

FACE VALUE COMMUNITY ADVERTISING CAMPAIGN

Organisations Involved & Contact Details

Organisation: Garage Graphix Inc. (Sydney) (now defunct)

Aims & Target Group

Aims

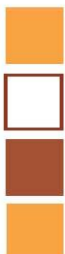
This project, now completed, aimed to:

- Combat intolerance, bigotry and racism through large-scale community arts projects
- Change attitudes through reaching the mainstream community in innovative ways

Project Description & Components

The project employed two artists in residence to work with a diverse range of community groups, especially the youth sector, to brainstorm solutions to racism and present them visually and musically to the wider public through:

- The display of positive harmony messages at various public venues
- Adapting the successful features of mass commercial advertising techniques (such as billboards) to stimulate debate about respect for cultural and religious difference
- Created:
 - 6 posters, including a 13 metre poster, with an anti-racist message, displayed for several months on the Sydney M4 Motorway in the vicinity of the Homebush Olympic project
 - 2 cinema advertisements of multicultural messages for public screening
 - a billboard
 - a 15-minute soundscape
 - two 15-second soundtracks





Process

- Made contact with community groups via presentations, meetings, letters and follow-up calls, to attract involvement in workshops from numerous and diverse groups in the Blacktown LGA, eg:
 - Mundarra Youth Refuge
 - Nirimba TAFE Contemporary Music Centre
 - HELP youth group, Blacktown Youth Services
 - Blacktown Cultural Network (writers, musicians and visual artists)
 - Mount Druitt Ethnic Communities Agency
 - Yurringka Aboriginal Youth Education program/Ja-biah Aboriginal centre
 - Blacktown TAFE Outreach Basic Education Youht Course
 - Arabic Women's Group Doonside Community Health Centre
 - Holy Cross Family Education Centre
 - Greek, Multicultural and Croatian Groups Copperfield Respite Centre, Mount Druitt
 - Multicultural Group - Crestwood Respite Centre, Blacktown Health Centre
- Used a professional and highly experienced team of community art-workers to hold Sound, Text and Image workshops over a period of three months with a great diversity of organisations, mainstream, multicultural and Indigenous to design and create the public messages
- Displayed community harmony messages and murals created by communities themselves on a billboard and at various public venues
- As approval was not available to show the Harmony slides "with powerful imagery and arresting soundtrack" at railway stations as originally planned, arranged to screen them in Hoyts cinemas as advertisements for twelve months, hopefully with even greater impact for a captive audience

Outcomes

- Able to successfully turn around negative cross-cultural stereotypes brought to the workshops by some participants
- Achieved a notable community voice via the billboard and cinema advertisements, and showed the power of community participation
- Skilled and trained people of all ages and many cultural backgrounds in creating meaningful (harmony) visual and "sound-scape" messages
- Captured participants' imagination once they began recognising the project's far-reaching implications, and empowered them to create and control community based and focussed advertising material

Challenges & Obstacles

- Met unexpected reluctance from local outlets of major well-known companies to lend support
- Encountered low interest from large local shopping malls in displaying posters





Funding

Living in Harmony Community Grants 1999 New South Wales \$49,000 Awarded

Images

