

# Regional Arts Fund

## Community Grant

### Case study:

## Art Is ... Festival - Festoon



*Festoon Balcony. Photographer Mary French*

### Project Summary

Established artists worked together with community participants to achieve two spectacular installations during the 2018 Art is...Festival. The project re-imagined Horsham Town Hall's interior and the foyer of the Performing Arts Centre in captivating and unexpected ways. Created through a series of workshops, the installations showcased the different corners of the Horsham community, enriching both the participants and the general community.

### Public Outcome

Two areas within the Horsham Performing Arts Centre, were transformed into gallery and performance spaces during and immediately after the Horsham Art is...Festival. The Town Hall featured two installations responding to the past and present use of the dance floor as a venue for grand balls. These works were inspired by the use of traditional floral decorative elements with a contemporary twist. Vast arrangements of 'local flowers' created largely from recycled plastic bottles, adorned the stage and balcony. More flowers created a four metre high exploding bouquet in the Arts Centre foyer. Two shadow projections of young local dancers in the foyer, created a sense of movement and complemented the dance and movement theme of the festival.

Six local artists were each given a skirt and bodice template from which they fashioned a piece of inventive wearable art. The gowns were worn by a team of dancers who moved through the foyer and Town Hall spaces in a choreographed series of movements during key moments in the festival.



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<b>Project Start Date</b>	29/01/2018
<b>Project End Date</b>	31/07/2018
<b>Project Location</b>	Horsham, with additional workshops in Dimboola, Laharum and Edenhope.
<b>Federal Electorate</b>	Mallee
<b>No. Audience</b>	3500
<b>No. Participants</b>	250
<b>Project Beneficiary</b>	General community
<b>Main Art Form</b>	Cross Art Form
<b>No. Artists Paid</b>	5
<b>No. Artists Unpaid</b>	6
<b>No. Arts Worker Paid</b>	0
<b>No. Arts Worker Unpaid</b>	3

### Participant Benefits

The Art Is ... festival reported that through the series of workshops they were able to engage artists who have been involved in the festival previously, but hadn't participated in projects for a long time. Festival artists worked with diverse groups including migrant women, primary and secondary school students, clients of aged care facilities, local artists, disability groups, and local dance students in the making of the flowers. They reported that many people relished the drama and spirit of group accomplishment required to complete all the pieces in time.

### Community Benefits

One of the project aims was to use the Performing Arts Centre, especially the foyer space, in new ways, thereby increasing cultural participation. The Performing Arts Centre Staff were very pleased with the project outcome. The interest in the installations was vastly in excess of expectations, meaning most remained in place a month longer than intended. Centre staff report an estimated 1000 people visited the Performing Arts Centre expressly to see the Festoon installations.

The use of recycled materials and the focus on local plants helped to bring about an awareness of the local natural environment. Highlighting both its amazing wealth, and some of the problems faced in maintaining diversity, benefit was best garnered during visits to schools, where this element of the project was specifically taught.



*Festoon Flower Detail.*

*Photographer Mary French*