

Open House Latrobe – Artist Brief

Festival Identity Commission

About Open House Latrobe

Open House Latrobe is a community design festival that celebrates the role of good design across the region. Through a program of events (talks, tours, movies and exhibitions), the festival highlights how design shapes places, supports communities and responds to the challenges and opportunities of the future.

The festival will showcase the very best of Latrobe's innovation and creativity.

Artist Invitation

The visual identity of Open House Latrobe plays a critical role in how the festival is recognised, experienced and remembered.

The brand will:

- Communicate the festival's purpose clearly and confidently
- Reflect the distinct character of the Latrobe region
- Be flexible and enduring, supporting use over multiple years
- Translate effectively across print, digital and environmental formats

Artists are invited to develop a creative concept or artwork that will form the foundation of this identity, to be further developed in collaboration with a graphic designer.

Creative Direction

Your concept should respond to the idea of "good design" in Latrobe, reflecting both current identity and future potential.

Key themes include:

- Innovation
- Design and energy transition
- Designing on Country
- Design and agriculture

The selection panel will look for concepts that will be:

- Be adaptable into a broader visual identity system
- Translate across multiple formats and scales
- Maintain clarity and impact across applications

Artists may work in any medium, however final concept submissions must be provided in the required digital file formats (jpeg, png, eps).

Process

Stage 1: Expression of Interest (24 April – 21 May)

Artists are invited to submit an expression of interest with the following:

- Sample portfolio of your work (up to 5 images)
- Short written response to the brief
- Initial concept approach (up to 3 images)
 - Moodboard / Sketches / Visualisation / Draft

Stage 2: Shortlisting

- 3 artists will be selected to further develop their concepts
- Selected artists will receive a \$500–\$1,000 fee (based on experience, aligned with NAVA rates)
- A consultation/workshop meeting with Studio Payne to align on delivery of work, design functionality and approach.

Stage 3: Finalisation

- One concept will be selected for final development and rollout
- Licensing fees will be negotiated and paid upon confirmation of the selected design

Working with Studio Payne

Studio Payne is an award-winning design agency based in Melbourne, Australia. they specialise in branding, creative and graphic design, and have worked with some of the world's most iconic brands. They understand what it means to inspire through emotive, beautiful and refined creative thinking.

During the workshop sessions they will:

- Share how artists can translate their concept into a functional identity
- Answer any technical design questions
- Give insight as to how they develop brand system for implementation

Together with Open House Melbourne, they will support artists through the process to ensure the final outcome is both creatively strong and practically effective

Eligibility

- Applicants must be residents of the Latrobe region
- Open to artists at all career stages
- Team submissions are permitted; however, a single artist fee will apply per submission

Copyright & Licensing

- Copyright remains with the artist in accordance with the Copyright Act
- Open House Melbourne will secure the rights required to reproduce and apply the work across festival materials

Assessment Criteria

1. Creative Response to Brief (30%)

- Strength of idea and originality
- Alignment with Open House Latrobe vision and themes
- Ability to communicate “good design” in a regional context

2. Suitability for Brand Identity (25%)

- Adaptability across formats (print, digital, environmental)
- Scalability for multi-year use
- Clarity, legibility and visual impact

3. Connection to Place (15%)

- Demonstrated understanding of Latrobe region
- Reflection of local identity, community, and landscape

4. Collaboration Potential (15%)

- Clarity of concept translation into a design system
- Professional approach to feedback and iteration
- Openness to working with a creative director / graphic designer

5. Artistic Merit & Experience (15%)

- Quality of past work
- Relevance of practice to the brief
- Capacity to deliver within timeframe

Submission Details

- Submit via the Open House Melbourne online link
- Ensure all materials meet specified file requirements

For questions or support: info@ohm.org.au