



# **WRG Digital Call-Out Information Pack**

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## **ABOUT THE WHITE RABBIT GALLERY**

The White Rabbit Gallery was opened in 2009 to showcase what has become one of the world's most significant collections of Chinese contemporary art.

Dedicated to works made in the 21st century, the White Rabbit Collection is owned by Judith Neilson, who was inspired to establish it after her first trips to Beijing in the late 1990s. She was thrilled by the creative energy and technical quality of the works she saw and wanted to share them with people outside China. She makes regular trips to China and Taiwan to augment the Collection, which now includes over 3000 works by more than 750 artists and continues to expand.

The gallery building, a Rolls-Royce service depot in the 1940s, was completely refitted as an exhibition space by architect William Smart. Since the Gallery can house only a fraction of the collection at any one time, there are two new exhibitions a year, each involving a full rehang. For this reason, the Gallery closes during installations, usually in May and November.

The White Rabbit Gallery is a registered charitable institution funded solely by Judith Neilson. Admission is free.

## **ABOUT THE WRG DIGITAL CALL-OUT**

The WRG Digital Call-Out invites emerging artists and designers to respond to a theme and create an animation/artwork for the White Rabbit Gallery website landing page.

There will be two digital call-outs each year, with each round's theme aligning with a new exhibition at the White Rabbit Gallery.

The winner receives:

- Their artwork showcased on the White Rabbit Gallery website landing page 24/7 for a duration of 5 months.
- Promotion via the White Rabbit Gallery social media channels.
- A \$2,000 AUD artists' fee.
- Access to professional support and guidance from award-winning creative agency and design studio, Spring in Alaska.
- Their work and artist biography will become a permanent part of the WRG Digital Archive.

The WRG Digital Call-Out offers emerging artists and designers an invaluable opportunity for artistic exchange, mentorship, and professional development.

# THE THEME

## *Hooligan*

This theme invites applicants to engage with the complex and contested meanings of the term *Hooligan*.

*Liumang* (hooligan) in Chinese history and culture, once associated with outsiders, villagers, and the unruly margins of society, has evolved into a term used to label social deviants, political dissidents, and those deemed threats to public order. From the port cities of 19th-century China to the ideological frameworks of the People's Republic, the figure of the hooligan reveals deep tensions between power, identity, and resistance.

Artists are encouraged to interrogate how this term in China and abroad, has been used to marginalise, control, and criminalise — and how, in turn, it may also serve as a symbol of defiance, nonconformity, and survival.



*Image by Airam Dato-on (Courtesy of Pexels)*

# THE INSPIRATION

## Keywords and Phrases

Applicants may use the below list of keywords and phrases, to guide artists:

- Tigers
- Carousel
- Park play equipment: Springers.
- Politicians
- Caricatures
- Painterly
- Blood
- Lenticular, double vision, glitch
- Pink Neon
- Outsiders
- Rebels
- Hooliganism
- Dark playfulness
- Quarrels
- Commotion
- Social Disorder

## Videos

[Inspiration Video Link](#)

Please note that these videos are intended solely as inspiration to capture the desired atmosphere and mood—they are not to be used in your final artworks.

## Articles

Below are links to three articles that explore the concept of *Liumang* (hooliganism) in Chinese history and culture. These readings are intended to provide applicants with additional context for the theme.

[China Endless War](#)

[Picking Quarrels and Provoking Trouble](#)

[Tiananmen Square Leader Released](#)

## WRG Digital Archive

Visit this archive to view previous digital artworks for the White Rabbit Gallery Homepage.

[WRG Digital Archive](#)

## Information Pack

WRG Digital Call-Out 2025

## GUIDELINES

Please find below the guidelines and key information about the 2025 WRG Digital Call-Out. All dates mentioned throughout this document are in AEST.

### Key Dates

<b>Applications Open:</b>	Monday 30 <sup>th</sup> June 2025 – 9am
<b>Technical Briefing Session:</b>	Friday 25 <sup>th</sup> July 2025 – 11am
<b>Applications Close:</b>	Friday 29 <sup>th</sup> August 2025 – 5pm
<b>Successful Applicants Notified:</b>	Friday 12 <sup>th</sup> September 2025 -5pm
<b>Development Period:</b>	Monday 15 September – Monday 24 November 2025
<b>Launch:</b>	Monday 1 December 2025 – 9am

### Eligibility

The WRG Digital Call-Out is for emerging designers and artists. For the WRG Digital Call-Out, an emerging designer or artist meet the below eligibility:

- Must be 18+ years of age.
- Must be an artist or designer within the first 10 years of their design or artistic practice.
- Must not be represented by a commercial gallery, design agency or working for a design company.

We encourage applications from domestic and international artists, First Nations artists, artists living with a disability, artists from culturally and linguistically diverse backgrounds, and members of the LGBTIQ+ community.

Applicants may apply as a collaborative group. However, please note, the artist fee will be split evenly between group members.

### Judging and Selection

The selection panel will review and assess all valid applications received. Applications will be assessed on a variety of factors including:

- Compliance to the entry criteria.
- The strength of the submitted artwork.
- How well the submitted artwork responds to the theme.
- The impact that the WRG Digital Call-Out will have on the applicants' professional development.

The judging panel will consist of:

<u>Judith Neilson AM</u>	White Rabbit Gallery	Founder and Director
<u>David Williams</u>	White Rabbit Gallery	Curator

### Information Pack

WRG Digital Call-Out 2025

<u>Hannah McKellar</u>	White Rabbit Gallery	Digital Communications Manager
<u>Noa Peer</u>	Spring in Alaska	Founder and Director
<u>Keren Moran</u>	Spring in Alaska	Founder and Director

## Costs and Artist Fees

There are no financial costs associated with submitting an entry. The WRG Digital Call-Out is free to enter.

The winner of the WRG Digital Call-Out will receive a \$2,000 AUD prize. If the winner is a collaborative group, the artist fee will be split evenly between group members.

## Technical Briefing Session

A live technical briefing session will be held on: Friday 25 July 2025 – 11am (AEST).

This gives applicants an opportunity to hear from the founders of award-winning creative agency, Spring in Alaska: Noa Peer and Keren Moran. This briefing session will cover the technical aspects of the WRG Digital Call-Out and give applicants a chance to ask Noa and Keren questions about artwork specifications, all things digital and their experience working closing with the White Rabbit Gallery.

Any questions that can't be answered on the day, will be addressed and published shortly after the session. If you cannot attend the briefing session, a recording will be available to view online at the applicant's leisure.

General questions about the application process or theme, can be sent [HERE](#). If applicants would prefer to ask these questions via a confidential phone call, we would be happy to organise a suitable time.

## Artwork Specifications

<u>Min. Format</u>	720p HD 16:9 aspect ratio
<u>Min. Resolution</u>	1280 x 720 px
<u>Min. Quality</u>	720p
<u>Min. Bit Rate (Mbps)</u>	5 – 10
<u>Min. Frame Rate</u>	24
<u>Codecs</u>	H.264, Apple ProRes 422 (HQ), H.265 (HEVC)
<u>Audio</u>	No Audio
<u>Duration</u>	Up to 20 seconds
<u>Size</u>	Max. 150MB

NB: The best way to re-code your file is to re-export it from the program you used to create it.

## Supporting Documents

Along with a link to your artwork, you are required to upload support material to provide additional context to your application.

The support material for this application includes:

- CV (1 page PDF, max file size 3MB).
- A 200-word written statement about the artwork.
- A link to your website or upload 5 previous works.

Please note, that no extra supporting documents are permitted, and submissions will be assessed by the quality of the work and the creative response to the theme.

### CV

Your artist CV should be no more than 1x A4 page. It should be in PDF format and no larger than 3MB. It should include a variety of below:

- Personal information: Full name, date of birth, email, website (if applicable).
- Education: Relevant degrees, workshops or training.
- Exhibitions: List of solo and group exhibitions, including dates, titles and venues.
- Awards and Grants: List of grants, scholarships or awards you have received.
- Publications: List of publications, reviews, or articles about your work.
- Commissions: List of commissions you have received, including if possible the client, project title and date.
- Collections: List of public or private collections where your work is held.
- Other: Include any relevant work experience, residencies or related activities.

### Written Statement

The 200-word statement about your WRG Digital Call-Out application should be a short and precise introduction to your work. It should cover the work's ideas in one short paragraph and could include some of the following points:

- Description of the overall vision, concept and ideas of your artwork.
- An explanation of how your artwork relates and responds to the theme of the WRG Digital Call-Out.
- What image sources, artists, or prior knowledge of the White Rabbit Gallery inspired your artwork. Explain how.
- If you have used a certain technique, describe why is it important to the work.
- How do you intend the audience to respond.
- Why is this opportunity important to your professional development and your artistic practice.

Please use concise language and be sure to triple check your statement for any spelling mistakes and repetition.



## FREQUENTLY ASKED QUESTIONS

<b>Who can apply?</b>	The WRG Digital Call-Out is for emerging designers and artists. It is open to emerging designers and artists of 18+ years of age. We encourage applications from domestic and international artists, First Nations artists, artists living with a disability, artists from culturally and linguistically diverse backgrounds, and members of the LGBTIQ+ community.
<b>What is considered an emerging designer/artist for this digital call-out?</b>	For these purposes, an emerging designer or artist is defined as someone who is <u>not</u> represented by a design agency/company or commercial gallery <u>and</u> is within the first 10 years of their design or artistic practice.
<b>Can I apply as a collaborative group, agency, or company?</b>	You may apply as a collaborative group. However, please note, the artist fee will be split evenly between group members. If you work for a design agency/company or are represented by a commercial gallery, you <u>cannot</u> apply for the WRG Digital Call-Out.
<b>Can I get assistance with my application?</b>	As a small team within a not-for-profit organisation, we are committed to supporting you; however, our capacity for in-depth assistance is limited. If you have an enquiry that isn't addressed in the information pack or in the FAQ's, please feel free to email us. Our team will do our best to assist you as promptly as possible within our available resources.
<b>Can I contact you if I have a question?</b>	Yes you can, by emailing <a href="mailto:media@whiterabbitcollection.org">media@whiterabbitcollection.org</a> . As we are a small team with limited resources, we kindly ask that you first check our downloadable information pack and review the list of frequently asked questions before reaching out.
<b>What are the costs associated?</b>	There are no financial costs associated with submitting an entry. The WRG Digital Call-Out is free to enter.
<b>What does the winner receive?</b>	<ul style="list-style-type: none"> <li>• \$2,000 AUD prize.</li> <li>• Five months of featured promotion on the WRG website landing page.</li> <li>• Professional support and guidance (as needed) during the digital call-out timeframe.</li> <li>• Artwork and artist biography will also become a permanent part of the WRG Digital Archive.</li> </ul>
<b>What is expected of me if selected?</b>	The winner will be expected to allow their artwork/design to be featured on the White Rabbit Gallery website landing page for a period of 5 months. If necessary, they may be asked to modify their artwork/design to fit specification changes and work with award-winning creative agency Spring in Alaska on this process. The entrant must agree to all terms and conditions and may be asked to send further information about themselves/their work, to be featured on our WRG Digital Archive.
<b>How do I submit my application?</b>	The application is an online form, which will be visible and active on this webpage from Monday 30 June 2025 9am (AEST) – Friday 29 August 2025 5pm (AEST). When applications are open, you will be able to find the online form here: <a href="#">WRG Digital Call-Out</a> . The form includes multiple questions, which involves written responses and ticking boxes. If you can't finish your application in one go, there is an option to save for later. However, to avoid any unexpected technical issues, we do recommend applicants prepare their answers on a separate document, copying and pasting them in when they are ready to upload the application. Preparing your files to upload in advance is recommended, as well as double checking they match the upload specifications.
<b>How do I write my 200-word statement?</b>	The 200-word statement about your WRG Digital Call-Out application should be a short and precise introduction to your work. It should cover

	<p>the work's ideas in one short paragraph and could include some of the following points:</p> <ul style="list-style-type: none"> <li>• Description of the overall vision, concept and ideas of your artwork.</li> <li>• An explanation of how your artwork relates and responds to the theme of the WRG Digital Call-Out.</li> <li>• What image sources, artists, or prior knowledge of the White Rabbit Gallery inspired your artwork. Explain how.</li> <li>• If you have used a certain technique, describe why is it important to the work.</li> <li>• How do you intend the audience to respond.</li> <li>• Why is this opportunity important to your professional development and your artistic practice.</li> </ul>
<b>Why do you ask if applicants identify as First Nations, culturally/linguistically diverse, LGBTQIA+, or living with a Disability?</b>	<p>We ask about the applicants' identity so that we can assist with appropriate support and to ensure that the WRG Digital Call-Out process from start to finish, is accessible and inclusive to people of diverse backgrounds. We work in a diverse context so must consider how to adapt and adjust services to all individual needs. Please note, if applicants aren't comfortable sharing their personal information in the application form, there are options to select 'prefer not to say'. If there is something applicants' wish to confidentially discuss before applying, please feel free to email us.</p>
<b>What is culturally and linguistically diverse (CALD)?</b>	<p>CALD is the acronym for 'culturally and linguistically diverse'. This describes a culturally, religiously and linguistically diverse population. It includes people from: a range of ethnicities, people whose first language is not English, immigrants, refugees, and individuals from minority cultural or linguistic groups. As we all live and work in culturally diverse contexts, it is important to reflect community diversity, respect and include communities of culturally and linguistically diverse backgrounds, and acknowledge the great talents of all people.</p>
<b>What should I include in my artist CV?</b>	<p>Your artist CV should be no more than 1x A4 page. It should be in PDF format and no larger than 3MB. It should include a variety of below:</p> <ul style="list-style-type: none"> <li>• Personal information: Full name, date of birth, email, website (if applicable).</li> <li>• Education: Relevant degrees, workshops or training.</li> <li>• Exhibitions: List of solo and group exhibitions, including dates, titles and venues.</li> <li>• Awards and Grants: List of grants, scholarships or awards you have received.</li> <li>• Publications: List of publications, reviews, or articles about your work.</li> <li>• Commissions: List of commissions you have received, including if possible the client, project title and date.</li> <li>• Collections: List of public or private collections where your work is held.</li> <li>• Other: Include any relevant work experience, residencies or related activities.</li> </ul>
<b>What is support material?</b>	<p>Support material refers to information and examples of your work that you submit with your application to provide additional context and support. The support material for this application includes:</p> <ul style="list-style-type: none"> <li>• CV (1 page PDF, max file size 3MB).</li> <li>• Link to your website or 5 previous works.</li> </ul>
<b>Can letters of support be included in the support material?</b>	<p>No, letters of support aren't required or applicable to this application. Submissions will be assessed by the quality of work and creative response to the theme.</p>
<b>Can I submit extra support material?</b>	<p>No, extra support material is not permitted.</p>

<b>I get an error when uploading/have made a mistake on my application. What do I do?</b>	Please feel free to email <a href="mailto:media@whiterabbitcollection.org">media@whiterabbitcollection.org</a> . Our team will do our best to assist you as promptly as possible.
<b>When will I hear results?</b>	Successful applicants will be contacted by: Friday 12 September 2025 – 5pm (AEST).
<b>How are the applications assessed/how is the successful applicant chosen?</b>	The selection panel will review and assess all valid applications received. Applications will be assessed on a variety of factors including: <ul style="list-style-type: none"> <li>• Compliance to the entry criteria.</li> <li>• The strength of the submitted artwork.</li> <li>• How well the submitted artwork responds to the theme.</li> <li>• The impact that the WRG Digital Call-Out will have on the applicants' professional development.</li> </ul>
<b>Who is on the selection panel?</b>	The selection panel will consist of: <ul style="list-style-type: none"> <li>• Judith Neilson AM – White Rabbit Gallery Founder and Director.</li> <li>• David Williams – White Rabbit Gallery Curator.</li> <li>• Hannah McKellar – White Rabbit Gallery Digital Communications Manager.</li> <li>• Noa Peer – Spring in Alaska Founder and Director.</li> <li>• Keren Moran – Spring in Alaska Founder and Director.</li> </ul>
<b>What about conflicts of interest?</b>	A conflict of interest is when private interests interfere, or appear to interfere, with official duties. The selection panel and wider WRG team are dedicated to embracing a fair, transparent and merit-based assessment process, free from patronage and favouritism. To ensure all applicants are assessed objectively and fairly the selection panel will declare in full, any actual, perceived or potential conflicts of interest.
<b>What about my privacy?</b>	The White Rabbit Gallery and all members of the selection panel take the protection of the applicants' privacy seriously. The White Rabbit Gallery collects and handles personal information in accordance with its legal obligations, including those under the Privacy Act 1988.
<b>Can I get feedback on my application?</b>	As a small team within a not-for-profit organisation, we are committed to supporting you; however, our capacity for in-depth assistance is limited. Feedback on unsuccessful applications won't be available for this reason.

## COMMUNICATIONS

If you have any questions about the WRG Digital Call-Out, please feel free to contact us via the communication methods listed below.

We recommend applicants visit the White Rabbit Gallery where possible to get a deeper understanding of the gallery. If you can't physically visit, applicants can take a Virtual Tour of our previous exhibitions, accessible via our website. Our physical address and operating hours are listed below.

### Address

White Rabbit Gallery  
30 Balfour Street  
Chippendale NSW 2008  
Sydney, Australia

Entry is free.  
Wednesday – Sunday 10am – 5pm  
(during exhibition periods)

### Email

[media@whiterabbitcollection.org](mailto:media@whiterabbitcollection.org)  
Address to: Hannah McKellar

### Phone

02 9137 2771  
Hannah McKellar  
Digital Communications Manager

### Social Media

Instagram	<a href="https://www.instagram.com/whiterabbitgallery">@whiterabbitgallery</a>
Facebook	<a href="https://www.facebook.com/WhiteRabbitGallery">facebook.com/WhiteRabbitGallery</a>
TikTok	<a href="https://www.tiktok.com/@whiterabbitgallery">@whiterabbitgallery</a>
Website	<a href="http://www.whiterabbitcollection.org">www.whiterabbitcollection.org</a>

### Virtual Tours

<https://whiterabbitcollection.org/virtual-tours/>