

Obang
Artists: Artists: Youbi Lee, Yee Wen Soo,
Bronwyn Pringle and Hannah Murphy



ARTPLAY New Ideas Lab

Welcome to ArtPlay

Thank you for joining us for this New Ideas Lab information session both in the room and online.

During the session you'll hear about ArtPlay, the New Ideas Lab program and the Expression of Interest application process.

I'm Tanya Dickson the Creative Producer at ArtPlay. This evening we also have several ArtPlay staff in attendance: Myles Roxas, Operations Coordinator; Steph Urruty, Creative Program Manager, Eelin Cheah, Venue and Production Manager, Jonny Faith FOH Coordinator and Rowena Hutson Co-Producer

I would like to acknowledge the Traditional Owners of the land that ArtPlay is on - the Wurundjeri Woi-wurrung and Boon Wurrung people of the Kulin Nation and pay respect to elders past and present.

Polite Mammals
Artists: The Wholesome Hour



What is ArtPlay?

Located on the banks of the Birrarung, ArtPlay is Melbourne's home for the creative arts for children and families – a producing and presentation home that generates new work.

ArtPlay is part of the City of Melbourne, sitting within the Creative Melbourne team.

ArtPlay is one of the few providers of support for developing new work with children and families in Australia. We play a significant leadership role in supporting the development and delivery of high quality, creative arts programming with, by and for children and families.

What we do

ArtPlay is a child centred multidisciplinary arts program:

- we foster and amplify the voices and ideas of children.
- we work with artists/companies whose practice aligns with child-led art making.
- we develop, program and deliver projects that align with the child-centred ethos.
- we stay at the forefront of child participation in the creative arts.

ArtPlay develops new work:

- we cultivate an environment where creative risks are possible.
- we are flexible and understanding to the specifics of new work creation.
- we support artists to push the boundaries of their practice.
- we support children to be part of the creative process.

How we work

Our work operates on three levels:

- **Creation:** We run a biennial EOI program, New Ideas Lab; which sees the creation of up to 4 brand new works. This is an artist-centric program and is fully supported with resources; including in-depth support on co-creating with children, time, space, producing, and production support. With our partner House of Muchness we run a child led ensemble, By Kids for Kids where children aged 9-11 years create new work for their peers annually.
- **Presentation:** We are a year-round presentation venue for 0-13 year olds. We present gallery exhibitions, theatre shows, immersive experiences, multi art-form workshops and a digital program. We present stand-alone works and works in partnership: with local, national and international partners.
- **Investigation:** Via our EOI program and our By Kids for Kids program we support adult artists and child artists to invest in creative risk-taking, peer exchange and knowledge sharing.

I See You Like This
Artist: Jessica Wilson



Rain

Artists: Threshold and The Seam



New Ideas Lab: Guidelines

ArtPlay New Ideas Lab supports proposals of new work to be developed as part of our ongoing creative program. Artists and children are supported to work together to develop new arts experiences for children and families.

We encourage new ideas from artists of all disciplines for creative projects where children and/or families will be the co-creators of work. A new idea means a new creative work.

Artists do not need experience working with children, but a passion and enthusiasm for involving children in the creative process is essential. All successful projects will receive upskilling in co-creating with children.

Up to four projects will be supported.

New Ideas Lab: Eligibility

Projects are eligible to apply if they are:

- A new work that has not received prior development or funding.
- The project developed must be for children in the age range of 0 to 13 years.
- The Lead Artist/s are an Australian-based artist, collective or company.
- The Lead Artist/s (up to two) for each project **must** be available to attend the two-day induction at ArtPlay on Tuesday 10 and Wednesday 11 June 2025.

The development stages must take place between 1 August 2025 and 30 June 2026.

New Ideas Lab: Application process

Applications are submitted via [SmartyGrants](#).

Your proposal will be assessed on the following criteria:

- A new work actively engaging children and/or families as co-creators
- Well-articulated concept (including envisaged outcomes).
- A clear plan of how the project will move through the Dream, Make, Show development process, including self-reflection and evaluation time.
- Original and high quality with potential for future presentation
- A feasible budget (please consider from the start if your work needs a stage manager/producer/lighting designer/ etc.).

10 projects are then short-listed, at this stage you will have the opportunity to 'pitch' the idea straight to a panel that includes children, artists and ArtPlay staff. The panel's job is to assess the idea based on the criteria detailed above and, if you are successful, the ArtPlay team will partner with you to realise your project as a part of ArtPlay's public program between August 2025 and June 2026.

The Way

Artists: The Ballroom Projects



Invisible Light Garden
Artists: Mosster Studio



New Ideas Lab: Accessibility

We acknowledge the online application process may be inaccessible for some artists. To increase accessibility and support your application you can choose to:

- Submit your project description via video or audio link. The link must be added in your [SmartyGrants](#) application. Please keep video/audio to a maximum of 3 minutes.
- Submit your project budget via Excel spreadsheet. You can view and download the excel template [on our website](#). Complete your budget spreadsheet and add the link to it in your [SmartyGrants](#) application.

The ArtPlay Disability and Inclusion Action Plan is available online to view and download [on our website](#) in a range of formats.

New Ideas Lab: Development Model

Each project will go through three stages of development: **Dream**, **Make** and **Show**.

An example of how you may work via the **Dream**, **Make**, **Show** process -

- **Dream** = 1 week development at ArtPlay including x 2-3 days of workshops co-creating with children
- **Make** = 1- 2 weeks of making/rehearsing/developing at ArtPlay including 2-4 days of workshops co-creating with children
- **Show** = 2 weeks at ArtPlay including a showing of the project for 2-6 days to children and families (this could be a workshop series, an event, an interactive installation/exhibition or a performance etc.)

Tips for preparing your application

- Do your research: [look at past examples at ArtPlay](#), around Australia and internationally. ArtPlay also has [resources for Artists](#) that you might find useful.
- When someone reads your idea they must be able to visualize what it will look like and understand your idea - test it out.
- Get the basics right (a brand new idea, the budget within the range being offered up to \$20,000).
- Support material should illustrate your idea, show the inspiration for your idea or show past work that is informing your idea.
- Make sure you have your full creative team on board (please consider from the start if your work needs a mentor, producer, production manager, stage manager, installation support etc.).
- Pitch your idea to a child and see what they think!

Endling

Artists: Barking Spider Creative



Wild City
Artist: Kathy Holowko



Additional Benefits for Artists

- Artists can focus on the art-making and the co-creation with children over a period of time.
- Can draw on experience of previous projects at ArtPlay through consultation with various staff.
- Upskilling and support on how to co-create with children with Dr Sarah Austin.
- Professional promotional videography and photography.
- Pitch opportunity with presenters around Australia.
- In-kind value worth \$20,000 to \$50,000 per project.

Beyond New Ideas Lab

Some projects are presented around Australia and overseas, for example:

- Wild City by Kathy Holowko (Sydney Opera House, Dream Big, Melbourne Knowledge Week, Abbotsford Convent, Incinerator Gallery, Boroondara Arts)
- I See You Like This by Jessica Wilson (Arts Centre Melbourne, Westwind Festival – Germany, Krokusfestival – Belgium, Baboro International Children's Festival - Ireland)
- Polite Mammals by The Wholesome Hour (Midsumma, La Mama Theatre, Darebin Arts Speakeasy, Bunjil Place, Wanderer Festival)
- Rain by Threshold and The Seam (8 x Australian seasons, Macao Cultural Centre, Hong Kong International Arts Carnival, Lincoln Centre New York, ArtPlay Gallery)

MaaMaa and Nonna's Kitchen
Artists: Jennifer Tran and Sophia Constantine



ArtPlay Building and Facilities

This renovated heritage building is dedicated to the delivery of the ArtPlay program and has been adapted for this purpose. The building is wheelchair accessible.

Features include:

- Purpose-built infrastructure that is versatile to accommodate a wide range of art-forms and art experiences e.g. remote controlled blinds for blackout, movable walls and furniture, theatre curtains.
- Purpose-built child-friendly furniture e.g. child-height tables, wooden cubes, benches.
- Some basic visual art materials and tools.
- A limited range of audio-visual, sound and lighting equipment (please note there is no lighting rig at ArtPlay and limited LX stock).
- Abundant natural light.
- Using the immediate surrounding area of ArtPlay is possible but further consultation will be required (please find time to discuss this with us tonight or email artplayideaslab@melbourne.vic.gov.au).

Key Dates

Key program dates are:

- Expressions of Interest open: Monday 10 February 2025, 10am
- Information session (online and in-person): Tuesday 25 February 2025, 5.30pm to 6.30pm
- **Expressions of interest close: Monday 17 March 2025, 5pm**
- Notification of unsuccessful applicants and selected projects for pitch day: Early April
- Shortlisted projects pitch to panel: Wednesday 23 April 2025, 10am to 4pm
- Notification of successful projects for New Ideas Lab program: May 2025
- Successful Projects two-day induction at ArtPlay: Tuesday 10 and Wednesday 11 June 2025, 9.30am to 5pm.
 - Day 1: Induction at ArtPlay including Co-Creating with Children workshop with Dr. Sarah Austin
 - Day 2: Photoshoot for New Ideas Lab hero images

Key Downloads

Please read the Guidelines and Frequently Asked Questions document linked below before you complete your New Ideas Lab submission.

If you have read our guidelines and FAQ's and/or attended the Info Session but still have questions you can email us at artplayideaslab@melbourne.vic.gov.au or call ArtPlay on (03) 9658 7880, Wednesday to Friday 10am – 4pm.

Key downloads:

- New Ideas Lab Guidelines and Frequently Asked Questions ([PDFs 198 KB](#)) and [Word \(39 KB\)](#)
- [ArtPlay New Ideas Lab Budget template \(Excel 83 KB\)](#)
- [ArtPlay equipment list \(PDF 137 KB\)](#) and [Word \(29 KB\)](#)
- ArtPlay floorplans:
 - [ArtPlay Multi-purpose space floorplan \(PDF 85 KB\)](#)
 - [ArtPlay Mezzanine floorplan \(PDF 38 KB\)](#)

Thank you for joining us!

*We look forward to receiving your New Ideas Lab
Expression of Interest.*

