

geelong design week

2021 EVENT REPORT



geelong
design
week



GEELONG DESIGN WEEK 2021

Over 10 incredible days from 18–28 March 2021, audiences talked, listened, created, moved, explored and opened their minds to more than 60 events.

The Geelong community embraced the 2021 program and its 'Unpredictable' theme, which reflected on 2020's challenges and surprises, as well as the future's unknown possibilities.

The program provided us with a unique opportunity to share clever ideas, explore design thinking and stimulate creativity in unexpected ways.

The 2021 program was made possible by the collaborations, partnerships and

creative minds of 54 artists, designers, makers, community groups, businesses and organisations who hosted events.

Geelong Design Week 2021 events attracted over 6,000 people. We celebrate these connections, and we are very grateful to our hosts and audiences.

Geelong Design Week is a celebration of Geelong's global recognition as a UNESCO Creative City of Design.

The City of Greater Geelong looks forward to showcasing local design and creativity again at Geelong Design Week 2022.



2021 SUMMARY

6,131 people attended Geelong Design Week 2021



Photo: Humans in Geelong,
Be inspired by Humans in Geelong

176%
increase
on 2020

(2,217 tickets sold prior to
cancellation of 2020 event)

69
events
51 in person / 18 online
(84 events in 2020)

54
event
hosts

26
event
venues

**New open
studios
event**

819 people viewed work by 15
participating artists over two
weekends

2021 AUDIENCES

Geelong Design Week sparked interest from both design lovers and design professionals. Approximately 50% of attendees participated in multiple Geelong Design Week 2021 events.

Several events booked out, and many hosts opted to deliver their events both in-person and online to cater for increased interest. Exhibitions and virtual events were the most popular, closely followed by tours, guest speaker presentations and workshops.



Photo: Friends of the Geelong Botanic Gardens, Adaptation to climate change: Geelong's 21st Century Garden

LET'S TAKE A CLOSER LOOK



Place of residence

72% from Geelong and surrounds

16% from Melbourne

6.5% from regional Victoria



Participation

50% of respondents attended 2–4 events

39% attended 1 event

11% attended 5 or more events



Audience type

49% aged 41–60

45% attended because it related to their profession

38% were interested in design

36% were a designer, artist or maker

36% attended because they saw an event that interested them



Events of interest

49% exhibition

31.5% virtual event

28% tour

27% talk with guest speaker

24% workshop

18.5% projections or art installation

16% panel discussion

15% Open Studios

3% competition



How did people find out about the event?

38% awareness via geelongdesignweek.com.au website

37% friend referral

26% Facebook

Photo: STUDIO 101 Architects,
TWENTY+ONE: The evolution of
STUDIO 101 Architects, opening night



DIGITAL ENGAGEMENT

Geelong Design Week's 2021 digital advertising campaign experienced significant growth across all platforms. Video was the most successful social media content.



Social media

741,206 social media impressions
(231% increase on 2020 campaign)

233,359 social media reach
(128% increase on 2020 campaign)

2,806 clicks

290 event responses on Facebook

409 Instagram posts tagged
#geelongdesignweek2021

68% combined follower increase



Website

37,077 page views
(28% increase from 2020)

9,987 web users
(48% increase from 2020)

83.6% new users

62% of website visitors from
Melbourne (increase 29% from 2020)

12% of website visitors from
Geelong (decrease 40% from 2020)



Top 5 event pages

1. Open Studios trail
2. The Journey of Extraordinary Encounters
3. An unpredictable place: Cultural placemaking for a revitalised central Geelong
4. The Geelong Map: Illustrating our city
5. Rone in Geelong



Email marketing

11 e-newsletters sent

4,591 opens

3,037 subscribers



Photo: Young minds, emerging technologies, future focus, Geelong Tech School

2021 HIGHLIGHTS



City-led experiences

The City of Greater Geelong led several events demonstrating clever design. Our Smart Cities team hosted an 'Internet of Things Kickstarter' with participants learning how sensors are used to manage assets and understand traffic patterns.

Two events looked at how the new Civic Precinct will honour Geelong's fascinating industrial history, and we explored what lies beneath the Market Square site with the 'Hidden Geelong' presentation.

The National Wool Museum's How Cities Work exhibition, workshops and competition were popular, and we lit up the night with vibrant artist projections on the iconic City Hall building.

The City's Cleantech Innovations Geelong program highlighted the advanced technologies and construction techniques used in the new age-defying bridges at Cowie's Creek.



Connection and wellbeing

COVID-19 has highlighted the importance of social connection and its strong links to our wellbeing, sense of security and belonging.

Humans in Geelong provided insights into the positive effects of storytelling and the mental health benefits of strengthening human connection, as did the City's MY STORY project, which showcased a moving collection of multimedia and creative works by people with lived experience of disability.

The restorative Feeling Nature performance enabled our bodies to connect with nature, and the Designed for Action exhibition looked at unifying global messages relating to life in a pandemic.

We investigated the importance of designing for inclusion, both online and in the workplace, to enhance connection for everybody, and Active Geelong launched their physical activity assessment tool for workplaces,



Greening our city

From immersive biophilic experiences to getting creative with waste, Geelong Design Week explored topics related to sustainability, climate change and how to live better in the urban environment. We heard from leading biophilic design experts in The Journey of Extraordinary Encounters, discussed circular economy solutions with Deakin University, and revealed exciting projects in renewable energy and community assets with Barwon Water's Renewable Organics Network.



Public art installations

By night, public spaces were transformed through illuminated animations and large-scale film projections.

Commissioned artists Matt Bonner, Alex Evans and Olaf Meyer created a dazzling program of light and sound on the façade of City Hall, and up-and-coming artist Jack Herd debuted his film about the Regent Theatre, Interregnum Over, on the former theatre's walls in Little Malop Street.

Open Studios

The 2021 program introduced an Open Studios event, held over two weekends. Fifteen Bellarine Peninsula artists participated in the Geelong Design Week 2021 Open Studios Trail, giving over 800 people an opportunity to discover local artists in their studios and creative venues. We look forward to expanding the Open Studios program to include the wider G21 region in 2022.



Photo: @mustxlove via Instagram



Makers and creators

Talented individuals opened our minds to the remarkable creativity that helps make Greater Geelong such a wonderful place to live. Geelong Design Week presented an opportunity to connect with artists and designers through fashion, technology, art, textiles, multimedia and dance. It highlighted the network of clever and creative people in Geelong who shared their passion, profession and collections for all to enjoy.



RONE

Geelong-born, internationally-renowned street artist Rone was a drawcard for Geelong Design Week. The Geelong Gallery timed this marquee event perfectly, and Rone's stunning installation exploring the concept of beauty and decay transformed the Gallery's magnificent space. Rone's headline installation was complemented with a street art tour and urban design workshop.



History and heritage

A series of Geelong Design Week events used immersive technologies to uncover and investigate our history and heritage.

From the Western Beach digital outdoor museum to a virtual demonstration of the iconic Ford ute, audiences were invited to explore how our city has been designed, our past inventions, and what may be in store for our future.

The James Harrison Momentous Achievements exhibition honoured local history and innovation.



Exhibitions

An impressive 12 exhibitions across 10 days generated strong interest from audiences.

Renowned mid-century Australian architect Robin Boyd's furniture designs took up residence at the National Wool Museum, while nearby, sustainable fashion collided with street art through the Mixed Voyage compilation by Fernanda Covarrubias and Noe Mondragon.

Photography, architecture, art and multimedia exhibitions enticed audiences to explore the CBD and beyond.

Culture and tradition

Urban expansion across traditional lands provided insight into the cultural significance of places, people and spaces.

In an immersive online experience hosted by Murri:Yul Consultants, we learned about Dooliebeal, a special place for its Wadawurrung Traditional Owners, and the impact of urban sprawl.

The community was invited to workshop ideas on the City's new Civic Precinct, acknowledging the site's rich indigenous history. Geelong Design Week took a closer look at what urban design can learn from country, exploring how 67,000 years of wisdom can help shape urban development.



CODE Souvenir

The Geelong Design Week launch coincided with the first edition of CODE Souvenir Geelong, a curated catalogue of beautiful gifts and keepsakes designed exclusively in the Geelong region.

CODE Souvenir Geelong presents work by more than 30 local artists, designers and producers. The Geelong Design Week launch included a dedicated display of CODE products at the National Wool Museum, encouraging audiences to browse and purchase at www.codesouvenirgeelong.com.au



MEDIA COVERAGE

Geelong Design Week was buoyed by editorial support from local media outlets. In 2022, a key focus area will be maximising media coverage to boost event awareness at local, state and national levels and attract visitation as a destination event.



Design Week focus on past, future

Rebecca McDonald / 17 March 2021



Bellarine Times

HOME NEWS SPORT LIVING REAL ESTATE

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City launches Geelong Design Week 2021

March 22, 2021 • BY TONY HARRIS GOSPEL



GEELONG

Street Artist RONE to overhaul Gallery as part of 2021 Geelong Design Week

The street artist who is arguably Geelong's most famous modern painter will headline the city's 2021 Design Week. This is what he has planned.

Harrison Tippet, Geelong Advertiser

Subscriber only | February 19, 2021 10:59am



ARTS TRAIL TO OFFER RARE STUDIO ACCESS

OLIVIA SHIRLEY

ARTISTS are throwing open their studio doors for a free behind-the-scenes tour as part of Geelong Design Week this month.

The Geelong Design Week Open Studio Trail invites the community to take a peek into creative spaces and studios over three weekends.

Bellarine Arts Trail co-ordinator Kay Shirley said participants would be treated to a unique insight into how artists use their space to create a wide variety of art including paintings, glass art, sculpture, ceramics and furniture design.

The Open Studio Trail featured features artists from the Bellarine and North Bellarine arts trails.

Ms Shirley said artists featured would include renowned glass artist David Holaday.

"Particularly after such a tough year, we are pleased to be able to offer the opportunity to our local artists," Ms Shirley said. "We have venues open across the Bellarine Peninsula, and participating artists range from painters, ceramists, sculpture, glass work, and pottery including The Pines in Ocean Grove and Queenscliff Gallery."

City of Greater Geelong Mayor Stephanie Asher said the event was a wonderful way to showcase local artistic talent.

"We are blessed to have many gifted artists in Greater Geelong, and to see them in their creative environments will be a truly special experience," Cr Asher said.

In other Design Week events, participants can discover the hidden connection between Camurrupe Bay and Geelong's new Civic Precinct.

The event is one of two that will explore the history and future plans for the site at 151 Meeson Street which will include 200sqm of new community space and the council's new community offices once completed in 2023.

The second event will focus on the urban design of the precinct's new community space.

Running from March 18-20, Geelong Design Week will celebrate Geelong's global reputation as Australia's only UNESCO Creative City of Design. More than 60 events will imagine and explore a more resilient, more sustainable and more creative future for the Geelong community.

To find the full program of events and book tickets, visit geelongdesignweek.com.au



Design Week in fashion

South Geelong couple and Mexican expats Fernanda Covarrubias and Noe Mondragon will embark on a Mixed Voyage beginning today for Design Week.

Mixed Voyage is the first joint exhibition for the couple from Guadalajara in 12 years together, combining their 'upcycled' fashion and street art talents.

"I've always been a big fan of Noe's work," Fernanda said.

"We're pretty excited about it - I've been saying for a long time that we should do a collaboration. When we saw this opportunity for Design Week we thought, 'yes, this is the time for us!'"

Eco-fashion designer Fernanda, who uses recycled and excess fabrics, and architect and street artist of 20 years Noe will open their exhibition at Sally Walker Gallery, Deakin University Waterfront Campus, at 10am today.

The exhibition runs 10am to 4pm weekdays and is one of many local activities occurring as part of Geelong Design Week ending March 28.

Details: geelongcityofdesign.com.au/geelong-design-week



Luke Voigt

City launches Geelong Design Week 2021

FOCUS AREAS AND OPPORTUNITIES

We've reflected on the 2021 program and identified focus areas and opportunities to help grow Geelong Design Week in 2022 and beyond.

Focus areas

Marketing and promotion

Ensure colours and branding meet accessibility standards and work appropriately for digital, print and outdoor advertising.

Website – continue to improve navigation and readability, and provide access to video content and post-event recordings.

Media coverage and publicity – increase reach of media coverage and publicity by working with local, state and national agencies. Continue to build the profile of GDW across the UNESCO Creative Cities international network.

Processes

Host support – the 2021 event hosts rated the support they received very highly. We will continue to build on this, to ensure quality events are delivered and potential event hosts have an opportunity to participate, with longer lead times and streamlined information.

Ticketing and registration – we will explore ways to streamline the registration and ticket process, promote attendance by reducing non-arrivals, improve data collection and ensure communication is clear and concise.

Programming

Encourage more diversity in events including panellists, event topics, guest speakers, communications and venues.

Continue to **provide support around event scheduling** to balance daytime, evening and weekend events and reduce event overlaps, especially for similar events.

Opportunities

Open Studios program – the small taster program in 2021 provided insight into the opportunity to grow this program in 2022 and beyond, with interest received from artists across the Geelong, Surf Coast and Bellarine who are eager to be involved.

Partner with local and state agencies to promote visitation to Geelong during Geelong Design Week. With strong interest from Melbourne and connections with Melbourne Design Week, opportunities for shared events that promote overnight visitation can be further explored.

Child and youth events – collaborate with local schools, education providers and community/youth groups to provide more events tailored towards younger audiences.

Stronger collaborations – continue to work with key organisations and industry groups to raise awareness of Geelong Design Week and its ability to foster greater connections and networks.

AWARENESS AND SATISFACTION

What our audience is telling us:

95% of attendees agreed that Geelong Design Week is a unique opportunity to share clever and creative ideas.

97% agreed that Geelong Design Week is informative and interesting.

97% agreed that Geelong Design Week is good for both businesses and community groups to be part of.

86% either strongly agreed or agreed that Geelong Design Week is an opportunity to better understand how design impacts our daily lives.

74% agreed that Geelong Design Week is an inclusive and accessible event.

95% are either very likely or likely to attend in 2022.

84% rated Geelong Design Week as excellent or very good.

Comments from our audience

"I really enjoyed each event I attended at Geelong Design week! It was truly inspirational and educational! I feel very proud to live in such a creative and clever city."

"We did the street art tour, Talking Art Urban Art – Streets of your own town. We had three artists as guides, and the Director of the Geelong Art Gallery came along. Felt very privileged. Geelong has really become a hub of contemporary art and design. Think I'll move there!"

"Keep up the good work – so many good ideas were shared. This needs to reach more people."

Source – Geelong Design Week 2021 attendee feedback survey



Photo: Stitched up: Stitch, play, cloth, Embroiders Guild Geelong



Photo: Compelling book design, Geelong Library and Heritage Centre

"Thanks to all those involved in organising such a successful and special event for Geelong and bringing greater awareness to all sections of the community whose understanding of the importance of design may otherwise be limited."

What our event hosts are telling us

84% were either extremely satisfied or satisfied with the planning and delivery of their event/s.

78% were either extremely satisfied or satisfied with the marketing and promotion of their event/s.

51% were either extremely satisfied or satisfied with the attendance numbers for their event/s. Many hosts reported a high number of non-arrivals which impacted on event numbers.

90% of 2021 event hosts used social media to promote their event/s.

81% of 2021 event hosts would consider participating in 2022 or recommend hosting an event to others.

Comments from our hosts

"Geelong Design Week exceeded the expectations that KFive Furniture had when we decided to participate in the event. The exposure to our event, and the partnerships with the venues such as Geelong Library and National Wool Museum were significant. The networking with all the creatives at the open night was wonderful." – Lisa Cunningham, KFive Furniture

"Geelong Design Week is an empowering opportunity for the whole community to come together and celebrate the creativity and inventiveness of the region." – Dr Kaja Antlejš, Deakin University

"We are so proud to be based in the Geelong region amongst so many creative souls. The recognition of Geelong as a UNESCO City of Design is sensational. The opportunity for us to showcase our work during Geelong Design Week has been an enormous boost for our business and illustrative mapping projects."

Melinda Clarke
City Maps Illustrated

"We had a tremendous response to the Studio 101 Architecture exhibition during Geelong Design Week and couldn't have achieved our success without the support of the GDW team. It was a wonderful opportunity to share, explore and contribute to the Geelong design community." – Peter Woolard, Studio 101 Architects

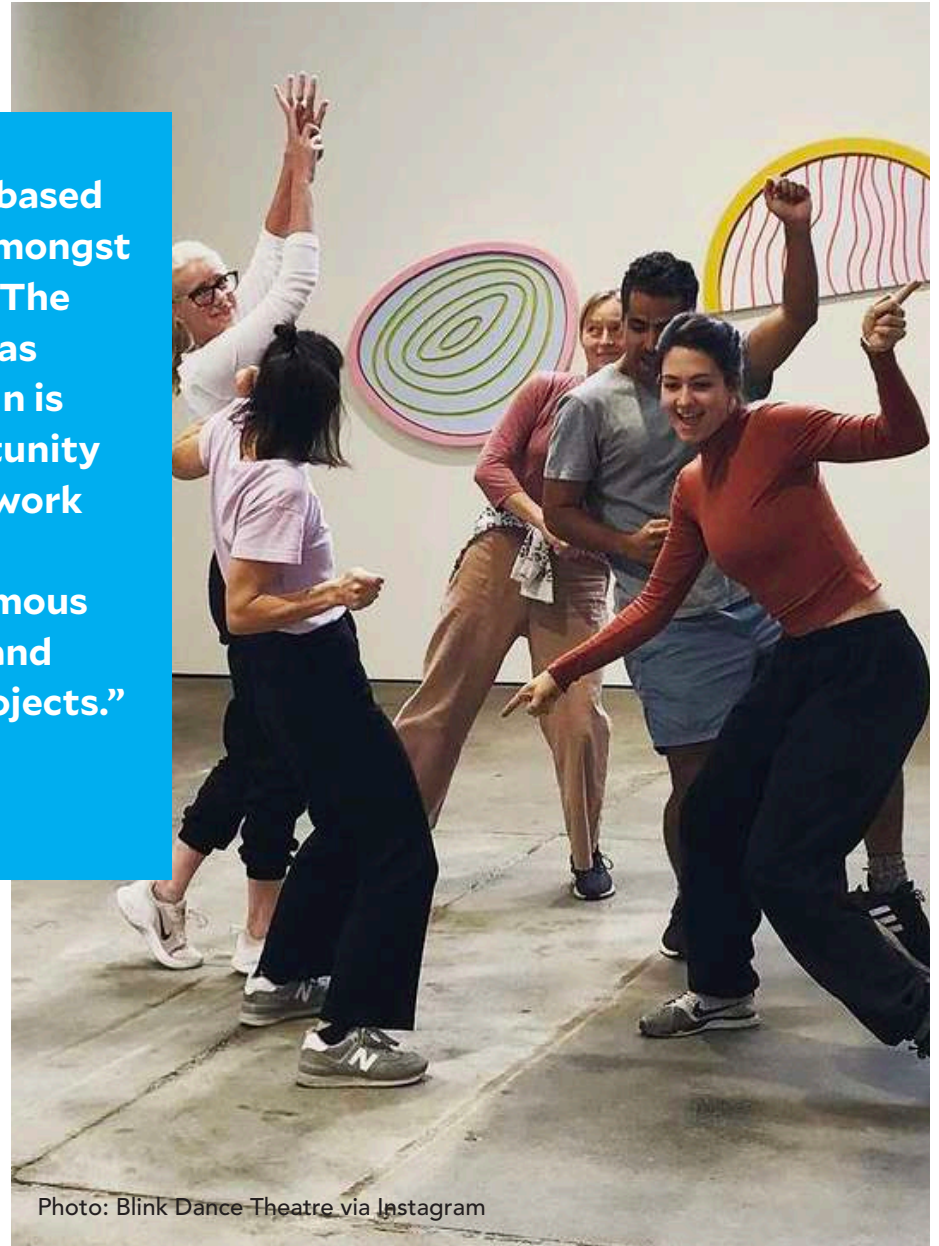


Photo: Blink Dance Theatre via Instagram

THANK YOU

We would like to acknowledge the following organisations, community groups and individuals who were part of the 2021 Geelong Design Week program

Active Geelong

Ainslee Hooper Consulting & Bree Gorman Consulting

Barwon Water

Blink Dance Theatre

Broc the Kasbah Oz

CartDeco Cartographics

City Maps Illustrated Pty. Ltd.

City of Greater Geelong

Barwon Heads Arts Council

Cleantech Innovations Geelong

Collection Care

Creativity Cluster

Deakin University, Institute for Frontier Materials

Deakin University Library

Deakin University-Live+Smart Lab and Launch Pad

Deakin University, Mediated

Intelligence in Design Research Lab (MInD Lab)

Deakin University School of Architecture and Built Environment

Deakin University, School of Engineering, Faculty of Science, Engineering & Built Environment

DesignThinkers Group Australia

Dr Rea Dennis, Deakin University

Embroiderers Guild Victoria, Geelong Branch

Fernanda Covarrubias and Noe Mondragon

Friends of Geelong Botanic Gardens

Geelong and Region Branch of the National Trust (Victoria)

Geelong Art Space and Katherine Marmaras

Geelong Arts Centre

Geelong Experimental Arts - GEXA

Geelong Gallery

Geelong Library & Heritage Centre

Geelong Tech School

genU

GHD

Humans in Geelong Inc.

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LB Learning Solutions

MURRI:YUL Consultants

National Wool Museum

Northern Bellarine Arts Trail

Quintessential Equity

Sacred Heart College Geelong

Shelley Hannigan

STUDIO 101 Architects

The Compostable Designer

The Geelong College

The Gordon, Centre for Design and Construction

The Reimaginarium

The School of Lost Arts

Tonya Meyrick and Dr. Russell Kennedy, in conjunction with Creative Geelong

Tract Consultants

Urbis, in partnership with Cultural Capital and Wadawurrung

Open studios participants

Alison Fincher, Painter

David Hobday, Glass artist

Deb Taylor, Contemporary abstract artist

Ellen Sawkins, Painter

Glenda MacNaughton, Beading and glass art

House Gallery

Jane Flowers, Landscape artist

Janet Smith, Potter

Kaz McGlynn, Contemporary mixed media

Kerrie Bedson, Sculpture and mixed media

Lauren and Merryn Tune, MustLove Studio

Lyn Ellis, Painter

Noel Essex, Stone artist

Queenscliff Gallery

The Hive



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