

GLOBAL MURAL CONFERENCE UPDATE



Preparations continue apace for the Global Mural Conference being held in our town in March 2008, with new speakers and tours added to the program.

Each day workshops and discussions will be held around a theme. At the beginning of each day keynote speakers will provide an introduction and insight into the theme, setting the tone for the day. Themes and speakers will include: Art – Elizabeth Walsh from Ten Days on the Island, Culture – Dr. John Ewington and

Tourism – Sophie Muller from Tourism Tasmania.

Other speakers will explore a range of topics and participate in forums which including a forum on whether mural art is actually art. Delegates will discover the Sheffield Yarns story, find out about Tourism and Trains, and learn the Success Story of Murals in Prestongrange.

As part of the conference program, we are offering delegates unique, local activities including two Music Hall & Dinner evenings at the Sheffield Town Hall. The shows will consist of highlights from previous Lions Music Hall events and are sure to be an entertaining.

On Tuesday 25 March, delegates are encouraged to register early and then take part in a golf tournament or tours of the local area. In the evening, Sheffield will officially welcome conference delegates and everyone is invited to attend the ceremony in Mural Park.

The welcoming ceremony will include entertainment and refreshments in the park, a Welcome to Country and Conference Opening followed by a flag parade and a Fire & Light parade all topped off by a fireworks display.

The night time parade will feature lanterns of all shapes and sizes, from a mass of simple lights to large illuminated shapes carried and moved by several people. Lantern workshops have already been taking place to start on the creation of some of the light sculptures for the parade. The artists at the Working Art Space in Sheffield say that they are currently having all the fun, but will be holding an open session workshop on lantern making for anyone in the community that wants to join in the parade. This will be on **Sunday the 10th February from 10am to 3pm** at the **Working Art Space in Albert Street, Sheffield.**

Community groups are being invited to participate in the parade, which can be with anything from simple lights to creating lanterns that reflect their own group in some way. Community groups and businesses are encouraged to use the parade to promote their product or service. Anyone can join in the parade - simply turn up at Tandarra at 7.30pm. If you have any questions about the Fire & Light parade – contact Teresa Bentley on 64 911802.

The best entry will be awarded two free tickets to the conference's Gala dinner, to be held on Saturday 29th March at the Sheffield School.

The Global Mural Committee is also giving away three free tickets to attend a day of the conference. To win, write in 50 words or less, why attending a day of the conference would benefit you. Mail your entry to the Kentish Council, 2008 Global Mural Fest and Conference Competition, PO Box 63, Sheffield TAS 7306.

Two more tickets to the dinner will be awarded to conference volunteers who have assisted in preparing for and running the conference. These will be drawn from a hat of volunteers.

Another important element of the conference, is the Wilderness Gallery 2008 International Mural Fest, which is running concurrently. This year the theme for the mural competition is a poem called "The Gathering", which speaks of how in troubled global times, art can inspire a new start. Nine artists will have 6.5 days to complete their murals – rain or shine.

Everyone is encouraged to vote for the 2008 Mural Fest Visitor's Award. Make a visit to Mural Park to watch the progress of the murals a part of your daily routine. Then when you've picked your favourite, place your vote in the Voting Manor.

The Gathering

In a world where justice bewails its plight
Where the love of all neighbours has taken flight
At a time when inequality is still a blight
An international gathering becomes a light

From around the world, a conference of art
Artists and artistic all playing a part
Lighting candles of unity within the heart
We are all related, lets inspire new start.

Sheffield will be bustling during the Mural Conference and Mural Fest, with plenty to see and do for everyone. Please tell your friends and visitors about this event. Tourism businesses and accommodation houses with websites are welcome to include a link to the conference website for their customers.

Although there is still work to do, this event is shaping up to showcase Sheffield to the world.

If you would like to become a conference volunteer or prepare an entry for the Fire & Light Parade, please contact Vicki Saunders at the Kentish Council on 6491 2500.

Registrations for our Mural Conference continue to arrive. Please visit the conference website: www.sheffieldmurals.com.au/conference for further information, or contact the Conference Managers, Leishman Associates, on 03 6234 7844 or paula@leishman-associates.com.au

Speaker Profile Dr. Karl Schutz

Dr Schutz is attending our conference from Chemainus, a small ex-logging town on Vancouver Island off the coast of British Columbia in Canada.

He is best known in Canada as the originator and architect of the Chemainus Mural Project – a series of historic murals that turned the once declining sawmill town into an international tourist destination with a \$2.56 million annual economy.

Dr. Schutz's branding and economic development strategy through Arts & Tourism has been adopted by over 100 communities in Canada, the United States, Australia, New Zealand and the latest in Scotland.

He has been widely recognised for his work; in 1988 he was appointed as an Ambassador of Tourism for BC, has received an Award of Excellence from the Federation of Canadian Artists, named as one of 50 Canadian Men of Influence in 1997 and received numerous other accolades including a Commemorative Medal authorised by her Majesty the Queen to honour Canadians who have made a special contribution to their community and their country.

Karl's latest dream is awe inspiring! The setting and the concept is global in scope. He has now turned his considerable talents to the challenge of making his vision a reality throughout the world by establishing partnerships between branding cities using their history and art.

In this quest, he has published a book, he speaks, and coaches internationally – and this March, we will receive the benefits of his passion and experience.

We are also looking forward to sending him home with plenty of new ideas and new friends from his time in Sheffield.

PRELIMINARY CONFERENCE PROGRAM

Tuesday 25	Registration & Welcome
	Conference Registration Opens
	Railton and Deloraine Tour
	Golf tournament
	Global Mural Arts & Cultural Tourism Association Meeting
18:00 onwards	Entertainment in the Park, Welcome to Country and Opening ceremony, Parade of Flags and "The Fire & Light" foot parade, Fireworks Display
Wednesday 26	Arts "Striving for Excellence"
<i>Sheffield has already established a framework for competitive art through an annual Mural Fest and the theme for this day aims to extend concepts on arts tourism. Sessions throughout the day will explore the pursuit of art excellence – from inspiring creativity to competitive challenge. Take home new ideas to advance your own Arts Initiative.</i>	
Keynote Speaker: Elizabeth Walsh, Ten Days on the Island	
The Sheffield Story – presentations from 3-4 members from the Sheffield Mural & Rural Tourism Association (SMARTA)	
Earning a Living as a Mural Artist, David Sheffield	
Workshop on Mural Maintenance	
Open Forum 1 – <i>Mural Art is not ART – or is it?</i>	
18:30 onwards	Music Hall & Dinner or Fireside Chat
Thursday 27	Culture "Sustainability & Community"
<i>We have a unique perspective in our island "Under Down Under" with a strong sense of community and what it takes to sustain our way of life. It is that difference that visitors value and the treasure that we need to protect. Sessions for this day will focus on the importance of community identity, how to manage sustainable tourism and balance commercial and community needs. Develop models for the future that ensure long term prosperity.</i>	
Dan Fellows, Images of Tasmania. Through the eyes of a local; take a pictorial look at the beautiful images of Tasmania	
Tourism and Trains – Chris Martin: Kentish Steam Trains	
The Success Story of Murals in Prestongrange	
The Idea of Mural Fest at Sheffield – how it happened; Brian Inder	
Working Art Space Presentation and Morning Refreshments, at the Working Art Space	
Keynote speaker – Culture – Dr John Ewington	
Mural Tour : Begin at Sheffield Recreation Ground; and conclude at the Sheffield School	
Workshops to be confirmed	
Open Forum 2 – <i>Why Murals?</i> ; Dr Karl Schutz, facilitator	
Free evening for delegates to enjoy the local hospitality	
16:45-till late	Free evening for to enjoy the local hospitality
Friday 28	Tourism – "Have BIG ideas, then live up to them"
<i>It takes inspiration and conviction to instigate new ideas in established communities and this conference theme will focus on how communities and individuals can take the first steps with new tourism initiatives. Sessions this day will focus on the ways that some communities have made a difference, what it took to achieve their goals and how to step into a global tourism market. Gain the momentum to initiate your own grand plan.</i>	
Sheffield Yarns – The Story, Ian Braid, OAM, Alan Dyer	
Workshops – Generating Big Ideas and Taking the First Step	
Keynote speaker – Tourism, Marketing Globally, Tourism Tasmania	
The Weindorfer Story – Cradle Mountain National Park	
18:30 onwards	Music Hall & Dinner or Fireside Chat
Saturday 29	Tourism continued
This will be the culmination of a challenging and enlightening week, bringing together the conference closure and the festival events. It will be an opportunity for celebration, for award giving, as well as to recognising nearly 25 years of mural art in Sheffield.	
9:00 – 16:00	Wilmot and Cradle Mountain Tour
18:30 – 22:30	Gala Finale Dinner, Sheffield School
Sunday 30	The Day After the Night Before
Tours and activities for delegates who wish to stay explore art and adventure in beautiful Tasmania.	

This is a preliminary program and as such is subject to change without notice.