



**BreastScreen  
Victoria**

## **Artwork for New BreastScreen Clinic in Heidelberg**

### **SEEKING EXPRESSIONS OF INTEREST FROM ARTISTS AND CREATIVES**

#### **BreastScreen Victoria**

As a population screening program BreastScreen Victoria (BSV) reduces the impact of breast cancer and saves lives through early detection. Working as one team with our network of services and dedicated staff we draw on client feedback to provide high quality and inclusive care. Breast screening is known to be most effective by reducing breast cancer deaths and the impact of treatment among women in the 50-74 age group. BSV provides approximately 280,000 free breast screens per year.

BSV are committed to achieving equitable participation for Aboriginal and/or Torres Strait Islander women and increasing cultural safety in the BreastScreen clinic environment.

#### **The Artwork**

BSV is seeking to commission an Aboriginal and/or Torres Strait Islander artist living in Victoria to create an artwork to be featured on the wall in one of our (mammogram) x-ray rooms at the new Heidelberg clinic. One artist will be chosen to develop an artwork for BSV. Submissions will be reviewed, and artist will be selected by BSV Aboriginal consumers and representatives from VACCHO and BSV. BSV encourage new/emerging artists to apply.

We are seeking to purchase the original artwork and have exclusive rights to use the work on publications, social media and other collateral as required.

#### **Colour Palette for Clinic**



#### **Key Objectives**

The artwork is intended to represent a story of health and wellbeing that includes breast health and breast screening. Submissions to include a brief description about what the artist's work would represent and how they would approach it.

\* There are many terms to describe Aboriginal and/or Torres Strait Islander peoples living in Victoria. This includes First Nations People, Sovereign Nations, Indigenous Australians, Traditional Owners etc. In this document, to be inclusive and respectful, we have chosen to use the term Aboriginal and/or Torres Strait Islander.



## BreastScreen Victoria

### Artwork Format

The artwork will be printed on wallpaper or onto a large print to cover one wall in the (mammogram) x-rayroom.

Dimensions approximately: 3.35m (height) x 4.59m (width)

The artwork should be provided as a hard copy on canvas and/or in a high resolution (minimum 20MB), digital format (such as an .AI, .SVG or .EPS file).

### Fee

The selected artist will receive a total fee of \$5,000 for their artwork.

### Key dates

Schedule	Dates	Payment
Design brief circulated	9 <sup>th</sup> September	<b>Nil</b>
Application OPEN	20 <sup>th</sup> September	<b>Nil</b>
<b>Applications CLOSE</b>	5 <sup>th</sup> October	<b>Nil</b>
Panel review and artist selection	6 <sup>th</sup> October	<b>Nil</b>
Artist briefing	7 <sup>th</sup> October	<b>Nil</b>
Contract	7 <sup>th</sup> – 12 <sup>th</sup> October	<b>Nil</b>
<b>Finished Artwork due</b>	24 <sup>th</sup> October	\$5,000 (payable within 14 days)

### How to apply

Please send applications to [jelsworth@breastscreen.org.au](mailto:jelsworth@breastscreen.org.au) by 5<sup>th</sup> **October 2022**. In your application, please include the following:

- Name
- Contact
- CV and/or portfolio
- A key creative idea you feel is the most important driver of the project
- Statement confirming that you are able to meet the deliverable deadlines as outlined above

If you have any questions, please contact Jess on [jelsworth@breastscreen.org.au](mailto:jelsworth@breastscreen.org.au), or 03 9660 6835

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