
2014

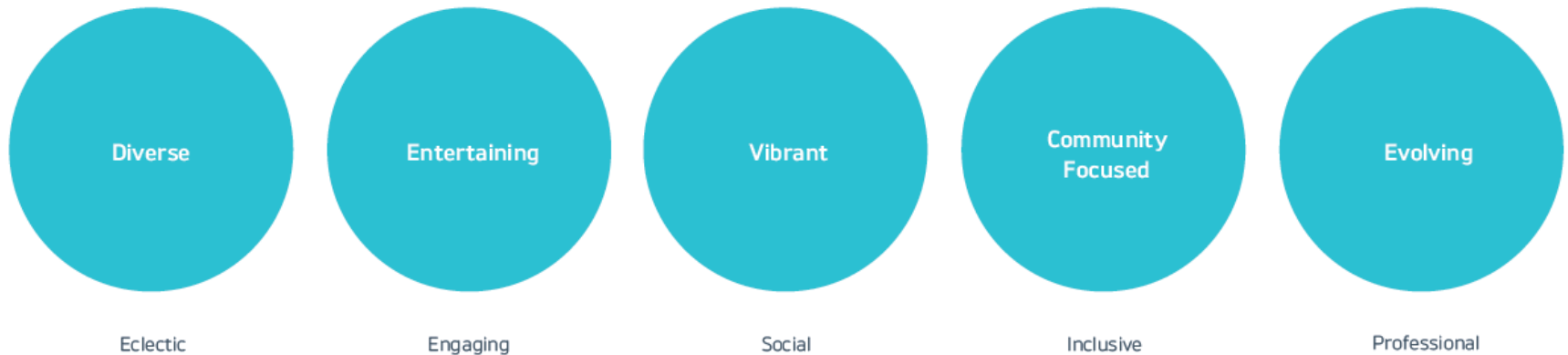
RED EARTH

Arts Festival

FESTIVAL VALUES

The Shire engaged Perth brand agency Juicebox to run a brand discovery workshop in order to articulate the REAF brand moving forward.

This exercise defined the core values of REAF. The values purpose and meaning will be at the centre of every decision, every behaviour and every message. The values will be lived and breathed across every corner of the Festival.



REAF Brand

Currently the REAF identity, including the brand is under development with first draft concepts due to be presented to the Shire on Friday 28 February.

Juicebox have reviewed the visual identities of other festivals referenced by the Workshop group and analysed to identify any trends or unique colour scheme opportunities that can be used to position REAF uniquely.

Being unique in this sector however is not critical as these festivals are not considered competitors.

It will be most important to find a brand identity which can be owned and loved by the communities of the Shire of Roebourne and surrounding North West region.



2014 Schedule

Following a thorough review of the 2013 REAF, and taking into consideration cost implications, resourcing requirements and the performance measures associated with REAF, the following schedule is recommended moving forward.

This is supported by community feedback in the 2013 post-REAF survey that the Festival is too long stretched over three weekends. The preferred timeframe is two weekends – totalling 10 days.

Fri 19 Sept	Sat 20 Sept	Sun 21 Sept	Mon 22 Sept	Tues 23 Sept	Wed 24 Sept	Thurs 25 Sept	Fri 26 Sept	Sat 27 Sept	Sun 28 Sept
REAF LAUNCH Street style festival, Sharpe Av, Live Music hawker food stalls, roving entertainment	Local Dance School – Rock Eisteddfod style event. Hampton Oval Dampier.	REAF JNR – circus, kites, creatures, food, live song & dance, puppets, adventure & wonderment, dress up theme,	REST DAY	REAF Film Festival – simultaneous screenings in Dampier, Karratha, Wickham and Roebourne.	REST DAY	BALLET on the BEACH – Hearson's Cove or Point Samson.	Magic & Vaudeville – live comedy, burlesque, magicians, hypnotist, illusionists. Karratha	REAF Soundlounge – live music with an incredible line up of current top acts with Triple J hottest 100 flavour. Wick/East Corr	REAF Sunset BBQ and Recovery – a chilled out afternoon of food, music and visual art installations finished with a film screening.

REAF launch

Street style festival

Pelago end of Sharpe Ave

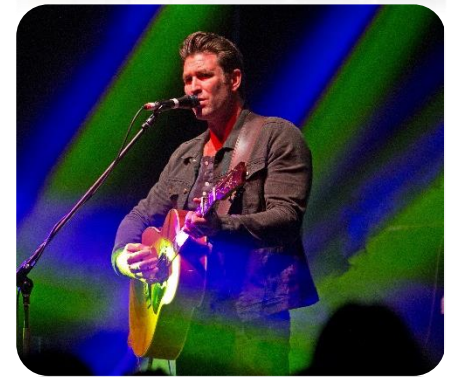
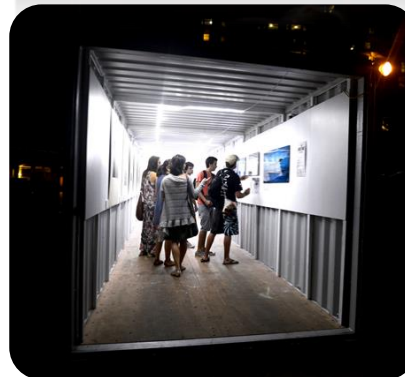
Fri 19 Sept

5:00pm – 11:00pm (6 hours)

Audience: 3000

Not ticketed, free

- Hawker style food stalls, activation of Soul Café and Blanche Bar into the Festival
- Roving entertainment including puppetry, pavement art, fire dancers, stilt walkers, acrobats, buskers etc
- Kids entertainment zone with face painting, art & crafts, lantern making etc
- 2-3 Live music performances on main stage
- 1-2 live dance performances on main stage
- MC by high profile comedic performer
- Stakeholder speeches
- Art installations, potential using installations within shipping containers that cover visual arts, multimedia and participation based activities



REAF Rock Eisteddfod

Hampton Oval, Dampier

Sat 20 Sept

7:00pm – 11:00pm (4 hours)

Audience: 1500 + performers approx. 500

Ticketed – to be discussed with Dance Schools

- All local dance schools invited to produce a piece of work to be performed on the main stage
- Professional artistic director commissioned to produce all the works into a seamless show
- Supported by a dance piece from a professional dance company from outside the region – potentially East Coast
- Staged as a Rock Eisteddfod style performance, without a competition element



REAF JAR

Point Samson Foreshore

Sun 21 Sept

8:00am – 12:00pm (4 hours)

Audience: 3000

Not ticketed, free

- Breakfast style food stalls – coffee vans, breakfast BBQ/takeaway food
- Patrons encouraged to bring picnics
- Park area set up with large picnic umbrellas to shade area for families to picnic under, kids croquet/bocce
- Kids activities marquees to line carpark adjacent to park area
- Pt Samson Pavilion used as tea rooms serving Devonshire Tea and basic café style food
- Beach foreshore used for kite flying, sand sculptures
- Roaming characters/creatures
- Live performance to suit 'littlies' and older kids programmed on the grassed area 'stage' – singing, dance & puppetry



REAF Film Festival

Wickham Picture Garden
Roebourne Amphitheatre
Moonrise Cinema Karratha
Dampier Inflatable Screen
Tues 23 Sept
7:30pm – 11:30pm(4 hours)
Audience: 1300 capacity
Ticketed - \$25 adult/\$10 kids

- Simultaneous screening across all four locations
 - Each venue set up to reflect REAF Film Festival style
 - Double Feature to be programmed
 - Food & Bev elements to be incorporated into each location
 - Each venue to be themed with film style:
 - Wickham – Supernatural/Sci Fi
 - Roebourne – Comedy
 - Karratha – Arthouse
 - Dampier – Family/Animation
- * examples only



Ballet on the Beach

Hearson's Cove/Cossack

Thurs 25 Sept

7:00pm – 11:00pm(4 hours)

Audience: 1000

Ticketed - \$25 adult/\$10 kids

- Utilising the stunning setting of either Hearson's Cove or Cossack Foreshore
- Broadcast of a major ballet piece sourced from London's MET, New York or Sydney Ballet Company (or similar subject to availability).
- Screen will be set into a stage, draped and rigged to reflect the real thing.
- Patrons will be asked to dress appropriately for a night at the ballet
- Site will be dressed in a formal style, reflecting REAF branding
- A wine bar and high quality catering will be available on site for guests to enjoy throughout the performance.
- 2 hour show, with intermission
- Suitable live music to be performed for entry, intermission and closing



Magic & Vaudeville

Karratha – venue TBC

Fri 26 Sept

7:00pm – 12:00pm(5 hours)

Audience: 1000 (18+ only)

Ticketed - \$25 adult

- Staged in a purpose built structure, dressed out to heighten the mystery and wonderment of the performances.
- Full night's program to include live stand up comedy, hypnotist, illusionist, burlesque and vaudeville style side show content.
- Fully catered with full bar and food service throughout.
- Strictly adults only, tasteful content
- Dark, heavy draping, low-lit chandeliers, cabaret seating, smoke and mirrors will adorn the venue
- A few surprises to be schedule throughout the night to keep the audience in suspense



REAF Soundlounge

Eastern Corridor – venue TBC

Roebourne Racecourse ?

Sat 27 Sept

5:00pm – 10:00pm(5 hours)

Audience: Up to 5000 TBC on venue

Ticketed - \$25

- A night of live music featuring a line up of quality contemporary performers
- 4-6 performers depending on budget and quoted performance fees
- Style of music to reflect that similar to a Blues & Roots genre
- Event to be styled in line with REAF brand, look and feel
- Targeting 16 – 30 age group
- Licensed event with a range of food and beverage options available throughout the entire event
- Provided bus transportation to and from venue from Dampier & Karratha



REAF Sunset BBQ & Recovery

Karratha – venue TBC

Sun 28 Sept

4:00pm – 10:00pm(6 hours)

Audience: Up to 5000 TBC on venue

Not ticketed - free

- After a busy 10 days of celebrating REAF, patrons will be treated to a relaxed sundowner style event
- Featuring chilled out live music, DJ sets and the opportunity to wander through interesting art installations
- Henna tattoos, back/neck rubs, photobooths and plenty of lounge furniture
- The evening will close with a film screening from 8 – 10pm, featuring a high quality, high profile film not yet screened in the Shire
- Huge gourmet BBQ's will be set up and manned by a team of chefs serving delicious 'food on the move' – paired with Pimms, cider and other icy cold drinks



Supporting Concepts



REAF at key spots in each town of the Shire, alongside other large format outdoor signage that itself can take the form of art installations



Feature the Recycled Arts Exhibition run by the Karratha Enviro Group as part of the REAF program in 2014 – for the third year running.



Unexpected art in unexpected places!

Bring together the many Pilbara photographers and artists to create an exhibition that can be displayed throughout the Festival.



Art installations in place throughout Festival featuring visual arts and multimedia content set in unexpected settings such as shipping containers as shown.