

**THE LUME**

# Digital Arts Program Creative Brief

[thelume.com](http://thelume.com)



# Mission Statement

Grande Experiences calls for submissions to our Digital Arts Program.

This program aims to foster and celebrate the talent of established and emerging digital media artists by providing a highly-visible, powerful showcase on the world stage at several large-scale digital art galleries known as THE LUMEs, currently established in Melbourne and Indianapolis with more to come.

We are inviting artists (and collectives) to pitch for a 3-minute slot as part of our tableau. Each successful piece will be awarded financially and given a truly special opportunity to showcase original digital art.



*Colourful Dream by 77 Productions at THE LUME Melbourne.*

*THE LUME is a permanent, large-scale immersive gallery weaving powerful imagery from 150 state-of-the-art projectors onto a tapestry of surfaces*



# Featurette Brief

THE LUME will feature a main show (known as the Feature), and these digital art pieces will be displayed during the same loop, as accompanying featurettes. While we wish to keep the creative brief deliberately broad, you may take the following subject matters as your starting point and inspiration:

- Impressionism
- Surrealism
- Urban Art/Street Art and culture
- Australian Indigenous/First Nations People's Art and culture

Or broader themes of

- Dreams
- Spatial distortion
- Colour

When creating this contemporary content, we ask that you consider that these featurettes will be experienced in the same tableau as various artistic content, and are not intended as a continuation of the main feature, but rather as stand-alone pieces. It is also critical to consider these pieces as large scale immersive environments, and not as single screen projects/installations.

Remember, Art is an expression that excites dialogue.

Your submission should clearly demonstrate both written and in the supporting visual material, your response to the above themes, and how you envisage visitors' emotional response to your piece.

Each artist will have a time slot of up to 3 minutes.

# Featurette Brief

Grande Experiences will supply selected artists with an AfterEffects template, user guide and ongoing instructions and support from our inhouse design team. Artists will be required to supply ongoing preview renders and final version renders as specified by Grande's creative team.

The audio system is multi-channel spatial audio, and we will also provide instructions on creating content for this space. We recommend paying particular attention to the choice of audio and use it to engage and enhance the user experience.

You must have the legal rights to any assets used within your piece.

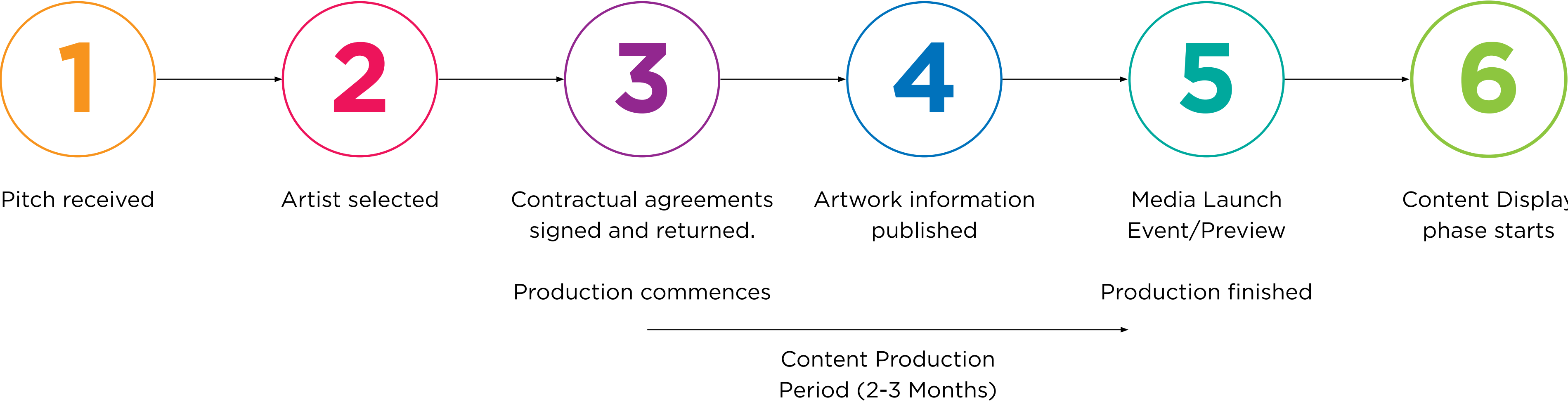
# Featurette Pitch

Upload a pitch deck containing the following:

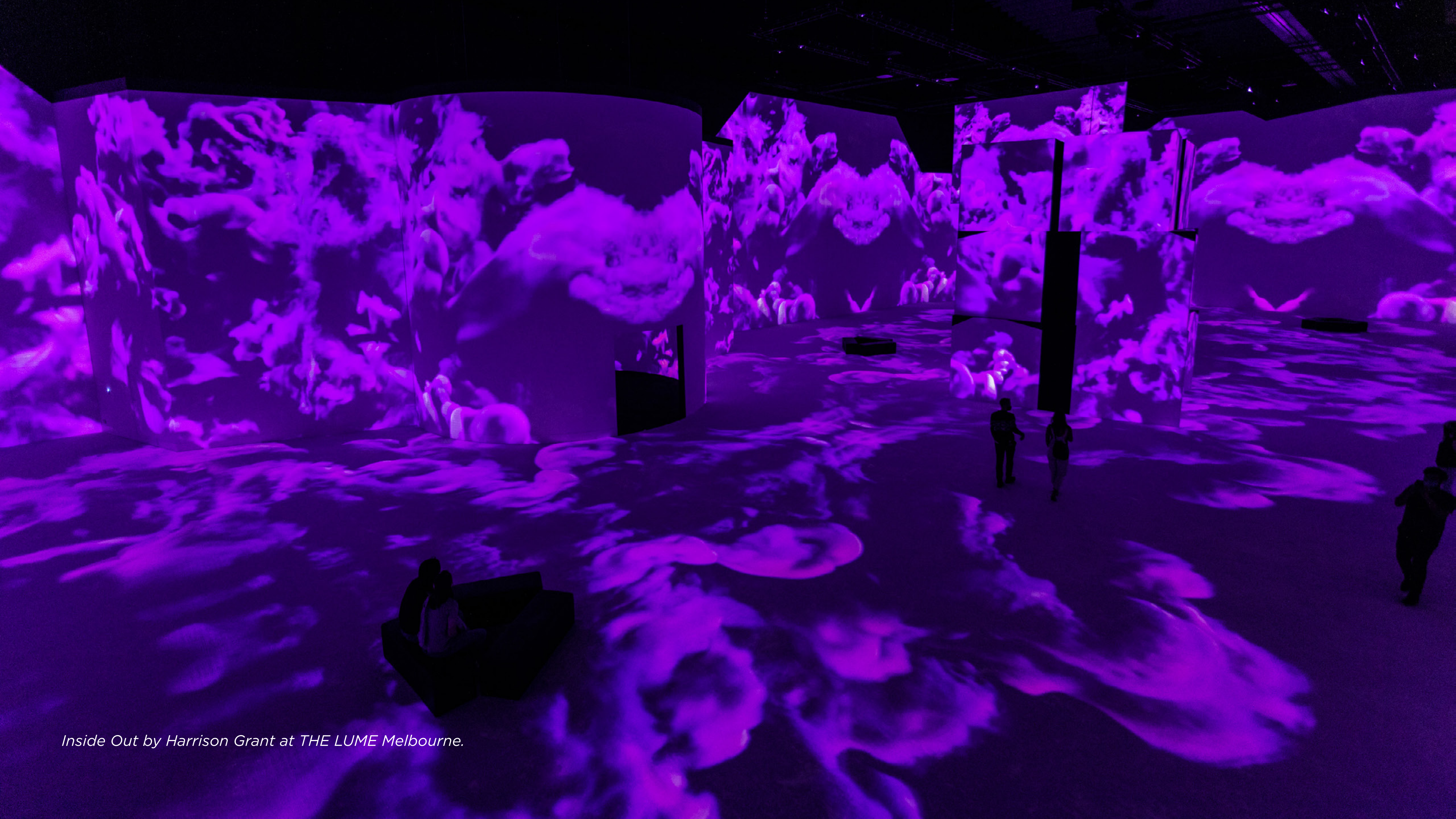
- Title of Piece
- Main Theme/Story or Elevator Pitch
- Creative Direction
- Audio Direction
- Animation Timeline
- Production Approach
- Key Creatives (short bios of creatives involved)

Your pitch should contain reference images and artwork, along with links to video references.

# Milestones







*Inside Out by Harrison Grant at THE LUME Melbourne.*



THE LUME

 GRANDE  
EXPERIENCES