

2025



“Life, love and Music”

29th March – 5th April, 2025

Information

Under License from
International Mural Fest, Sheffield, Tasmania



Rochester Mural Festival Committee is a sub-committee of Committee 4 Rochester.

Information for Artists

Entries must be posted so that they are received by Saturday 23rd November 2024 and can be submitted by post on USB or electronically.

An application must comprise:

An official entry form correctly completed and signed by each artist or artist team member.

A brief Curriculum Vitae (CV) for each artist for promotional purposes.

A Miniature (Mini Mural) based on the theme “Life, love and Music” painted in landscape format, on board. The board must be exactly 420mm high and 960mm wide.

Send an unmounted high quality colour photograph of your miniature printed on photographic quality A4 paper or send a digital image in jpg format. Please photograph in full frame at the highest possible resolution. Only the Rochester Mural Miniature is to appear on the photograph. Please send crisp sharp images with true colour.

An artist’s statement. An artist statement of between 25 and 40 words describing your depiction of the Rochester Mural theme.

A photo of the artist/s. Hard copy or digital acceptable.

Signed copy of completed “Code of Conduct”

Lodgement of Mural Reserves (state clearly):

Mini Mural Reserve: \$ **Large Mural Reserve:** \$

DO NOT DELIVER YOUR MINI-MURAL WITH YOUR APPLICATION – YOU WILL ONLY NEED TO BRING THIS WITH YOU IF YOU ARE CHOSEN AS A FINALIST.

An entry fee of AU\$40 (non refundable)

Cheques should be made payable to:

Rochester Mural Festival, EFT is OK, see entry form for details.

Applications should be sent to:

Val Gledhill
Rochester Mural Festival
33 High Street,
Rochester, Victoria. 3561
AUSTRALIA or emailed to wjdp@bigpond.net.au

FURTHER INFORMATION:

Judy Anderson – ph 0408 505 373

Wayne Park – ph 0456 728 665

Val Gledhill – ph 0427 596 208

Email: wjdp@bigpond.net.au

Web : www.rochestermuralfest.com.au

2025 Theme: "Life, Love and Music"

SELECTION PROCESS

Entry into the Mural Festival will be through pre-selection from submitted images (see Entry Requirements). Eight finalists will be chosen by the Mural Festival Committee. Their decision will be based on the following criteria:

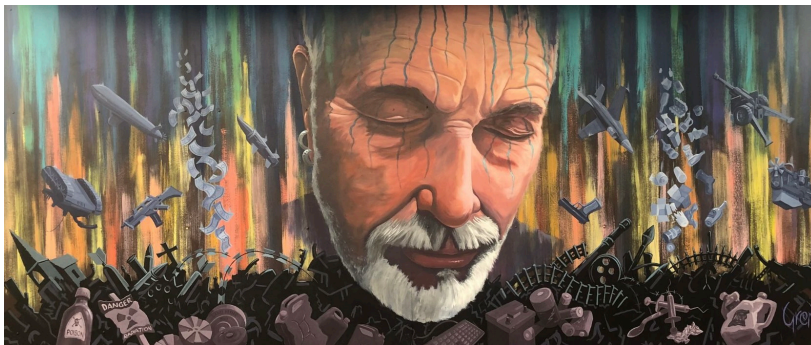
- Interpretation of the Mural Festival theme
- Technical expertise (Technique)
- Composition
- Originality
- Colour

THE PAINT-OFF

On Sunday March 30th at 8am the Mural Festival Event Team will give a briefing of what to expect and what is required during Mural Festival week. At the conclusion of the briefing, Artists are able to commence their painting.

Artists have until 6pm Friday 4th April 2025 to complete their painting. Independent and qualified judges will then view their work on the Saturday, make their decision, and the winner will be announced at 11am on Saturday, 5th of April.

(Note: You are required to attend the official "Meet The Artists Dinner" on Saturday March 29, 2025 at 6:30pm. Please bring your Mini Mural to this function and prepare a brief talk for the official unveiling.)



2024 Winner

Gren Freeman – "Impossible Dream"

OUR MURAL FESTIVAL AIMS TO:

Provide an opportunity for emerging and established artists to demonstrate their talents in a public forum, assisting in their artistic growth and development and to promote Rochester.

Provide an iconic festival which brings thousands of visitors to the Campaspe Region to provide short term business opportunities and long term economic benefits.

Develop the Mural Festival into an annual and prestigious event.

Encourage youth to take a greater interest in the arts as a way of self-expression and personal development.

AWARDS

1st PRIZE - AU \$5,000 acquisitive.

A judging panel will decide the winning Rochester Mural. Their decision is final and no correspondence will be entered into. The membership of the judging panel is confidential until the final day.

JUDGES' HIGHLY COMMENDED AWARD – AU \$1,000.00

PEOPLE'S CHOICE AWARD – AU \$500.00

Most votes during Mural Festival Week

ALL FINALISTS – AU \$1000.00 (one per mural).

The award presentation will be on Saturday 5th April, 2025. Note that artists will be awarded no more than one prize.

TERMS AND CONDITIONS:

- Those selected as finalists will be notified by Friday 30th November 2024.
- Finalists will have until Friday 6th December 2024 to accept their invitation to participate in what will hereafter be termed the "Paint-off"
- Finalists will be required to publicly paint a 2.1m high by 4.8m wide (Landscape format) mural on a board prepared by the Mural Festival Event Team. This will be done using the paint provided. (Resene)
- The paint can be rolled, sprayed or painted with a brush. A range of paint colours will be supplied. The use of any other method / mediums are to be lodged with the entry form, and approved by the committee at the formal invitation to the finalists.
- Steps, water buckets and containers for mixing paints will be supplied by the Mural Festival Event Team. Finalists will need to bring their own brushes with them.
- A joint Mural painting is permitted (two artists maximum), however, the contribution of the parties to a Mural will be deemed equal and shared.
- Only those artists so named on the entry form will be permitted to paint on the boards.
- Minor changes from the submitted miniature to the final Mural are allowed HOWEVER a reasonable resemblance to the submitted miniature must be achieved.
- The scaling up from miniature to Mural is at the discretion of the artist and the method used will not form part of the judging criteria.
- The finalists must bring their miniature to the Paint-off each day.
- All finalists will be required to be in Rochester from Saturday 29th March, 2025 until Saturday 5th April 2025 and attend both the Official Unveiling Dinner on Saturday 29th March at 6:30 pm and the Artists' Briefing at 8am on Sunday 30th March.
- Finalists will be required to remain in Rochester Mural Park for a reasonable portion of each day (even if the Rochester Mural has been completed) to talk to the public, photo shoots and for any media requirements, as arranged by the Mural Festival Event Team.
- Images of the finalists' miniatures and CVs may be used in the promotion of the Rochester Mural Festival program.
- The Mural Festival Event Team reserves the right to reproduce images, including digital images of any or all of the entries for sales promotion or archival purposes, free of charge.
- Photographic, video and audio recordings may be made during the Festival week for the purpose of media promotion. This includes print and social media.
- Accommodation will be provided free of charge at designated venues for finalist artists who do not live within the Campaspe Shire from Saturday 29th March check-in until Saturday 5th check-out. If artists wish to stay at alternative venues they do so entirely at their own expense. Partners and families of those who accompany finalists to Rochester are required to make their own accommodation arrangements. If two Artists as a team are selected and one lives in the Campaspe Shire, then the other Artist will not be provided with free accommodation.
- All Miniatures must be offered for sale and be retained for display during the Rochester Mural Festival week. All dealings in relation to sales must be through the Rochester Mural Festival Committee. A 20% commission will be retained by the Rochester Mural Festival.
- The completed Murals will remain on display in the Rochester Mural Park for twelve months. The committee/artists may sell their Murals during this time on the condition that they remain on display for the duration of 12 months. If a Mural is sold, a commission of 20% of the sale price will be retained by the Rochester Mural Festival Committee. All sales are to be transacted through the Festival Committee. *A reserve price for mini-murals is suggested to be between \$300 and \$2000. For the large mural a price up to \$3000 is suggested.*
- Murals unsold by the 30th March, 2026 will become the property of the Rochester Mural Festival Committee.
- Rochester Mural Festival Committee will endeavour to safeguard murals during and after the Paint-off but will not be responsible for any damage to entries at any time from any cause.
- A code of conduct applies to all participants in the Rochester Mural Festival.
- There will only be one winner. This is an acquisitive award.
- Submission of an entry into this competition automatically constitutes the artist's acceptance of all terms and conditions.