

EXPRESSION OF INTEREST – INTRODUCTION

Open House Melbourne Weekend Saturday 30 + Sunday 31 July 2022

Theme: Built / Unbuilt

In 2022, Open House Melbourne makes a long-awaited return to a physical program to ‘open up’ a diverse range of heritage and contemporary places and spaces across our city for everyone to encounter, experience and enjoy.

This year’s theme *Built / Unbuilt* seeks to catalyse a city-wide conversation about the future of architecture, landscape and urban design through the lens of pressing issues facing cities today, including how the built environment contributes to and shapes public life and communities; the relationship between the built and natural world; and how to reveal, reconcile and acknowledge the prehistories and afterlives of places, spaces and buildings.

Built / Unbuilt celebrates the contribution and impact of good design in our built environment yet also explores the city and suburbs at diverse scales and systems – the urban, civic, public, landscape, interior; as well as those spaces that are ‘unbuilt’ and in-between – the unseen, divergent, porous, interstitial, and inter-connected.

We reflect upon the atmospheric impact of the built and profile projects that pursue sustainable practices and net zero outcomes. We also consider the experience and ongoing impact of the COVID-19 virus, invisible and uncontained, and how the experience of extended isolation continues to shape expectations of how we live, work and gather in space.

Responding further to this thematic, the 2022 OHM July Weekend program will include a curated exhibition titled *Take Hold of the Clouds*. The project invites creative practitioners across visual art, architecture, design, landscape, and film to make an installation or creative work in response to eight sites they have selected, ranging from buildings to landscapes, as part of the OHM 2022 July Weekend.

Rather than simply placing art in buildings, the exhibition stages a series of thoughtful encounters between site-specific and temporal creative works

and architecture, in which each practitioner responds to both form and context, adding a new layer to how we understand these buildings and spaces.

Importantly, *Take Hold of the Clouds* models best practice for high-impact yet sustainable and resource-sensitive exhibition making by using the city as an exhibition space rather than a traditional gallery, and supporting the production of curated projects that are light in footprint.

The project is curated by Tara McDowell (Director, Curatorial Practice, Monash University) and Fleur Watson (Open House Melbourne). The exhibition will be accompanied by a micro website and publication and is supported by funding from the Victorian Government and the Besen Family Foundation.

We want you to be involved – apply now

In response to the *Built / Unbuilt* theme, the Open House Melbourne team invites you to submit your proposal for a tour, event, talk, workshop or creative program for inclusion in the Open House Melbourne July Weekend 2022.

Although our intention is to pursue an ‘in person’ program in 2022, the Open House team encourages proposals for physical and/or digital events as we continue to extend our commitment to hybrid programming creating greater access to our program for all.

Please note: in line with Victorian Government health advice, all programs must be produced to Covid-safe settings and vaccination status checked on entry.

Fleur Watson

Executive Director | Chief Curator
Open House Melbourne

SUBMISSION SUMMARY

Who Should Apply?

Open House Melbourne welcomes EOI applications from building owners, custodians, institutions and community groups with significant buildings and spaces in their care.

We welcome proposals from architects, urban designers, landscape architects, designers and spatial practitioners, along with passionate design advocates within our community who wish to engage directly with public audiences to communicate the importance of good design in our built environment.

We encourage EOIs from locations across the city and Melbourne's suburbs.

What's the Format?

Open House Melbourne encourages EOI submissions for in-person programs, tours and events – where they can be conducted in line with the Victorian Government COVIDSafe settings.

We also welcome submissions for online programs, tours and events. We recommend these submissions embrace their digital context by utilising virtual tours, spotlighting typically off-limits spaces or providing access to interstate or international special guests. Online content should also consider accessibility through closed captions and/or Auslan interpretation, which provides greater reach and inclusivity for our audience.

COVIDSafe Planning

Each submission must agree to comply with public safety guidelines and illustrate that it can safely take place under COVIDSafe settings. Click [here](#) for more information. Please note: the Public Events Framework is no longer applicable and has been superseded by changes to the COVIDSafe Settings.

It is mandatory for every Victorian business with on-site operations to have a COVIDSafe Plan. If your EOI is successful, you will be required to submit a copy of your COVIDSafe Plan to participate in the Open House Melbourne Weekend. It should be reviewed and updated regularly. Download a COVIDSafe Plan template [here](#).

Submission Deadline:

Submit your expression of interest by:
5PM, MONDAY 28 FEBRUARY 2022

All expression of interest applications will be reviewed by Open House Melbourne curatorial team together with the Building Council. You will be notified of your successful inclusion in the program via email by Friday 1 April 2022.

How to Apply?

EOIs must be submitted via an online form, found on the Open House website:

OPENHOUSEMELBOURNE.ORG/EOI2022

All new proposals and returning buildings/events must complete an EOI to participate in the 2022 Open House Weekend.

If your building/event has previously taken part in the program you have the option to fast track the 2022 online form by electing for OHM to reference your content already on file.

The EOI Submission Guide (see page 4) lists all information required to develop your proposal. OHM strongly recommends preparing your content in advance, based upon the questions and word limits specified in the Submission Guide. Please note: the online form must be completed in a single session. There is no option to save or return to a draft at a later date.

Once you have prepared your proposal, submit your EOI by the closing date of 5pm, Monday 28 February 2022.

The curatorial team and OHM Building Council review all submitted EOIs and the main contact specified will be notified of their individual EOI result by email.

SUBMISSION SUMMARY – CONT'D

Why Apply?

We are the largest and longest-running Open House program in Australia. The OHM Weekend provides a significant opportunity to take a active role in advocating for the value of good design in our built environment; to lead broad public discussion around the role of design in creating better futures; to reach a broad cross-section of the community; and gain access to new audiences.

MARKETING BENEFITS

Open House Melbourne is able to promote your program to a wide audience, with an established database of over 44,000 email subscribers, 200,000+ annual website visits and an audience of over 56,000 people across social media channels.

For specially tailored benefits and services, please enquire about partner and sponsorship packages with Helen Sweatman, OHM Business Manager via helen.sweatman@ohm.org.au or 03 8648 8612.

LOGISTICS SUPPORT

The Open House Melbourne team will provide guidance on event logistics including digital content; offer support with bookings and ticketing; supply flags and signage; organise volunteer assistance; and include all buildings and events in OHM's comprehensive communications strategy. This means that building advocates and custodians can focus on the professional delivery of their event and/or program and help the public to learn more about their building, space or project.

Why is Open House Free?

The core remit of the Open House concept lies in the direct experience of architecture and design that is accessible and free to all. A free program is equitable and upholds everyone's right to the city. A free program attracts a diverse audience. A free program encourages people to explore and engage with architecture and design in a relaxed and inspirational way.

As a small not-for-profit organisation, Open House Melbourne works tirelessly to ensure that the Open House Weekend remains accessible and free to all, both now and into the future.

Selection Criteria:

Consider the following key selection criteria when submitting your program, tour or event. The criteria will guide the curatorial process to determine what is accepted into the OHM 2022 program.

Does the building/space or event:

REPRESENT DESIGN EXCELLENCE

- Is it award-winning or has it been recognised by professional design peers?
- Is it innovative, pushing boundaries and/or a great addition to the city?
- Will it inspire the next generation of design professionals/future urbanists/active citizens?
- How does it respond to the 2022 theme of 'Built / Unbuilt' (see page 1).

SEEK TO IMPROVE OUR COLLECTIVE FUTURES

- Does it include First Nations Peoples' Knowledges?
- Is this an exemplar in the space of Ecologically Sustainable Development?
- Does it contribute to a more equitable, inclusive and safe city?
- Does it speak to Melbourne as a multicultural city?
- Does it represent innovation in new housing models?
- Does it provide better-designed public housing or address housing affordability?

REPRESENT SIGNIFICANT BUILT HERITAGE

- Is it a rare example of the architectural style?
- Does it tell an important story about Melbourne's past, present or future?

PROVIDE A UNIQUE VISITOR EXPERIENCE

- Does it offer insights into how the city operates?
- Does it offer a once-in-a-lifetime or special opportunity?
- How will it provide a great experience for visitors of all ages?

SUBMISSION GUIDE

Prepare content for your EOI based on the following questions. Submit your final EOI via:

[OPENHOUSEMELBOURNE.ORG/EOI2022](https://openhousemelbourne.org/eoi2022)

Ensure all EOIs are submitted by the deadline:

5PM, MONDAY 28 FEBRUARY 2022

Please note: this Submission Guide can be supplied upon request as a Microsoft Word document for accessibility purposes. To request a copy contact Brianna Carroll, OHM Program Manager via email brianna.carroll@ohm.org.au or phone 03 8648 8612.

1. First name
 2. Last name
 3. Email address
 4. Phone number
 5. Secondary contact email address
 6. Name of organisation (if relevant)
 7. Are you an OHM precinct or practice partner? Yes / No
 8. EOI Title *Working titles accepted*
 9. EOI Format *In-person / Digital content*
 10. Comply with COVIDSafety Settings *Yes / No*
 11. Has the specific location/event taken part in the OHM Weekend before?
 - Previous participant (move to 11.b)
 - New to program (skip to 12)
 - 11.b Years participated select all that apply:
2021 / 2020 / 2019 / 2018 / 2017 / 2016 or earlier
 - 11.c Reference content
 - Yes, refer to content previously provided (skip to question 18)
 - No, I would like to submit new content
 12. Location / event full address
 13. Local Government Area
 14. Architect / Designer and Year
 15. Description
Provide general information about the location/ event. Include architectural, design, historic or unique points of interest. 200 words max.
 16. Key Selection Criteria
Review the range of criteria and select the categories that apply:
 - Represents design excellence
 - Seeks to improve our collective futures
 - Represents significant built heritage
 - Provides a unique visitor experience
 17. Image uploads
File type: JPEG. Image Quality: min 2MB, max 10MB. Include a range of internal, external, details, archival images, etc.
 18. What's On
Describe what will take place at your location/ event in 2022. What can the audience expect to do or learn about? Who will be presenting? What other information or activities are available? 100 words max.
 19. How does your EOI relate to the 2022 theme, *Built / Unbuilt?* 50 words max.
- For the following questions please provide an indication of preferences at the time of submission, we understand these responses are subject to change.
20. Open Day/s
Saturday 30 July / Sunday 31 July / Both days
 21. Operating hours
 - Good: open 6+ hours
 - Moderate: open 4 – 6 hours
 - Limited: open less than 4 hours
 - Other
 22. Entry type
 - Open Access / Free Roaming
 - Limited Access / Timed Tours
 - Both
 - Digital / Online event
 - Other
 23. Accessibility
Wheelchair accessible / Accessible bathroom and parking / Audio Description / Auslan / Closed Captions / Quiet rooms / Social Story
 24. Volunteers required
Yes / No / Not sure
 25. Further information
Please provide any additional information for your submission, including any reference material or website links.
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