Hamilton Civic Arts Trust

42 Cosmopolitan St

Hamilton

2nd March 2012

07 - 8837462

Dear Company members

As you will be aware, Hamilton City is currently undergoing a city-wide transformation and beautification process. This began with the updating of Garden Place and other city streets. The next initiative involves the beautification of the large embankment on Anglesea St known as ‘wintec wall’. Hamilton Civic Arts Trust is taking a leading role in this initiative.

In a world first, the beautification project will involve using the wall as a projection screen with videos projected from across the street and visible at night. Different arts groups from around Hamilton are being commissioned to produce video works for projection onto this wall. These short films (30 secs each) will tell an important story from Hamilton’s past.

We realise that this work is in a rather different media than you have undertaken in the past but would nonetheless like you to consider entering a video into this project. We have been most impressed with your eye for detail and use of imagery, and would be keen to see what you come up with. We could offer funding for the initial concept design and then, subject to acceptance by the committee, you would receive further funding for the final production phase. We will provide all technical equipment and maintainence for the final artwork. You would simply be asked to produce the artistic design.

So, what of the subject matter for the proposed video? Well, as you may know, Hamilton was once the centre of large tracts of Kahikatea forest. Though only fragments remain, we feel it is important to acknowledge and celebrate this aspect of our environmental identity. So, we would like to invite you to produce a 30 second piece telling the story of Hamilton’s Kahikatea forests, past and present. We trust that you would carry out the same kind of detailed research that made your project in Russell so special. However, for this project, we encourage entries that are ABSTRACT rather than LITERAL in their use of imagery.

Timeframes are limited, as the intention is to have the project in place by September, 2102. If you do undertake this commission, we would need to see your initial concept designs by 10th May.

I do hope you will be interested in taking up this invitation. I can be reached at the number shown above for further information. I look forward to speaking with you soon.

Anna Carrington [for Civic Arts Trust]

PROJECT IN BRIEF

* 30 seconds of video depicting ‘Kahikatea in Hamilton – past and present’
* Suitable for projection onto ‘Wintec Wall’ (please consider shape and scale of this)
* Thorough historical research
* Please use only standard Powerpoint tools. No sound.
* Abstract use of imagery, rather than literal
* Submit concept designs by 10th May