

The Chin Chin **Wall of Art (CCWoA)** welcomes proposals from emerging and established artists, curators and applications for solo or group exhibitions. Our 'catch phrase', is '**controversial but not offensive**' with a view to program a diverse and dynamic calendar of video works. We seek to balance emerging and experienced artists, while presenting a board and challenging range of video art and critical approaches. The CCWoA does not exhibit work by current undergraduate students. We will accept proposals from undergraduate students for exhibitions that will commence after their studies are complete.

Projection exhibitions change monthly. To be considered, video work is to be a minimum length of 10 – 15 minutes. This can be made up from either a continual piece of work, or a series of shorter works. The CCWoA does not include a sound component.

Please email Managing Curator, Kat Clarke, kat.clarke@thelucasgroup.com.au with exhibition proposals and enquiries regarding the CCWoA. In your email proposal please include:

- describe the concept of your exhibition, as well as a brief background of your practice
- contact details
- video work excerpts/links or vimeo link
- preferred exhibition dates
- website or socials

CCWoA PROJECTION CONTENT: The following is a guide to achieve the best image quality on the Chin Chin projection wall.

Content Resolution: The native resolution of the SANYO XF47 projector is 1024 x 768 (4:3) so content is ideally supplied at this ratio.

Codec's: The ideal codec for our playback system is H264 or PhotoJpeg. QuickTime movies or Mpg4 are suitable. 20,000 kbps maximum bit rate.

External Factors: There are many external factors to take into consideration before developing or outputting your content for projections. These factors affect image brightness and clarity. These include:

- Ambient light from streetlights and adjacent car park
- The colour of the surface being dark and grey
- Rain will darken the surface further

Content Tip's and Design Considerations: Your content may look fantastic on your computer screen or television but you have to consider how it translates through the projector, as there are many variables.

Things to avoid are:

- Sepia Tone and old/vintage footage
- Content with no contrast between subject and background
- Grainy or aged effects
- Footage with fine typography
- Have no effects such as grain and retro looks unless the footage has been optimised to suit a projection output

The following are solutions for optimum results:

- Increased brightness and contrast
- High brightness in skin tones
- Large well defined text. White text on a black background really pops
- Lots of bright colours - Reds, Yellow, Orange, Electric Blue
- White is your friend - remember black doesn't project anything