

Lively Lalor Laneways

Gobo projection artist

Expression of Interest info pack

EOIs close 11.59pm on Sunday 30 August 2026



**City of
Whittlesea**

Whittlesea
2040
A place for all

BUSINESS VICTORIA



Artwork © Mandy Nicholson, 2017

Acknowledgement

We recognise the rich Aboriginal heritage of this country and acknowledge the Wurundjeri Willum Clan and Taungurung People as the Traditional Owners of lands within the City of Whittlesea.

Lively Lalor Laneways

Gobo projection artist Expression of Interest

1. The project

a) Background

The City of Whittlesea is seeking Expressions of Interest (EOI) from local artists to develop original artwork for a series of gobo light projections as part of the Lively Lalor Laneways creative placemaking project.

Supported by the Victorian Government through Business Victoria, this project aims to celebrate the evolving cultural diversity of traders in the local business precinct, including the people, stories and businesses that make Lalor a vibrant and diverse destination, through public art, lighting, events, music, marketing and community activation.

The gobo projections will form part of a broader suite of public art and activation initiatives that add to the atmosphere and look of the precinct, creating welcoming and visually engaging experiences throughout the laneway network.

Together with murals, light-based artworks, live music, community activities, and streetscape improvements, the projections will contribute to a vibrant precinct that celebrates Lalor's multicultural identity and encourages visitation to the area.

For this project, selected artwork will be adapted into custom gobo projections that use light to display original designs across laneway and pedestrian spaces after dark.

b) Objectives

The project seeks to:

- Celebrate the multicultural character, stories, businesses, and communities of Lalor
- Enhance the visual character and atmosphere of the laneway precinct
- Create a stronger sense of place and community pride
- Encourage visitation and exploration of the shopping precinct
- Showcase local artists and local stories through innovative public art
- Contribute to a broader program of creative activation across the precinct.

2. Vision and themes

Lively Lalor Laneways aims to celebrate the businesses, people, cultures, histories, and everyday experiences that shape Lalor.

Artists are encouraged to respond to themes including:

- Multicultural identity and cultural exchange
- Multicultural businesses
- Migration and settlement stories
- Community connection and belonging
- Local character and neighbourhood pride
- Everyday life within the Lalor Shopping Centre precinct
- Shared experiences that bring communities together
- Past, present and future stories of Lalor.

As the artwork will be translated into projected light patterns, artists are encouraged to consider bold, visually engaging imagery, patterns, symbols, and motifs that can be effectively interpreted through light and shadow.

Artists do not need to submit a final design at the EOI stage. The City of Whittlesea is seeking examples of previous work and an understanding of how artists may approach the project themes.

3. The site – Appendix 1

The gobo projections will be installed at key locations throughout Rowy Lane and the surrounding Lalor Shopping Centre precinct.

The projections will illuminate laneway surfaces and pedestrian spaces, contributing to the area's identity and creating a distinctive night-time experience.

Selected artists will work with Council and technical specialists to adapt their artwork for production and installation.

See Appendix 1 for images of the area. Detailed site plans, locations and photographs will be provided to selected artist

4. Selection process

Eligibility

This opportunity is intended exclusively for local artists and artists with a strong demonstrated connection to Lalor or the City of Whittlesea.

Applicants must:

- Live, work or maintain an active artistic practice within the City of Whittlesea; or
- Demonstrate a strong and genuine connection to Lalor or the broader City of Whittlesea community through their personal history, cultural connections, community involvement, artistic practice, or other relevant experience.

Applications that do not meet this eligibility requirement will not be considered.

Stage one – Expression of Interest

Artists are invited to submit:

- Contact details
- Artist biography and/or artist statement
- CV (maximum three pages)
- Up to 10 examples of previous work
- A brief statement outlining their connection to Lalor or the City of Whittlesea area
- A brief written concept statement outlining the vision and intent and connection to vision and themes.

Stage two – Selection

A panel comprising Council staff and project stakeholders will assess submissions and select artists for commission.

Shortlisted artists may be invited to participate in further discussions prior to final appointment.

5. Selection criteria

Submissions will be assessed against the following criteria:

Artistic merit

- Quality of previous work
- Strength of artistic practice

Capacity and demonstrated experience

- Ability to manage and deliver the project

Relevance to project vision and themes

- Ability to respond meaningfully to multicultural identity, local stories and sense of place
 - Demonstrated understanding of the project's objectives and aspirations
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6. Budget

A commissioning fee of up to \$2,000 (ex GST) is available per artwork.

The budget is inclusive of:

- Artist fees
- Concept development
- Artwork preparation
- Meetings and consultation
- Submission of final artwork.

Technical production, fabrication and installation of the gobos will be managed separately by the City of Whittlesea.

7. Timeline

Milestone	Date
EOI opens	27 July 2026
EOI closes	11.59pm 30 August 2026
Artist evaluation and selection	31 August – 9 September 2026
Design development	14 September – 8 November 2026
Gob manufacture and installation	December 2026 – January 2027
Lively Lalor Laneways celebration event	TBC February 2027

The completed projections will form part of a broader precinct activation program including murals, light installations, live music, community activities, marketing initiatives, and public events.

8. Further information

For more information about this Expression of Interest, please contact:

Jonathan Crowther

Cultural Collections Curator jonathan.crowther@whittlesea.vic.gov.au

The City of Whittlesea encourages applications from emerging and established artists who have a genuine connection to Lalor or the City of Whittlesea area and whose practice can contribute meaningfully to celebrating the multicultural identity of the precinct.

APPENDIX 1

The site – includes images of the areas where the artwork will be located and a mock-up of the intention and installation of the work.

