



geelong
design
week

2022
EVENT
REPORT



SUMMARY

Geelong Design Week is a celebration of Geelong's global recognition as a UNESCO City of Design. It acknowledges our commitment to use design and creativity to build a more sustainable, resilient and inclusive community.

Over 10 inspiring days from 17–27 March 2022, audiences embraced a rich program that responded to the theme of Taur, meaning 'belonging' in the language of the Wadawurrung people.

Events highlighted how design can respond to our need to belong, and how we create spaces, places and sustainable environments accessible to all.

The program provided opportunities to share clever ideas, explore design thinking and stimulate creativity through talks, tours, workshops and exhibitions.

Audiences were inspired to try new things, share knowledge and stories, experience and explore the world around us, learn from others, and participate in thought-provoking discussions.

Geelong Design Week 2022 was attended by 6,343 people. The program was made possible by the ideas, partnerships, collaborations and creative minds of local artists, designers, makers, community groups, businesses and organisations who hosted over 50 events. We celebrate these connections, embrace new ideas and learn from the shared experiences as we continue to grow Geelong Design Week into the future.

Geelong is truly a place where creativity and design drive an exceptional quality of life for our community. We look forward to showcasing local design and creativity again at Geelong Design Week 2023.

Image: Designing your brand to belong, Ruck Agency

Front cover: 'Sensory', Sacred Heart College

2022 ATTENDANCES

After two years of COVID-19 interruptions and lockdowns, participants were eager to attend Geelong Design Week 2022. A total of 6,343 people participated in the program, a slight increase on the previous year with 2021 attendance figures including the signature RONE exhibition.

6,343	3%	50	54
People attended events	increase on 2021	events	event hosts

Open studios event

31	1119	\$22,336
Venues over two weekends	People visited studios and galleries across the region	Income generated by Open Studios artists and designers: (avg. spend per visitor \$19.96)
	Weekend 1 - 243 visitors	
	Weekend 2 - 876 visitors	

Image: 2022 feature artist
Deanne Gilson at the Geelong
Design Week launch event



2022 AUDIENCES

Our audience is an eclectic mix of design lovers and design professionals. More than a third of attendees participated in multiple Geelong Design Week 2022 events.

Following the easing of COVID-19 restrictions, attendees returned with gusto to in person events, with many hosts increasing their venue capacity to cater for eleventh hour interest.

There was a strong appetite for events with guest speaker presentations and those with an education focus. This was closely followed by exhibitions, tours, and workshops.



Place of residence

- 84% from Geelong and surrounds
- 8% from Melbourne
- 6.3% from regional Victoria



Participation

- 30% of respondents attended 2–4 events
- 65% attended 1 event
- 5% attended 5 or more events



Demographic

Age groups

- 60+ 37%
- 41–50 22%
- 51–60 19%
- 31–40 13%
- 18–30 6%

Male / Female

- 65% Female
- 32% Male
- 3% Unspecified



Events of interest

- 33% talk with guest speaker
- 30% exhibition
- 24% tour
- 22% workshop
- 14% panel discussion
- 14% Open Studios
- 13% projections or art installation
- 5% virtual event



How did people find out about the event?

- 38% via social media (50% increase on 2021)
- 21% awareness via website geelongdesignweek.com.au
- 23% friend referral
- 13% via newspapers



Audience type

- 37% attended to learn more about topical issues
- 37% attended to see exhibitions by local designers
- 35% attended to hear from a particular speaker
- 32% attended to network and/or meet like-minded people
- 21% attended to have input on a particular community project
- 16% attended to learn more about the UNESCO City of Design designation

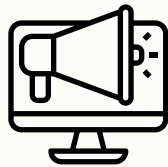


Reason for attending

- 57% saw a specific event advertised that interested them
- 38% have an interest in design/art
- 29% attended because it related to their profession or education
- 22% attended as they are designers / artist / maker

DIGITAL ENGAGEMENT

Geelong Design Week's 2022 digital advertising campaign experienced significant growth across all platforms, with paid social media campaigns using video content being the most successful advertising format.



Digital advertising



Google
1,455,863 impressions; 4,000 clicks

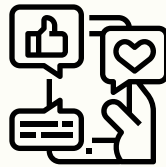


Spotify
37,822 ad listens; 10,258 reach

Forte
47,382 impressions (up 230% on 2021)

Bay FM
90,000 impressions

ArtsHub
29,810 impressions; 1,308 clicks



Social media*

Channels: EcoDevGeelong
Facebook, and geelongdesigncity
Instagram

254,572 social media reach
(9% increase on 2021 campaign)

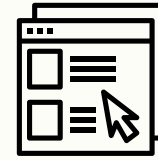
473 event responses on Facebook
(64% increase on 2021 campaign)

121 Instagram posts tagged
#geelongdesignweek2022

Overall, the most responsive age
group were 25-34

Interesting fact

Men aged 25-34 were most
responsive to our social media
campaigns, but women made up
65% of our audience



Website**

29,640 page views
9,987 web users
(12% increase from 2021)

84.7% new users
(59% of these users are
from Melbourne)

13% website visitors from Geelong

7% website visitors interstate

**How did users navigate to the
website?**

39% direct search for
geelongdesignweek.com.au

30% direct click from social media

23% via organic 'Geelong Design
Week' search

How did users view the website?

49% via mobile

46% via desktop

5% via tablet



Email marketing

12 e-newsletters sent

9,132 opens

6,006 subscribers

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Promotional videos

**Five promotional videos were filmed
for the 2022 program, generating
more than 1000 views**

These included:

Deakin University projects [link](#)

Back to Back Theatre [link](#)

Geelong Design Week 2022 promo [link](#)

Deanne Gilson feature artist [link](#)

**The best performing video on social
media was:**

Open Studios promo [link](#)

*Paid and organic, based on date range 11 February – 1 April 2022

** geelongdesignweek.com.au - Based on date range 1 February – 31 March 2022

2022 HIGHLIGHTS



Design in education

From art workshops to sensory and immersive exhibitions, virtual reality demonstrations and engineering excellence, Geelong's strong credentials in design education were on show and proved popular with audiences. The Geelong College, Sacred Heart College, Geelong Tech School and Deakin University invited people to explore how design in education is being used to apply practical methods, knowledge, and talent to solve new problems.



Art, craft and fashion

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.

Geelong Gallery's exhibition P.A.R.A.D.E. is the second work in Sally Smart's trilogy in which she explores and contemporises the historical avant-garde performances and designs of the early 20th century Ballets Russes, widely regarded as the most influential ballet company of the era.



Visual communication and multimedia

Immersive cinema experiences, soundwalks and mixed media exhibitions explored how we can create and communicate through sound and vision. Have you ever thought about what your sonic map might sound like? How does colour, texture and touch affect the physical and emotional connections with the environment around us? Audiences were spoilt for choice in discovering these broad range of mediums to communicate ideas.



Learning, knowledge and research

It was a hive of activity in the Geelong cultural precinct as board game enthusiasts at the Geelong Library were delighted to discover the different approaches to board game design including the mechanics, themes, and psychology that have shaped some of the world's most popular games.

Over at the Geelong Arts Centre, discussions around "A Spatially Intelligent Arts Centre" explored the nexus where art, technology and the built environment connect.



Technology, innovation and manufacturing

A wonderful array of events captured through exhibitions, webinars and virtual reality demonstrations showcased Geelong's excellence as an innovative, smart, clever and creative city. From Deakin's explorations into an innovation precinct for Geelong to a stunning exhibition of light reflecting on wool at the National Wool Museum, audiences explored insights into our creative future.



Culture and heritage

Geelong's Back-to-Back Theatre celebrated 30 years of community filmmaking during Geelong Design Week, coinciding with an award for the Nobel Prize of theatre: the Ibsen Award and its \$300,000 cash prize.

The notable 20th century architecture guided tours of Geelong were a popular choice for audiences seeking a heritage experience while a conceptual exhibition titled 'Avant Garden' showcased a proposed multi-platform, roaming structure for cutting edge creative programming in a festival atmosphere.



Social and community services

A stunning digital display of photos through the eyes of local children lit up the forecourt of the Barwon Water building. Utilising the voice of the child allowed the community to see Geelong from the perspective of local children who will hopefully spend much of their lives, growing, learning, developing and impacting on the City into the future.



Urban design

Geelong's Indigenous heritage was acknowledged across a number of events that explored how we are embedding Wadawurrung culture into new spaces such as the City's new civic precinct 'Wurriki Nyal' and the Geelong Arts Centre. The immersive 360-degree exhibition 'Inbetween' at Deakin University presented a powerful set of works, from across Australia and the Pacific region, that strengthen cultural connections and understanding between non-indigenous and first nations peoples. In a sold-out event, the documentary film 'Living Structures: The Architecture for Life' featured Dr Phillip B. Roös in a thought-provoking narrative questioning the current state of our built environment, challenging the status quo to consider how we need to include the structures of nature to create places of belonging.



Sustainability

Whether it's in the form of human, social, economic, environmental or ecological, sustainability is part of our daily lives. The Smart City Tree Hollow hunt, hosted by the City of Greater Geelong showed us how this clever science project can help us map tree hollows and the birdlife they protect. The Nature of Us photographic exhibition explored nature and the ways we connect to it while the Geelong Circular Living Challenge taught us more about how to live a sustainable and regenerative future. Geelong Gallery's sold-out 'Trash Puppets' event empowered primary school students to get creative using recycled and reused materials.



Open Studios

The 2022 Open Studios program was held over two weekends. More than 100 artists and designers from 38 galleries and studios across Geelong and the Bellarine region opened their doors to excited audiences. Overall, more than 1100 visitors delighted in the work of our creative community, generating an income of over \$22,000 for participating hosts. We look forward to expanding the Open Studios program further in 2023.

MEDIA COVERAGE

Geelong Design Week was buoyed by editorial support from local media outlets, thanks to media specialists, Progressive PR, who engaged media attention in the lead up to and during Geelong Design Week. In 2022, a key focus area was to maximise media coverage to boost event awareness at local, state and national levels.

A range of event highlights were pitched to media across a broad range of publications and mediums. One of the media highlights was ABC774 live broadcasting from Geelong across the month of March as part of their ABC of Geelong program, put together from listener suggestions and in liaison with Deakin University. The 'U' of the ABC of Geelong was UNESCO City of Design designation, a great reinforcement of our key messages.

Major media outcomes:

\$2.55M+	2.5M+
Value of media coverage using ASR (advertising space rate)	audience reach
86+	81.8%
Unique earned media mentions	Reach via newspapers
46.5%	10.9%
Mentions via newspapers	Reach via radio
45.3%	4.1%
Mentions via online	Reach via magazine
6.7%	3.2%
Mentions via AM radio	Reach via online

Geelong Advertiser

SATURDAY MARCH 19 2022 GEELONGADVERTISER.COM.AU

Geelong Independent

March into Design Week

By Ash Bolt

Geelong is preparing to celebrate its title as Australia's only designated UNESCO Creative City of Design when it hosts Geelong Design Week next month.

Musician and actress Claire Bowditch will launch the 10-day program, which runs from March 17 to 27, with an opening at the Palais Theatre.

Deputy mayor Trent Sull program would boost Geelong as a design-focused city, while much-needed boost to the local and hospitality sectors.

"Geelong is a city that continues to grow through the use of creative ideas."

"Design is fundamental to live. The revitalisation of our cultural institutions and a rich shows that Geelong continues to grow."

"We look forward to welcoming our region and beyond, present this inspirational, economic development event program."

Economic development portfolio manager said the event program the talent found across the Geelong region.

"The program includes more than 60 events, including a c of the city's leading design Murthy said.

"Local designers, artists, cultural institutions respond for event applications and we exciting program on offer."

More than 6000 people

The program is grouped under eight themes – art, craft and fashion; culture and heritage; equity, inclusiveness and encounter in the built environment; learning, knowledge and research; social and community services; sustainability; technology, innovation and



Victorian creatives mesh art and belonging for Geelong Design Week

By Ash Bolt

Artists and makers have

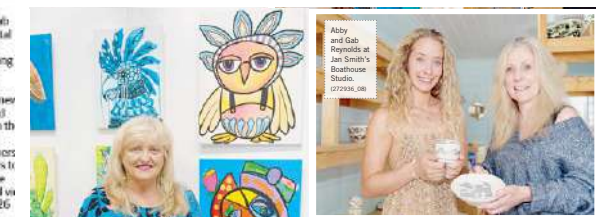
69 events held

National Indigenous Times

Ocean Grove Voice

Artists throw open studio doors

Geelong Design Week kicked off last week and creatives across the Bellarine threw open their studio doors to the community. Voice photographer Ivan Kemp was there to capture it.



Abby and Gab Reynolds at Jan Smith's Bathroom Studio, Ocean Grove



ABC Radio Melbourne

Australis UNESCO City of Design, Geelong, will celebrate creativity, innovation and resilience during a 10-day festival next month. Geelong Design Week puts artists, designers, Indigenous culture, manufacturing and much more in the spotlight. The event, centred around the Wadawurrung word "taur", which means "belonging", starts with an evening featuring singer Claire Bowditch, March 17-22.

geelongcityofdesign.com.au

The Australian

Geelong Advertiser



Geelong Design Week returns, showcasing the best designers, artists and innovators in the region

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Geelong Advertiser



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Geelong Times



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Geelong Times

City's Australia-first title on show during design week

BY WILLY HIGGINS

GEELONG will celebrate its status as Australia's only internationally recognised city of design when it hosts a city-wide design event over the next month.

Geelong Design Week (GDW) will launch on March 17, and is a 10-day showcase of local innovation from designers, creatives, educators and professionals across a broad spectrum of disciplines.

The city earned its title as a creative city of design in 2017 from the United Nations Educational, Scientific and Cultural Organisation (UNESCO), for its past, present and future commitment to design.

"This year's GDW theme is 'taur', which means 'belonging' in Wadawurrung language, and will encourage residents to reflect on their connection to Geelong and consider how it is shaping a changing world."

Deputy Mayor Walker is among the event hosts and part of GDW's ceremonial team and embodies the blend of creativity and industry that the week will exhibit.

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AWARENESS AND SATISFACTION

What people are telling us

- 90% are either very likely or likely to attend in 2023
- 81% rated Geelong Design Week as excellent or very good

What our audience is telling us

- 92% of attendees agreed that Geelong Design Week is a unique opportunity to share clever and creative ideas.
- 93% agreed that Geelong Design Week is informative and interesting.
- 89% agreed that Geelong Design Week is an inclusive and accessible event.
- 92% agreed that Geelong Design Week is good for both businesses and community groups to be part of.
- 84% either strongly agreed or agreed that Geelong Design Week is an opportunity to better understand how design impacts our daily lives.
- 82% agreed that Geelong Design Week is relevant to Geelong UNESCO Creative City of Design designation. 20% were well informed about the designation and what it means for Geelong, and 52% have heard about the designation but don't know much about it.

Comments from our audience

"Well done to Geelong Design Week by putting on an excellent training (Tree hollow hunt training) at the gardens.

It was very informative, and it is something my team will use when delivering education programs in our parks."

"I found the information about each event useful and appealing."

"I attended the exhibit at Sacred Heart College. It was great!"

"Great session with Claire Bowditch."

"Our event at Geelong College was very well organised-great location and great support and appropriate amount of time allowed for the event."

Source - Geelong Design Week 2022 attendee feedback survey

What our event hosts are telling us

- 73% were either extremely satisfied or satisfied with the planning and delivery of their event/s and Geelong Design Week overall.
- 47% were either extremely satisfied or satisfied with the marketing and promotion of their event/s. One quarter of respondents indicated a neutral response which we understand is attributed to challenges with the online ticketing portal.
- 67% of event hosts would consider participating in 2023 or recommend hosting an event to others.
- 53% 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.
- Events hosts primarily used low-cost social media, email and website marketing to promote their event/s.

Comments from our hosts

"Geelong Design week is an amazing event to showcase the advanced skills of upcoming students using emerging technologies to creatively design a range of products and solutions to real life challenges" – *Leanne Collins, Geelong Tech School*

"The Geelong Design Week provides a forum to engage locally but to also spread key messaging about the value of design to the world" – *Russell Kennedy, Deakin University*

"Design Week offers a platform for new connections and collaborations locally and beyond. The 2022 event created a new partnership between Creative Geelong and the Commoners Press with our venue hosting their activity. This new connection has inspired discussions and project ideas which we hope will flourish in the near future" – *Luisa LaFornara, Creative Geelong*

Source - Geelong Design Week 2022 host feedback survey

2022 Report Card

Areas of focus

In 2021, we developed a number of key focus areas based on feedback from events hosts and attendees.

MARKETING AND PROMOTION			
2021 FOCUS AREA	2022 RESPONSE	PROGRESS	
Ensure colours and branding meet accessibility standards and work appropriately for digital, print and outdoor advertising	As part of the theme 'taur' which means belonging in the local Wadawurrung language, we engaged Wadawurrung artist Deanne Gilson, to incorporate her stunning 'Yalik Beek Murrup' artwork into the branding of the 2022 program. The artwork featured across all aspects of branding and marketing including the printed program, website and social media. The colours were more aesthetically pleasing and were well received by the public.	Completed	
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.	In 2022 we engaged the services of Melbourne-based PR agency to maximise media coverage to boost event awareness. The agency's media influence and editorial negotiations generated an audience reach of 2.5 million people with an equivalent advertising space rate value of \$2.55 million.	We will look to build on our investment in publicity in 2023 and continue to explore creative ways to boost event awareness	
Website – continue to improve navigation and readability, and provide access to video content and post-event recordings	The GDW website is a central point of information for the event, however was impacted by the external ticketing interface in 2022. The branding of the website was greatly improved on 2021.	We will look to further improve the functionality of the GDW website in 2023 and explore the best options for ticketing to enable GDW organisers to gather data and provide attendees with a better visitor experience.	



Achieved



In progress



Needs improvement



Yet to start

PROCESSES

2021 FOCUS AREA	2022 RESPONSE	PROGRESS
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.	In 2022, we enabled an earlier opening date and later closing date for applications. While events hosts were happy to have a longer lead time, this did present some challenges over Christmas and New Year with critical deadlines coinciding at the same time. Feedback we received from the event suggests tighter curation on programming to ensure quality events are included as part of the overall program with a stronger link to design.	We will continue to review event timelines to determine the best approach for event hosts and administrators. Organisers will look at ways to better structure the program, allowing for a framework that incorporates both community and professional design needs.
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.	In 2022 we worked with an Australian based ticketing provider for the first time to provide ticketing services for GDW. This platform was presented as an interface on the GDW website and enabled the administration team to monitor ticket sales and patron data.	Feedback from event hosts suggests a 50/50 split in opinion on whether hosts should coordinate their own ticketing or have it managed by GDW organisers. We will continue to look at ways to best manage ticketing so both hosts and organisers benefit. This includes improved web search and sharing capabilities of events.



PROGRAMMING

2021 FOCUS AREA	2022 RESPONSE	PROGRESS
Encourage more diversity in events including panellists, event topics, guest speakers, communications and venues.	When assessing event applications, the GDW curatorial team look to be as inclusive as possible. Feedback we received from the 2022 event suggests tighter curation on applications, with successful events hosts needing to demonstrate a stronger link to design and creativity.	
Continue to provide support around scheduling of events, creating a balance of daytime, evening and weekend events and reducing overlap of similar events.	The GDW team work tirelessly with event hosts to coordinate the schedule of programming. They will continue to identify any overlapping events to maximise audience participation.	



Achieved



In progress



Needs improvement



Yet to start

OPPORTUNITIES

2021 FOCUS AREA	2022 RESPONSE	PROGRESS
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.	This year the Open Studios program was run across two weekends and divided into southeast and northwest regions of Geelong, attracting more than 100 artists and designers and over 1100 visitors. We will review the model for Open Studios for future events to ensure participation opportunities are maximised.	
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.	In 2022 we engaged a Melbourne based PR agency to boost media placement and brand awareness, generating an audience reach of 2.5 million. The event gained traction with Visit Victoria and was buoyed by support from Tourism Greater Geelong and the Bellarine.	We will continue to strengthen relationship with Melbourne Design Week 
Geelong Design Week Ambassador program – an opportunity for members of the community to be involved with events and assisting with event set up, data collection, visitor information, marketing and promotion.	As GDW expands, so too does the need for additional resources to support these initiatives. The Ambassador program remains on the wishlist for future GDW events.	
Child/youth events – collaborate with local schools, education providers and community/youth groups to provide more events tailored towards younger audiences.	A direct call out to all secondary schools in the Geelong was issued when applications opened. Geelong College, Sacred Heart College, Geelong Tech School and Deakin University all hosted excellent events. We will continue to engage with local schools for future events.	
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.	GDW is fortunate to be supported by major stakeholders in the region and at State level including Creative Victoria, Office of the Victorian Government Architect and the Design Institute of Australia. We will continue to build on these connections.	



Achieved



In progress



Needs improvement



Yet to start

THANK YOU

Geelong Design Week would like to acknowledge the following organisations, community groups and individuals who were part of the 2022 Geelong Design Week program

ABC Radio Melbourne
ARM Architecture
Back to Back Theatre Inc
City of Greater Geelong
Creative Geelong Inc
Creativity Cluster and Friends
Deakin University
Platform Youth Arts
Dr Phillip B. Roös
Friends of Geelong Botanic Gardens
Geelong and Region Branch of the National Trust (GRBNT)

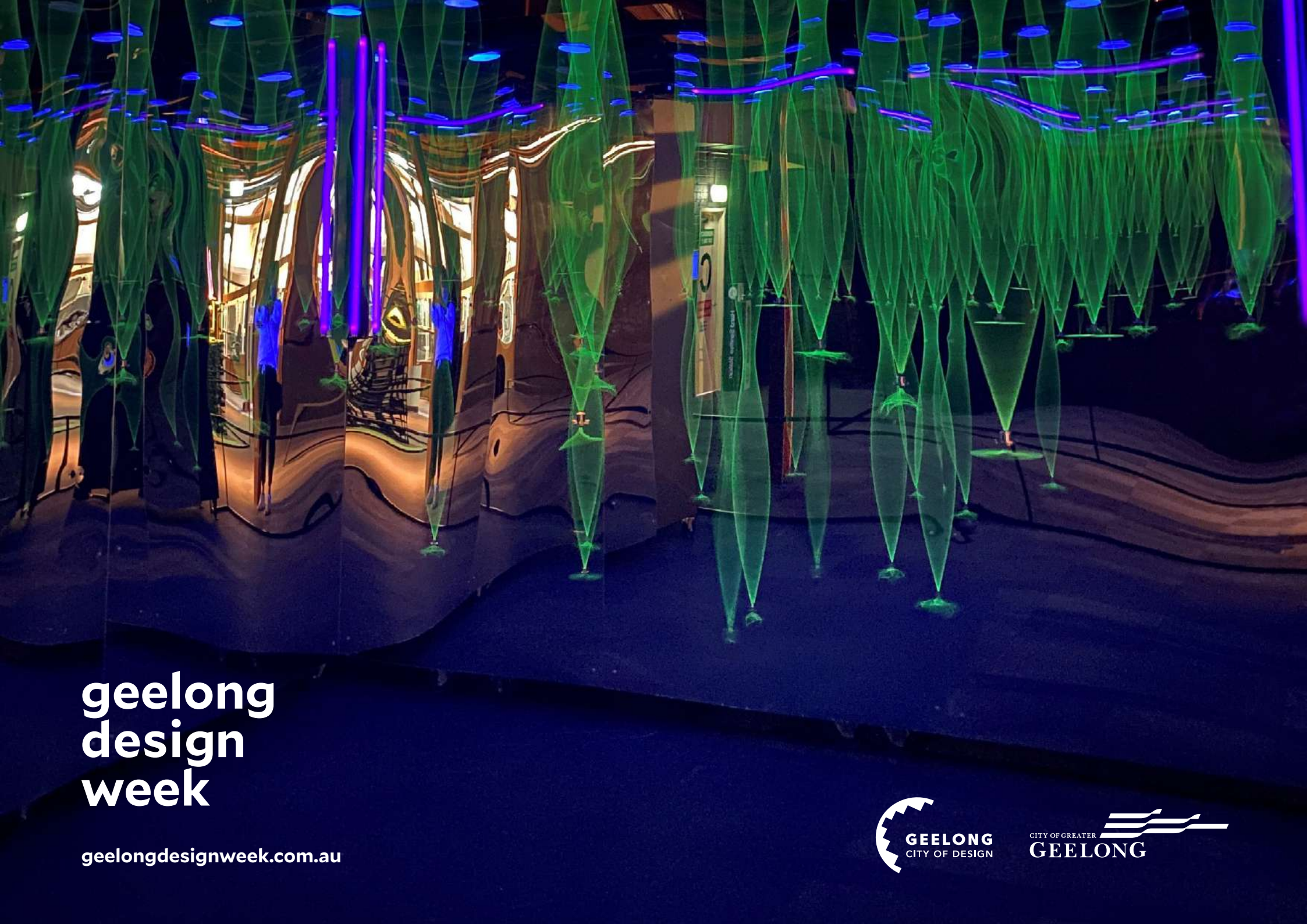
Geelong Gallery
Geelong Arts Centre
Geelong Experimental Arts Incorporated
Geelong Regional Library Corporation
Geelong Sustainability
Geelong Tech School
HYDAC Australia and Deakin Motion Lab
Jan Brueggemeier & Commoners Press
Lucy Allinson
Malthouse Theatre
Matthew Gardiner
National Wool Museum
PLOT
Ruck Agency
Sacred Heart College
Tangere (Rhys Cousins and Lucy Maddox)
The Contemporary x Third Space Gallery + Digital

The Geelong College
The Reimaginarium
The School of Lost Arts
Yan design Studio

Open studios participants

Alison Fincher
Annie Finkelde
Art 16 - Art Gallery
Artisans of Australia Gallery
Black Fish Gallery
Bluebird Foundation
Cheryl Hann-Woodlock
Cloverdale Community Centre
David Hobday
Deb Taylor
Elizabeth Bell
Focal Point Darkroom & Gallery
Glenda MacNaughton
House Gallery - Queenscliffe

Neighbourhood House
Hue and Cry Collective
Jacinta Leitch Sculpture Gallery
Janet Smith
Jill Shalless Studio + Ines Machado
Juzt Art Studio & Gallery
Kaz McGlynn
Lara Community Centre
Lyn Ellis
Melissa Lafty
Norlane Community Centre
Rosewall Community Centre
Sally Hobson
Salt Art Gallery
Seaview Gallery
Shearers Arms Gallery
The Hive
The Papermill Gallery
The Scarecrow Patch
The Zahra Studio



geelong design week

geelongdesignweek.com.au

