

Projects by Crema supports and presents the creative works of Australian artists through both project and brand based initiatives. We're proud of our long-standing involvement with the arts industry and actively seek opportunities to expose local artists with impact. Our art program supports Melbourne's vision to integrate urban art into the public realm to create a legacy for the city and enhance its renowned creative arts community.

Through our program, we commission new artworks and engage both emerging and recognised Australian artists. Urban artworks may include but are not limited to street installations, painted murals, sculptures and temporary or permanent static and digital displays. This document outlines the guiding principles of our art program including our communication strategy for promoting artists involved to generate awareness and exposure. Specific communication parameters will be assessed on a case-by-case basis and agreed upon at project commencement.

We look forward to fostering ongoing relationships with Australian artists to deliver meaningful public art contributions. We welcome applications from artists.

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**Program Terms:**

1. As part of our commitment to expose local talent with impact, our program supports Australian artists specifically.
2. 12-month collaboration period.
3. Projects by Crema will commission an original artwork and additional licensing for static or digital displays.
4. The artwork may or may not be involved in a specific project however, instead displayed at alternative locations for a range of purposes including at Projects by Crema events.
5. The licensed artwork will be displayed via a static or digital display at Projects by Crema HQ during the 12-month period.
6. Projects by Crema will profile, interview and promote the selected artist throughout the collaboration period via owned communication channels including Instagram, LinkedIn and [projectsbycrema.com](https://projectsbycrema.com).
7. We actively look for opportunities to promote the artists we partner with across our owned social media channels. A proposed communication strategy is outlined below however, is subject to change in line with individual artist preferences.

**Communication Strategy:**

1 x artist profile shared on social media and [projectsbycrema.com](https://projectsbycrema.com).

1 x artist feature in Projects by Crema email communications.

2 – 4 x feed posts on social media promoting the collaboration and showcasing the artwork.

2 – 4 x stories on social media showcasing the artwork.

Artwork displayed at 1 x Projects by Crema event.

The artist will be credited and tagged in all communications.

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