

ARTWORK COMMISSION EXPRESSION OF INTEREST

LUNAR NEW YEAR 2027 – 2029



BACKGROUND

Parramatta is home to vibrant communities with cultural connections across Asia, many of whom celebrate Lunar New Year.

Lunar New Year is one of Parramatta's major cultural celebrations, bringing communities together through food, culture, tradition and entertainment. Each year the event attracts people from across Parramatta and Greater Sydney to celebrate in the heart of our city.

In 2027, City of Parramatta will mark Lunar New Year, the Year of the Goat, with festivities and street food stalls in Parramatta Square and Centenary Square. There are also plans for an artwork installation to be on display for several weeks, with a second event in Epping under consideration.

City of Parramatta invites artists to submit an original artwork proposal for the 2027 Lunar New Year event. The successful artist will be appointed for a three-year commission, with the artwork concept refreshed each year to align with the relevant Lunar New Year zodiac animal and forming the foundation of the event's visual campaign.



ARTIST BRIEF

The commission is intended to continue for three consecutive Lunar New Year celebrations from 2027. The selected artist will be required to develop an original artwork for each year reflecting the relevant zodiac animal and cultural traditions, while maintaining creative continuity across the three-year series.

An artist or collective will be commissioned to create an original artwork that will form the central creative element of the Lunar New Year campaign and be featured across all marketing material for the event, including but not limited to:

- print (brochures, collateral)
- digital (social media, website)
- out-of-home (banners, posters)

There may also be possibility for the commissioned artwork to be exhibited at PHIVE in Parramatta Square (to be confirmed).

Artists are invited to propose artworks that express the symbols and traditions of Lunar New Year celebrations for a contemporary Australian audience. The artwork should be distinctive and culturally meaningful, with strong visual impact across both physical and digital assets. The artwork must reflect our Lunar New Year program and can draw inspiration from:

- Year of the Goat
- Red and other traditional colours
- Language and translation
- Symbolic foods
- Flowers

The artwork will be credited to the artist where possible (e.g. on website, socials, in media releases, etc). The artist or members of the collective must be available for media interviews and promotions each year as required.

Artwork Application Requirements

All final artworks must be delivered in a digital format in order of preference:

1. Layered digital file in vector format (Illustrator or EPS file)
2. Hi resolution digital layered art file (Photoshop/Tiff)
3. Hi resolution scan (if painting or hand drawn)

Things to consider:

- How the artwork could be integrated with text and photography
- How the artwork can be animated for social media application
- Can we zoom in and/or extract different elements of the design to create points of interest
- Will the artwork work when cropped to portrait and landscape orientations
- If supplied as hi-res scan, please ensure the file is large enough to be blown up to to a street banner (3m x 1.5m approx.)

PREVIOUS ARTWORK

2024



2025



2026



Artist: Chris Yee



PROCESS

Eligibility

This opportunity is open to artists and collectives with a demonstrated cultural connection to, or understanding of communities and traditions associated with Lunar New Year (e.g. Chinese, Vietnamese, Korean, Taiwanese). Artists with a connection to Western Sydney and emerging artists are encouraged to apply.

Proposed Budget

The budget for the artwork concept is \$1000 (AUD inclusive of GST). Paid on delivery of the concept.

The budget for each annual final artwork commission is \$8,000 (AUD inclusive of GST) to be paid after the final artwork submission annually.

Commissioning Process

Three artists/collectives will be engaged to produce a concept for this opportunity. A panel of staff from the City of Parramatta will review the applications against the following criteria:

- Creative strength and originality– quality, distinctiveness and content suitability.
- Demonstrates a thoughtful, respectful and informed interpretation of Lunar New Year practices and traditions.
- The proposed artwork helps Asian communities feel visually represented.
- Ability to be achieved within the project budget and timeline.
- Demonstrates sufficient creative flexibility to evolve across three consecutive years.
- The proposed artwork can effectively be adapted across print, digital, social, outdoor and other campaign applications.

Artists will not be required to present concepts in person for this opportunity.

City of Parramatta will notify all artists/collectives of the proposal outcome, and the selected artist/collective will receive a formal artist commissioning agreement.

Proposal Requirements

Proposals must include:

- A short description or statement of the project idea (concepts and themes) detailing the vision and rationale in relation to the brief.
- Visual representations such as sketches, renders or illustrations of the proposed artwork design.
- Any reference/research images, material references or images of previous works needed to convey the concept.
- A brief explanation of the cultural references, symbols, colours application or traditions information the concept and their significance.
- A resume and examples of previous works.

Proposed concepts and designs must be authentic, original and created by the applicant. Submissions that include AI-generated artwork, imagery, designs or concepts will not be considered.

Exclusivity

Artists/collectives engaged to develop concepts for this opportunity must ensure that all concepts are original and created specifically for the City of Parramatta Lunar New Year program. Concepts submitted through this process are to be exclusive to the City of Parramatta and must not be used, presented, or submitted for other projects or commissions.



PROJECT TIMELINE

Artist/collective concept process begins	Monday 28 September 2026
Concepts submitted	Sunday 25 October 2026
Chosen Artist/Collective announcement	Friday 30 October 2026
Final Artwork submitted	Sunday 22 November 2026 (3 weeks to complete artwork)
LNY collateral roll out	January 2027

CONTACT

All EOI questions, queries and submissions can be directed to:

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