



MELBOURNE

★ *Art Truck* ★

My name is Felicity and I am a Melbourne-based curator and project manager. I also like things from trucks. Like many Melbournians I have been swept up in the 'I like to purchase my food from a truck' phase. I eat tacos from the Taco Truck, Raph burgers from Beatbox Kitchen and I am keen to try some gumbo at the Gumbo Kitchen.

The Art Truck project came about one day after I travelled across the city in order to sate my craving for a taco from the Taco Truck and eat it in my car (it was raining). It got me thinking – if I can get taco from a truck sitting on the side of Lygon St on a random Tuesday afternoon, why can't I get an art fix in a similar manner?

The idea is to fit out an old truck or van in order to curate a movable art gallery that captures Melbourne's current obsession with things out of a truck and pop-up ventures. Melbourne has had art on ads in trains and even art in the subway at Flinders Street, but I am yet to find art that comes and hangs out with me.

My vision is for an Art Truck, a truck that brings the art to the people. The Art Truck will go where the people go: festivals, community events, markets; if there is a group of people, the Art Truck will go there; showcasing the most interesting contemporary art being made by young Melbourne artists.

The foundations are there already – Melbourne already has roads for the truck to drive on, carparks for it to sit and the food trucks have paved the way with local councils and festivals. In fact, the Art Truck will start by approaching community events and festivals that already have permission for truck/vans to participate (such as in Northern local councils areas).

This project is Awesome because it is unique and will give Melbourne a new way to appreciate art. It will target emerging artists and provide them and their audience a novel experience. It is a very basic way of bringing art to the people, pulling it out of the 'white cube' and into the community.

I have contacts from my Masters course who will help me achieve this Awesome project and I have arts project management experience. All I am missing is the money to get my truck on the road. This is where you Awesome people come in. If I am the lucky recipient of the Awesome Foundation's MEGA grant, I will use the money to make the Art Truck a reality.

The Art Truck will be a completely not-for-profit curatorial project, set up to cover running costs such petrol for the truck, boring things like VicRoads registration, festival fees, insurance, mechanical stuff and of course the basic curatorial set up inside the truck. These funds will be raised through donation and also a small fee from the exhibiting artists. Sponsorship for up-keep will be a long-term goal.

Much like a small hire gallery spaces the artists will help me set up their exhibition and assist in invigilation. Like the Taco Truck/Beatbox phenomenon, I plan to use social media to promote the project and have a launch party promoted through Broadsheet/Three Thousand type media.

I will approach my current art networks to find appropriate artists and split the curatorial costs 50/50 with the artists. Artists will be able to sell their art with a small cut going to petrol and Art Truck on-going costs. I will use my networks to attract volunteers to assist manning the truck when it is open for business.

**For more information and links to Facebook and Twitter, visit
www.melbourneartruck.com**