INDUSTRIAL
STRENGTH ART**

18 - 27 November, 2016

Presented by Hubcap Productions
in partnership with
Hobsons Bay City Council



THE ART & INDUSTRY FESTIVAL 2016

AIF16 was a creative collaboration between Hobsons Bay City Council and Donna Jackson's Hubcap Productions. Two years in the making, this partnership developed and delivered 17 unique events/activities and co-produced a further 6 events with local venues, factories and businesses.

The first in a planned series of biennial celebrations of life, art and industry in the western suburbs, AIF16 pioneered a model of festival delivery that eschewed simple buy-ins in favour of new work for, by and about industrially-enthused artists and residents of Hobsons Bay, work that could provoke audiences to think a little differently about the place they call home.

SPARK Family Night 2016
CFMEU Dogging demonstration with crane
Photo: Jenny Dunn



THE HIGHLIGHTS

This report focusses on 8 key events, the thinking behind their development and how they met aims set by Council in collaborating with Hubcap Productions to produce this festival.

IF: Industrial Fashion (including *Wear & Share*) profiled costume and clothing designers who created new garments inspired by local industry. Through presenting authentic lived experiences of the western suburbs in an accessible and exciting way, Jackson demonstrated that festivals can engage with ideas, examine the environment and industrial landscape and provoke a sense of pride in the local area.

Talking Hands, a large format photography exhibition by Altona resident Zoya Martin, explored the diverse experiences of Hobsons Bay workers, their skills, struggles and passions as told by their hands. The project honoured the workers of the western suburbs, added depth to the festival, and illustrated the human dimension of the region's industrial heritage in an accessible and engaging way.

IF: Industrial Fashion:

Tank Dresses x 3 by Edie Kurzer

Photo: Lindy Allen



SPARK Family Night presented a wide variety of entertainment and participatory events, including fireworks, car crushing, sideshows, food stalls and music. Offering activities that had both stadium appeal and an underlying message, SPARK moved people away from passive consumption of mass culture towards absorbing interesting, true stories and experiences of the history and heritage of Hobsons Bay.

Industry Speed Networking, co-presented by HBCC and VECCI, used the speed dating model to generate intense one-on-one information sharing sessions for local industry leaders and members of the business community. Sharing sessions lasted two minutes and each participant was able to speak to at least 15 other people during the breakfast event.

Sign writer Tony Mead created ***Industria to Suburbia***, a street art project in Mason Street, Newport, to draw attention to the way so many industries have disappeared along with the buildings from which they operated. Festival-goers could drop in daily and watch the work develop.

Industria to Suburbia 2016:

Tony Mead works at the wall in Mason St, Newport

Photo: Lindy Allen



Western Lights 2016:
Westgate Bridge
Photo: Robert Moyses

Six Hobsons Bay businesses worked collectively under the brand of *Westside Cool* to promote themselves to locals and visitors to the western suburbs. These businesses estimated a 50% surge in traffic over the two Saturdays and also noted increased traffic during the week in between.

Western Lights dressed some of the West's most iconic industrial buildings in a spectacular and unmissable lighting design by Phil Lethlean to dramatically highlight the industrial markers and boundaries of Hobson Bay. Westgate Bridge, Scienceworks' Pumping Station, the Mobil 'Take Five' tank in Altona, Modscape in Brooklyn and the public artwork 'Fire Within' in Laverton were chosen for their high traffic locations to excite people and draw attention to the festival.

Lion Taming Your Arts Project engaged 15 local artists through a series of six, 3-hour workshops delivered on Sunday afternoons from Feb to April 2016. Ten projects were developed this way. The workshops ensured a shared language and process of working and developed a sense of collegiality and collaboration. Most importantly, they allowed for new community-devised ideas to be included in the festival program.



THE IMPACT OF THE FESTIVAL ON AUDIENCES

Enhanced Cultural Reputation

The audience response was overwhelmingly glowing including an enthusiastic thumbs up from former Premier of Victoria and Williamstown resident, Steve Bracks, who said of the opening event, ***IF: Industrial Fashion:***

“I thought it was outstanding, of state-wide quality. I felt proud, being a local. It is showcasing the region well with style and great humour. It was very, very good.”

Hobsons Bay resident Vicki Passmore said of ***SPARK:*** “It was absolutely brilliant. What a backdrop - the city, the boats and everything right on our doorstep. I hope it makes the whole of Hobsons Bay feel proud of our industrial background and that it brings us together in a sense of pride in what we can do.”

SPARK Family Night 2016:
Strange Fruit Aerial Performance
Photo: Lindy Allen



Community and business engagement

Industry Speed Networking

“It was a wonderful opportunity for local business owners to network. Events like this encourage people to think about strategic alliances with other small businesses.”

Amanda Mills, Green Light PR

SPARK

“My children are 14 and 12 and it’s really hard to engage kids of that age but they really enjoyed wandering around and taking part. The kids’ enthusiasm in the shadow puppet plays was great.”

Pauline Hobbs, Manager Seaworks

Westside Cool

“We’re seeing a lot of new faces. Being part of the Art & Industry program with the Zoom project means a lot of parents are coming in. There’s a buzz in the community and it’s a really positive thing.”

Michael d’Aquino, Lost Ark Collectibles, business member of *Westside Cool*

Westside Cool 2016:
Lost Ark Collectibles
Photo: Lindy Allen



Sense of Place

SPARK

“People were just so impressed that this was an event for them, for their area. They took a lot of ownership of it very quickly. The car crushing, the fireworks, all of it, they related to it.”

Tony Mead, artist and signwriting demonstration

IF: Industrial Fashion

“It was so successful, so mind-blowingly good and uplifting. The creativity that was on show from so many people, the performance and the fun – it was a great night. The sights that we live with every day, like the Newport Power Station – to have it transformed into wearable art, it’s very special.”

Mayor of Hobsons Bay, Sandra Wilson

SPARK

“I think it’s a great accomplishment, a very appropriate reflection of this area. I enjoyed the film about the tug boat in the shipping container.”

Vin Maskell, Williamstown resident

Industrial Fashion 2016:

Gowns representing the old and the new Newport Power Stations by Alexandra Zvi

Photos: Harmonique Photography



Raising the profile of the city's industrial sector

SPARK

“It was a great representation of what the West has to offer, particularly from the industrial focus.”

Frank Schobben, Newport resident

Talking Hands Exhibition

“Originally this was a totally industrial area. Things have become less worker oriented and more machine oriented. Those who haven't lived through it have no idea how things used to be 50 years ago. This festival is a very good idea and good for the area.”

Lillian White (aged 90), Williamstown resident

Industry Speed Networking

“During this de-industrialising time, dormant factories present excellent opportunities for reinvigorating jobs and employment. There's a natural fit between art and industry and the arts help to attract workers to an area and grow the economy by contributing to a higher quality of life.”

Cr Jonathon Marsden

Industry Speed Networking 2016 :

Photo: Lindy Allen



THE IMPACT OF THE FESTIVAL ON PARTICIPANTS

Capacity building

In the 12 months leading up to this festival, 61 artists and 291 community collaborators/participants were directly engaged in festival-produced events.

Shadow Puppets at SPARK

“Through this festival I now have the confidence to take the plunge to build my own business. It’s scary and leaving the security of a part-time job is the final step but I’ve seen a lot of artists take big leaps through this process and I feel it’s time for me to do the same.”

Megan Slattery, Graphic Designer and collaborating artist , Shadow Puppets

IF: Industrial Fashion

“It’s opened me up to a whole new world. It gets everyone in the community involved. It’s so important to have events like this, to see new designers that you wouldn’t otherwise see.”

Nicole Ellis, performing arts school instructor and choreographer IF

IF: Industrial Fashion

Milk Dressby Jo Boyd

Photo: Harmonique Photography



Talking Hands

“Before this festival, I didn’t consider myself an artist. Donna demystified the whole process. She said, ‘Being an artist is having a list. You have an idea, you know what you want to do and you just work through it.’ This made it achievable.”

Zoya Martin, artist and Lion Taming participant

SPARK

“The Lion Taming framework made me think about the project from beginning to end. I’m interested in working in site specific spaces now, where the art develops around the space not the other way around.”

Di Cunningham, *Trucker Tales* artist at and Lion Taming participant

“Donna’s support enabled me to feel more confident and enjoy the art-making process. The workshops generated a feeling of camaraderie and support between the artists.”

Emma Pryse, *Shadow Puppets* at *SPARK* and Lion Taming participant

“Working in a new medium and doing something quite different, I felt well supported. I grew as an artist. I’d like to do other projects that follow on from this.”

Heather Vanheerwaarden, *Sealegs* at *SPARK* and Lion Taming participant

Lion Taming Your Arts Project 2016:

Donna Jackson

Photo: Lindy Allen



IF: Industrial Fashion
Curtain Call
Photo: Lindy Allen

Community engagement for Hubcap/HBCC produced events*

KEY ARTISTS	61
COLLABORATORS & PARTICIPANTS	291
ATTENDANCE	23,670

Community engagement for co-productions**

KEY ARTISTS	11
COLLABORATORS & PARTICIPANTS	8
ATTENDANCE	725

NOTES

Western Lights audiences aren't included as this covers all of HBCC
 Westside Cool attendance not included but businesses report 50% increase in trade
 Toyota Mega Factory Press Shop installation attendance of 20,000 included for Hubcap/HBCC produced events and not in 2nd table

*Lion Taming Your Arts Project, Western Lights, IF: Industrial Fashion, Industria to Suburbia, Talking Hands, Zoom, Wear It Share It, Airtime, Qenos Mega Factory Open Day, Industry Speed Networking, The Captain's Daughter, Spotswood Industrial Heritage Walking Tours, SPARK Family Night (including Shadow Puppets, Sealegs and Trucker Tales)

**Westside Cool, Motorgenic, Tools of Trade, Toyota Altona Photographic Essay at the Substation, Toyota Mega Factory and Fluorophone

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