



# **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 800 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

### ***Generation Xi***

Amid the rapid rise of artificial intelligence, humanoid robotics, and the electric vehicle revolution, China's youth have come of age in a period of transformation unlike any the world has witnessed before. Raised during an era of unprecedented technological acceleration and under the leadership of a ruler with no fixed term limit, the exhibition ***Generation Xi*** introduces a cohort of artists whose ways of thinking, living, and creating differ fundamentally from those of previous generations—as every new generation should.

Defined by individuality and adaptability, ***Generation Xi*** has grown up in a world of constant change. They readily experiment with emerging technologies, embrace innovation, and navigate new realities with remarkable fluency. This openness has helped foster an ecosystem that both reflects and accelerates China's technological and cultural transformation.

As an active and influential force within contemporary Chinese society, they engage with opportunity rather than retreat from uncertainty. Unafraid of complexity, contradiction, or disruption, ***Generation Xi*** is shaping its own future—and, increasingly, the future of the world around it.

## WHAT TO INCLUDE IN YOUR ARTWORK

The exhibition title in both English and Mandarin – ***Generation Xi*** 习世代

### ***KEEP IN MIND...***

The White Rabbit Gallery website homepage features text menu items at both the header and footer. Your artwork design will need to ensure that these menu items remain legible so that website visitors can navigate the page with ease.

You can preview how your digital artwork will appear on the White Rabbit Gallery homepage by using our PSD Template—a helpful tool for testing your work against our website design.

You can also download our Submission Checklist to ensure you have all the required materials ready before applying.

# THE INSPIRATION

## Style: *New Ugly*

For the **WRG Digital Call-Out: Generation Xi**, applicants are invited to create an artwork inspired by the aesthetic of *New Ugly*.

Emerging in the late 2010s, *New Ugly* is a design movement that gleefully discards traditional rules of composition, embracing chaos, imperfection, and visual excess. Rejecting the polished minimalism that dominated much of contemporary design, it celebrates the awkward, the unconventional, and the deliberately disruptive. The result is a bold visual language that resonates with a generation raised in an era of information overload, algorithmic feeds, and constant digital stimulation.

*New Ugly* thrives on tension and contradiction. It favours visual honesty over perfection, spontaneity over control, and experimentation over refinement. Raw, unpredictable, and unapologetically loud, it challenges conventional ideas of beauty while creating works that are immediate, memorable, and intensely expressive.

Characteristics of *New Ugly* may include:

- Intentionally clashing colour palettes, such as electric blues, vivid reds, and faded yellows competing for attention.
- Messy, deconstructed typography, with multiple typefaces, scales, and treatments layered within the same composition.
- Text and graphic elements that overlap, collide, or appear casually and unexpectedly placed.
- Unbalanced layouts that disregard traditional grid systems and hierarchies in favour of dense, maximalist compositions.
- Visual noise, distortion, low-resolution imagery, digital artefacts, or unconventional image treatments.
- A sense of spontaneity, experimentation, and productive disorder.

Rather than striving for perfection, applicants are encouraged to embrace risk, friction, and visual unpredictability. *New Ugly* is not about poor design—it is about intentionally challenging established conventions to create something fresh, expressive, and distinctly contemporary.

## Articles on *New Ugly*

<https://radii.co/article/decoding-chinas-new-ugly-graphic-design>

<https://www.kovacollective.co/post/what-the-new-ugly-says-about-design-right-now>

<https://eyeondesign.aiga.org/schooled-in-the-new-ugly-lessons-from-darius-ous-autotypography/>

## Examples of New Ugly



**Artist:** Chengan Xia 夏诚安

**Artwork Title:** *Everybody Wants to Hear What's Already Been Told*

**Artwork Details:** 2020, video (still)

**Artist Website:** <https://xiachengan.com/>



**Studio:** Studio Darius Ou

**Project Title:** *Autotypography*

**Project Details:** 16 June 2012 – 14 June 2013, 365 posters (installation view)

**Project Website:** <https://cargocollective.com/dhesign/autotypography>

## **WRG Digital Archive**

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

[WRG Digital Archive](#)

## GUIDELINES

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

### Key Dates

|                                        |                                              |
|----------------------------------------|----------------------------------------------|
| <b>Applications Open:</b>              | Monday 27 <sup>th</sup> July 2026 – 9am      |
| <b>Technical Briefing Session:</b>     | Monday 10 <sup>th</sup> August 2026 – 11am   |
|                                        | Monday 24 <sup>th</sup> August 2026 – 11am   |
| <b>Applications Close:</b>             | Monday 14 <sup>th</sup> September 2026 – 5pm |
| <b>Successful Applicants Notified:</b> | Monday 21 <sup>st</sup> September 2026 – 5pm |
| <b>Development Period:</b>             | Monday 28 <sup>th</sup> September –          |
|                                        | Monday 2 <sup>nd</sup> November 2026         |
| <b>Launch:</b>                         | Monday 9 <sup>th</sup> November 2026 – 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                        |
| <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

Live technical briefing sessions will be held on: Monday 10<sup>th</sup> August 2026 – 11am (AEST) and Monday 24<sup>th</sup> August 2026 – 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.

## Information Pack

WRG Digital Call-Out: Generation Xi (2026)

## 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, social media 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 LGBTIQA+ 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>                 | Yes – collaborative group applications are welcome!<br>Please note that the artist fee will be divided equally among all group members. All collaborators must individually meet the eligibility criteria. If any member of the group is represented by a commercial gallery, works for a design agency, or is employed by a design company, the group will unfortunately not be eligible for the WRG Digital Call-Out.<br>We strongly recommend ensuring that all collaborators meet the requirements before submitting your application.                                                                                                            |
| <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>• Promotion via the White Rabbit Gallery social channels for the duration of the call-out timeline.</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>                                           | When applications are open, you will be able to find the online form here: <a href="#">WRG Digital Call-Out</a> . To start the process, you can click the 'START YOUR APPLICATION' button at the top of the page, or alternatively you can scroll down to find the form. The form includes multiple questions, which involves written responses and ticking boxes. To make your application process as easy as possible, we 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 |

|                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
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|                                                                                                                                          | checking they match the upload specifications. If you have any issues with uploading your application, please contact us <a href="#">HERE</a> .                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>How do I write my 200-word statement?</b>                                                                                             | <p>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:</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> | 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.                                                                                                                                                                                                                                                                                                                              |
| <b>What is culturally and linguistically diverse (CALD)?</b>                                                                             | 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.                                                                                                                                                                                                                                                                                                                                                              |
| <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</b>                                                                                                | 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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

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| <b>in the support material?</b>                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Can I submit extra support material?</b>                                                                                                    | No, extra support material is not permitted.                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <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:<br>Monday 21 <sup>st</sup> September 2026 – 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.                                                                                                                                                                                                                                    |
| <b>I have previously been selected as the Winner of the WRG Digital Call-Out. Can I apply again?</b>                                           | If you were selected as the Winner of the previous WRG Digital Call-Out, you are not eligible to win again in the immediate next Call-Out. However, you are still welcome to apply and may be considered for a Special Mention. You may reapply to be eligible for the Winner title in any future, non-consecutive WRG Digital Call-Out.                                                                                                                         |
| <b>I have previously been selected as a Special Mention of the WRG Digital Call-Out. Can I apply again?</b>                                    | Yes, if you were selected as a Special Mention in the previous WRG Digital Call-Out, you are eligible to apply and be considered for the next Call-Out.                                                                                                                                                                                                                                                                                                          |
| <b>I'm unsure about my eligibility to apply, as I work in the design field. Could you clarify what qualifies as a "design company" for the</b> | If you work professionally for any of the following types of companies, you are <u>not</u> eligible to apply for the WRG Digital Call-Out: <ul style="list-style-type: none"> <li>• Graphic Design Studios</li> <li>• Web and Digital Design Agencies</li> <li>• Motion Graphics and Animation Studios</li> <li>• UI/UX Design Agencies</li> <li>• Full-Service Design Agencies</li> </ul>                                                                       |

|                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>purposes of this opportunity?</b>                                                                      | <ul style="list-style-type: none"> <li>Advertising and Creative Agencies</li> </ul> <p>If you're unsure about your eligibility, feel free to contact us at <a href="mailto:media@whiterabbitcollection.org">media@whiterabbitcollection.org</a> — we're happy to help clarify.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>I wasn't able to complete my submission in time— am I still able to apply with a work in progress?</b> | <p>We'd love to see finished artworks – but works in progress are welcome too! The WRG Digital Call-Out is a brand-new initiative, and as we shape the process, we're committed to making it as inclusive and flexible as possible. If you don't have a fully polished or completed piece, don't worry – feel free to submit a work in progress. Just be sure to include a strong concept statement that clearly outlines your vision and if your idea resonates with the judging panel, they're more than happy to support its development during the official development period, if your submission is selected as the winner.</p>                                                                                                                                                                                                                                                                                                                          |
| <b>What does the development period mean?</b>                                                             | <p>The WRG Digital Call-Out includes a dedicated development period. This is a collaborative phase designed to support the selected artist or designer in refining their work ahead of the official launch. During this time, the winning creative will work closely with the White Rabbit Gallery and Spring in Alaska teams to make any necessary adjustments. This may include:</p> <ul style="list-style-type: none"> <li>- Addressing issues with movement or flow.</li> <li>- Aligning the design to fit seamlessly within our website template.</li> <li>- Receiving advice to finalise and polish the artwork.</li> </ul> <p>This is also a valuable opportunity to gain firsthand experience working with clients in a professional setting, while receiving creative and technical guidance from industry professionals.</p>                                                                                                                         |
| <b>I'm a student. Do I meet the eligibility?</b>                                                          | <p>Students are eligible, provided you meet the following criteria:</p> <ul style="list-style-type: none"> <li>- You are 18 years or older.</li> <li>- You are not represented by a commercial gallery, design agency, or employed by a design company.</li> <li>- You are within the first 10 years of your artistic or design practice.</li> </ul> <p>If you're still exploring your creative path and haven't had major exhibitions or professional opportunities in the past 10 years, you most likely qualify. If you're unsure about your eligibility or have questions about your specific situation, don't hesitate to reach out to us at: <a href="mailto:media@whiterabbitcollection.org">media@whiterabbitcollection.org</a>. Our team is more than happy to assist.</p>                                                                                                                                                                            |
| <b>I don't have an ABN. Can I still apply?</b>                                                            | <p>Yes, you can still apply for the WRG Digital Call-Out. If you are selected as the winner and don't have an ABN, that's absolutely fine. We will provide the necessary Australian Tax Office (ATO) forms for you to complete instead.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>I haven't had any exhibition history. What do I put on my CV?</b>                                      | <p>If you haven't exhibited your work before, that's completely okay. Your artist CV can include any experiences, education, or achievements that relate to your creative practice. Even if your CV currently only includes basic details like 'Personal Information' and 'Education', that's absolutely fine. If this is your first time putting together an artist CV, think of it as a great starting point—something you can continue to build and update as your career develops. It's completely normal for emerging artists to have a shorter CV, and this is not a disadvantage for your application. Need help getting started? The National Association for the Visual Arts (NAVA) provides a useful overview and CV template. You can find the link to their resource here: <a href="https://visualarts.net.au/media/uploads/files/Template_CV_template_JCS.pdf">https://visualarts.net.au/media/uploads/files/Template_CV_template_JCS.pdf</a></p> |
| <b>Why is it only for emerging artists, and will it stay this way?</b>                                    | <p>At this stage, the WRG Digital Call-Out is dedicated to supporting emerging artists and designers—those who are still establishing their practice and navigating the early stages of their careers. This initiative was created with accessibility in mind, aligning with one of Judith Neilson's core philanthropic goals: to make art more inclusive and available to all.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

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|  | <p>The WRG Digital Call-Out is a gift to early-career creatives—an opportunity to be seen, supported, and celebrated. It’s also a way to encourage audiences to engage with artists from the very beginning of their journey.</p> <p>As the WRG Digital Call-Out is in its beginning stages, we’re open to feedback and ideas for future editions. If you have suggestions or thoughts you’d like to share, please email us at:</p> <p><a href="mailto:media@whiterabbitcollection.org">media@whiterabbitcollection.org</a></p> |
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# WRG DIGITAL CALL-OUT SUBMISSION CHECKLIST

Not sure if you've covered everything? Use this handy submission checklist to make sure your entry is eligible– and as strong as it can be.

## ***Eligibility***

- ☐ You are 18 years of age or older.
- ☐ You are not represented by a commercial gallery or employed by a design agency or company.
- ☐ You are within the first 10 years of your design or artistic practice.
- ☐ For collaborative/group applications, all members meet these criteria and agree to share the artist fee.
- ☐ You have read and accepted the Information Pack, Terms and Conditions and Digital Licence Agreement.
- ☐ Previous WRG Digital Call-Out Winners are ineligible for the immediate next round but may apply for the Special Mention.
- ☐ You understand the Development Period and agree to collaborate with the WRG Team for any necessary adjustments if selected.
- ☐ You confirm that your artwork was not created primarily or entirely using Artificial Intelligence (AI).

## ***Online Application and Support Material***

- ☐ You have submitted an Artwork Statement (max 200 words), which includes an Artwork Title. The Statement clearly describes your vision and how your work responds to the theme.
- ☐ Your statement is concise and free of spelling errors and repetition.
- ☐ You have included an Artist CV (max 1x A4 page, PDF, max 3MB).
- ☐ You have provided a website or social media link, OR 5 examples of previous work.
- ☐ If submitting a Work in Progress, you have included a strong concept statement and clearly labelled it as a Work in Progress.
- ☐ You have disclosed if you have used Artificial Intelligence (AI) tools to create your artwork.

## ***Design Requirements***

- ☐ Your artwork is designed to fit the White Rabbit Gallery Website Template, keeping it visible for easy navigation.
- ☐ Photosensitivity considerations are observed: no flashing (12-25 times per second), high-contrast or rapid patterns, or sudden colour changes, especially involving red.
- ☐ Your work contains no graphic imagery harmful to the public (e.g. violence, self-harm, aggression).
- ☐ Submissions are visual only – no audio or soundtrack included.
- ☐ Your submission meets all artwork specifications and is accessible via a public weblink (e.g. YouTube or Vimeo).
- ☐ Your artwork includes the exhibition title in both English and Mandarin: Generation Xi 习世代.



# 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)

## 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/>