

PERFORMANCE AT PICA

FREQUENTLY ASKED QUESTIONS

Is my project suitable for PICA?

PICA's purpose is to foster the development of, and engagement with, contemporary arts and ideas. We encourage proposals that:

- push the boundaries of artforms through an engagement with contemporary practice
- are rigorous and ambitious in concept, form and approach
- seek to open a dialogue with audiences in new and innovative ways
- contribute to current cultural and critical discourse and explore the questions of our times

If your project responds to this criteria we want to hear from you.

How does PICA curate its program?

PICA curates its annual program a year in advance through different methods including seeking EOIs through callouts, approaching artists directly and in the course of having dialogue with artists. PICA is not always able to accept or respond to proposals outside of specific callout timeframes and in such instances, rolling EOIs can be submitted online [here](#) for PICA's ongoing research purposes at periodic review.



Image: Louise Devenish performing *Permeating Through the Pores of Shifting Planes* by Annie Hui-Hsin Hsieh as part of *Sheets of Sound*, 2019. Photo: Nic Babic

Is PICA a venue for hire?

In recent years, PICA's artistic program has moved away from this model. If you are seeking a venue hire that is not included in PICA's artistic program please contact PICA's Engagement Programs Producer for rates and availability at engagement@pica.org.au.

How does PICA approach working with artists?

Working with PICA is a collaborative relationship and we seek to actively contextualise works for both artists and audiences. We support artists mostly when we are directly engaged in project development and presentation, however we do provide support across other project stages where requested and possible, such as mentoring, auspicing, and producing. We encourage regular feedback processes and are keen to share in open and supportive critical dialogue about your work. We are interested in unpacking the whys and hows of the creation and presentation of new work. PICA is a home for those who want to be challenged, nourished and part of a current and meaningful dialogue about contemporary practice.

Does PICA provide cash for artists and if so, how much?

Where possible, PICA aims to provide a cash fee to each project, on top of its in-kind support. Cash support is discussed in further detail with successful applicants and determined on a case by case basis. PICA generally is not in a position to fund 100% of projects. Applicants are encouraged to submit proposals with other financial, co-presenter or producing support outlined or the potential for such support.

What in-kind support does PICA provide?

PICA provides in-kind support in the form of venue spaces for development and presentation, access to existing equipment, project support through its Program Team, venue staff (technicians, box office managers and ushers) and marketing.



Image: *The Irresistible* by Side Pony Productions & *The Last Great Hunt*, 2017. Photo: Dan Grant

Does PICA take box office on presentation seasons?

If PICA invests financially into a project it will generally seek to off-set its investment by taking box office sales, however, this amount varies case by case. In taking box office, PICA aims for artists to be paid appropriately rather than relying on box office income to cover artist fees. This is to alleviate the financial pressure of artists marketing their show and instead provide more time to focus on developing and presenting their work.

What contact do artists have with the PICA team?

PICA's main point of contact for performance artists is its Producer and part-time Assistant Producer. PICA has a Marketing Team comprised of a Communications Manager, Communications Assistant and a part-time Designer. PICA works with contracted technical consultants to provide technical advice, planning and delivery. PICA's front of house team is managed by a full-time FOH Manager. Depending on the scale of your project, there may be overlap with PICA's Engagement Program Producer and Development Manager for various events, public programs and donor events.

How does PICA market exhibitions, performances and events?

PICA provides a tailored marketing campaign for each project led by its in-house Communications Team. The scope will focus on use of PICA's owned channels and creation of PICA branded collateral. PICA works with a contract publicist for external media relationships. PICA's marketing support generally includes:

Digital Marketing

- [PICA website](#) – over 70,000 unique users per month
- E-news – over 7,500 subscribers
- Social media:
 - [Facebook](#) - including event page (over 14,000 followers)
 - [Instagram](#) (over 11,000 followers)
 - [Twitter](#) (over 7,000 followers)

Print Marketing

- Inclusion in the PICA Guide (bi-monthly, distribution 3,000)
- A0 lightbox poster featured at the entrance of the PICA building (subject to budget/availability)
- Various flyers and posters
- Building banner (subject to budget/availability)
- Season program for performances



Image: *A Call to Dance* by Amrita Hepi, 2019. Photo: Dan Grant

What spaces are available to me?

PICA's floor plans can be viewed [HERE](#). PICA programs across its entire building and considers the best spatial and presentation environment for each work. Its spaces include various options:

Black box

- PICA Performance Space
- Screen space

Gallery space/white cube (NB availability of these spaces is limited)

- Central Galleries
- Westend Gallery

Studio/working space

- Reading Room
- PICA Studios

PICA also considers alternative spaces such as

- Perth Cultural Centre amphitheatre
- Perth Cultural Centre screen
- Public space
- Offsite location



Image: *Aeon* by Lz Dunn & Collaborators, 2017. Photo: Dan Grant

What are PICA's existing technical supplies?

PICA has an in-house sound and lighting system, with access to various A/V equipment. PICA's technical specifications for its Performance Space can be viewed online [HERE](#).

What seating options are available in PICA's spaces?

PICA's Performance Space has a raked seating bank for 105 people. This bank can be retracted, which allows for a standing capacity of 242 people. PICA's other spaces do not have fixed seating and require other temporary and hired seating configurations.

Will PICA hire equipment for me?

This varies case by case. On occasion PICA can cover technical hires or access reduced or in-kind technical equipment and services through sponsorships. Otherwise hires are built into project funding.

How does PICA support creative development?

PICA provides rehearsal space, and where possible access to technical resources and staffing. Traditionally the artist has building access during 10am – 5pm daily, though this is open to discussion for particular circumstances. A showing for feedback purposes is generally held at the end of the creative development period.

Does PICA facilitate feedback and showings for work in progress?

PICA seeks to have open and supportive discussion with artists as they develop their project. PICA's feedback is framed through the lenses of critical and rigorous contemporary practice, being a multi-arts institution, and being the home for experimental practice in WA. The dialogue that PICA has with artists seeks to situate their work within a local, national and global context of current art-making.

In showing environments, PICA is responsive to the types of feedback beneficial for each artist and discusses the feedback structures case by case.

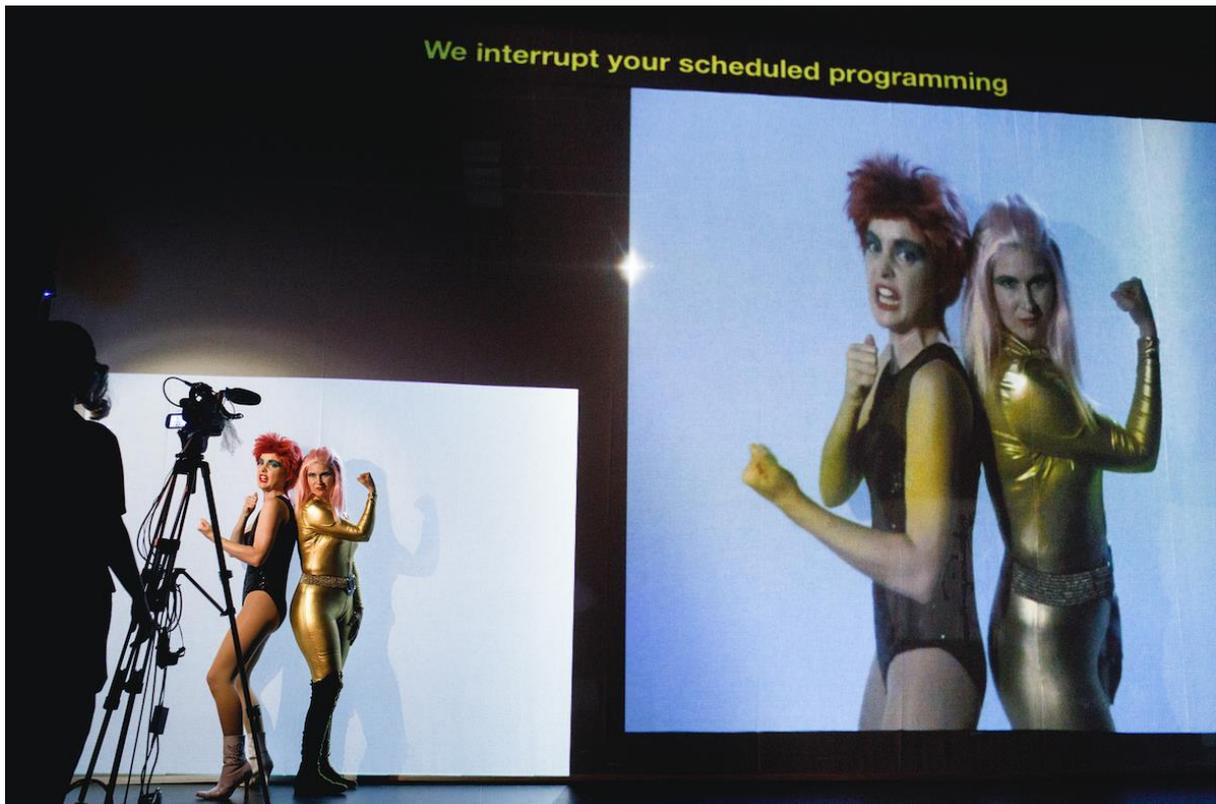


Image: *Le Nør [the rain]* by The Last Great Hunt, 2019. Photo: Dan Grant

Further questions?

For application troubleshooting, contact Communications Coordinator, Leslie Rigot at marketing@pica.org.au.

For artistic enquiries contact:
Producer, Tim Carter at producer@pica.org.au