

# THE HERO'S JOURNEY

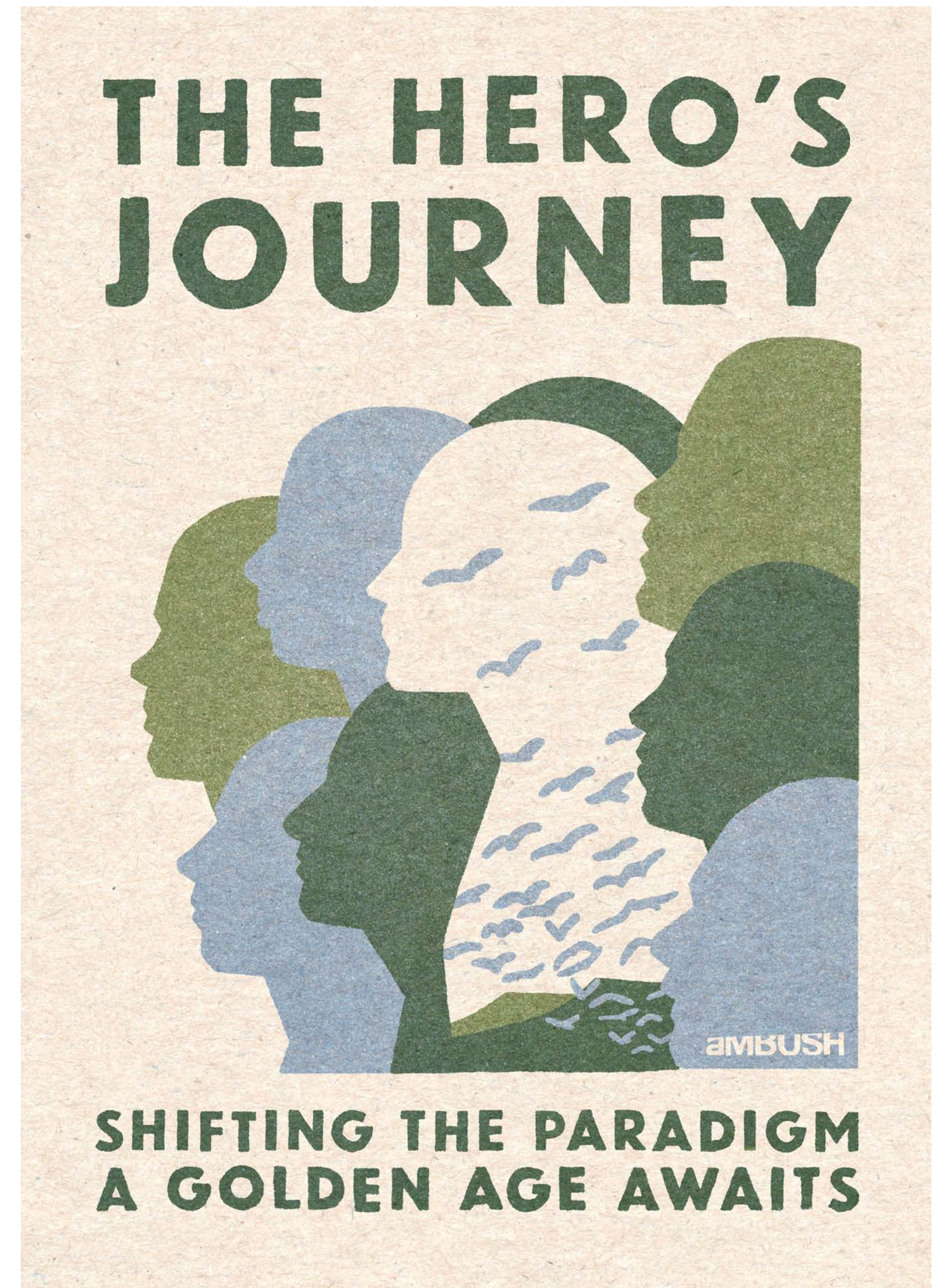
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2020: the year that wouldn't be ignored

**aMBUSH Gallery Poster Prize**

In partnership with **Kambri at ANU**

**aMBUSH**



\*Artwork by Mark Chester Harding

# Invitation

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The Hero's Journey is a classic narrative arc that's shared by almost every story ever told: a character ventures out to get what they need, faces conflict, and ultimately triumphs over adversity.

The year 2020 is our journey. It begins with ordinary people in the ordinary world, but quickly crosses the threshold from normal life into the domain of uncertainty, and asks us all to be heroes when unprecedented historical events rock our world.

There are trials to bear, monsters real and imagined to slay, ordeals to face, and crises that take us into our darkest hour – the Australian bushfires, COVID-19, Black Lives Matter protests, political acts of ignorance and infamy,

swarms of locusts and killer bees, and the widespread global economic impacts felt post-pandemic, just to name a few.

How did you heed the call of 2020? We want to know!

'The Hero's Journey' is a time capsule exhibition and social experiment from aMBUSH Gallery, designed to document this important time in world history.

We're seeking the participation of visual artists, graphic designers, and digital agencies to capture the essence of 2020 in the form of a movie poster.

Because nothing is ever the same once you're a hero ...

# Callout

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**Create a poster which encompasses your experience of the year 2020.**

What does it look like?

What does it feel like?

How do you want to come out on the other side?

How would you encourage others to find the best result from a difficult time?

Will we be reborn?

Is there treasure to be salvaged?

What special powers do we need, and what will result from all this upheaval?

Do we defeat our adversaries, or do they chase us as we flee?

And what of the new life that emerges? Undoubtedly the quest will have changed us ...

# Brief

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The posters will be exhibited as an online exhibition. Depending on restrictions on gatherings for the remaining of the year, aMBUSH would like to host a physical exhibition where the finalist artworks will be printed, exhibited and sold on behalf of the artists with no commission taken on sales.

A winner will be selected to receive an AUD\$3,000 cash prize.

**Requirements:** The poster can be produced in any medium, so long as it can be communicated digitally. The submission file will need to be print quality so it can be printed and exhibited if restrictions allow. The file should be 841 x 1189 mm (A0 - portrait orientation) and as close to 300 dpi as possible. Entrants also need to supply an artist statement, a biography, and links to relevant social media and/or websites.

**Parameters:** Entrants may submit one (1) artwork which responds to the theme. Entries are limited to artists in Australia.

**Prize:** aMBUSH Gallery will choose 50 finalists to be featured on the aMBUSH website and in a physical exhibition at aMBUSH Gallery, Kambri at ANU (Canberra). The winner will be chosen by an independent panel and will receive an AUD\$3,000 cash prize.

**Submission:** Email [info@ambushgallery.com](mailto:info@ambushgallery.com)

**Key dates:**

Entries open	4th August 2020
Entries close	30th September 2020
Finalists announced	8th October 2020
Winner announced	15th October 2020
Exhibition	November 2020 (tbc)

For further information or any questions, please contact Elisa Donato at [elisa@ambushgallery.com](mailto:elisa@ambushgallery.com)

# Case Study

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## Human 3.0

Human 3.0 is an example of a poster project produced by aMBUSH, whereby finalist artworks formed a physical exhibition.

# Human 3.0

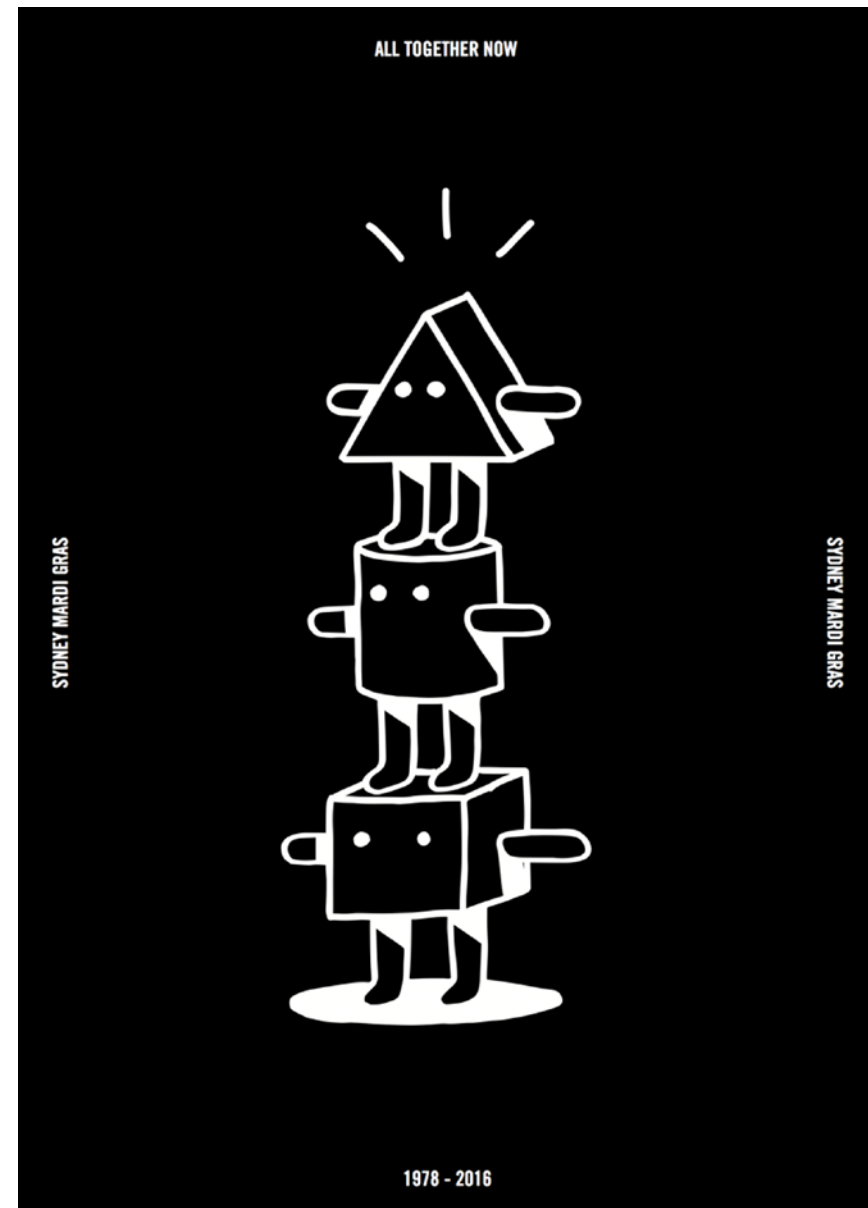


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Human 3.0 asked Australian graphic designers, design studios and artists to design a Sydney Gay & Lesbian Mardi Gras poster that spoke to them. The poster entries were

representative of a vast array of interpretations of Mardi Gras at the time. Human 3.0 celebrated humanity, human rights, in turn evoking a feeling of pride.

# Human 3.0



# Inspiration

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*'Hope'* by Shepard Fairey

*'In order to do our part to help OBAMA get elected, we started a grassroots campaign on a street postering level and now the OBAMA HOPE image is now part of history. We produced and distributed over 300,000 posters to be placed in windows, front yards, and businesses. We like to think we made a little difference'.*





# About

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## **aMBUSH Gallery**

aMBUSH Gallery is a multi award-winning art gallery and social enterprise that thrives on operating outside the parameters of a traditional gallery. They curate and produce arts and cultural activities both in Australia and overseas, with a program of site-specific, project-based art activations stemming from a unique fusion of philanthropic and commercial impulses that engage and entertain audiences, provide sustainable futures for artists, and establish a strong presence for their clients.

Their newest exhibition space at the Australian National University's new Kambri campus is a modern, world-class facility renowned for its focus on innovation and excellence. The intention for Kambri is to become an inclusive cultural space for local and international artists, and to bring together a diverse range of great artists, thinkers, and makers; an aim that fits perfectly with the aMBUSH Gallery ethos.

[info@ambushgallery.com](mailto:info@ambushgallery.com) | [ambushgallery.com](http://ambushgallery.com)

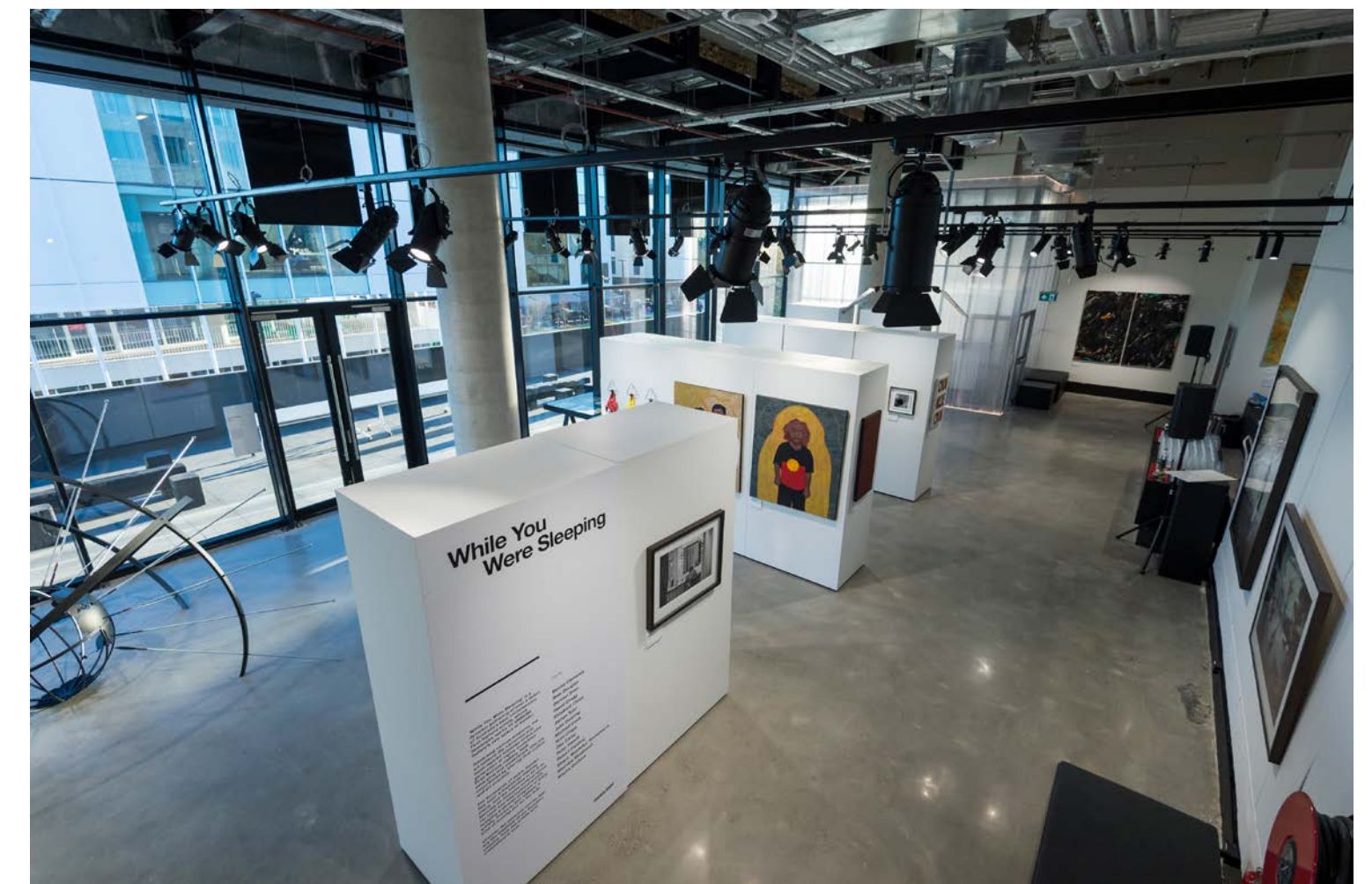
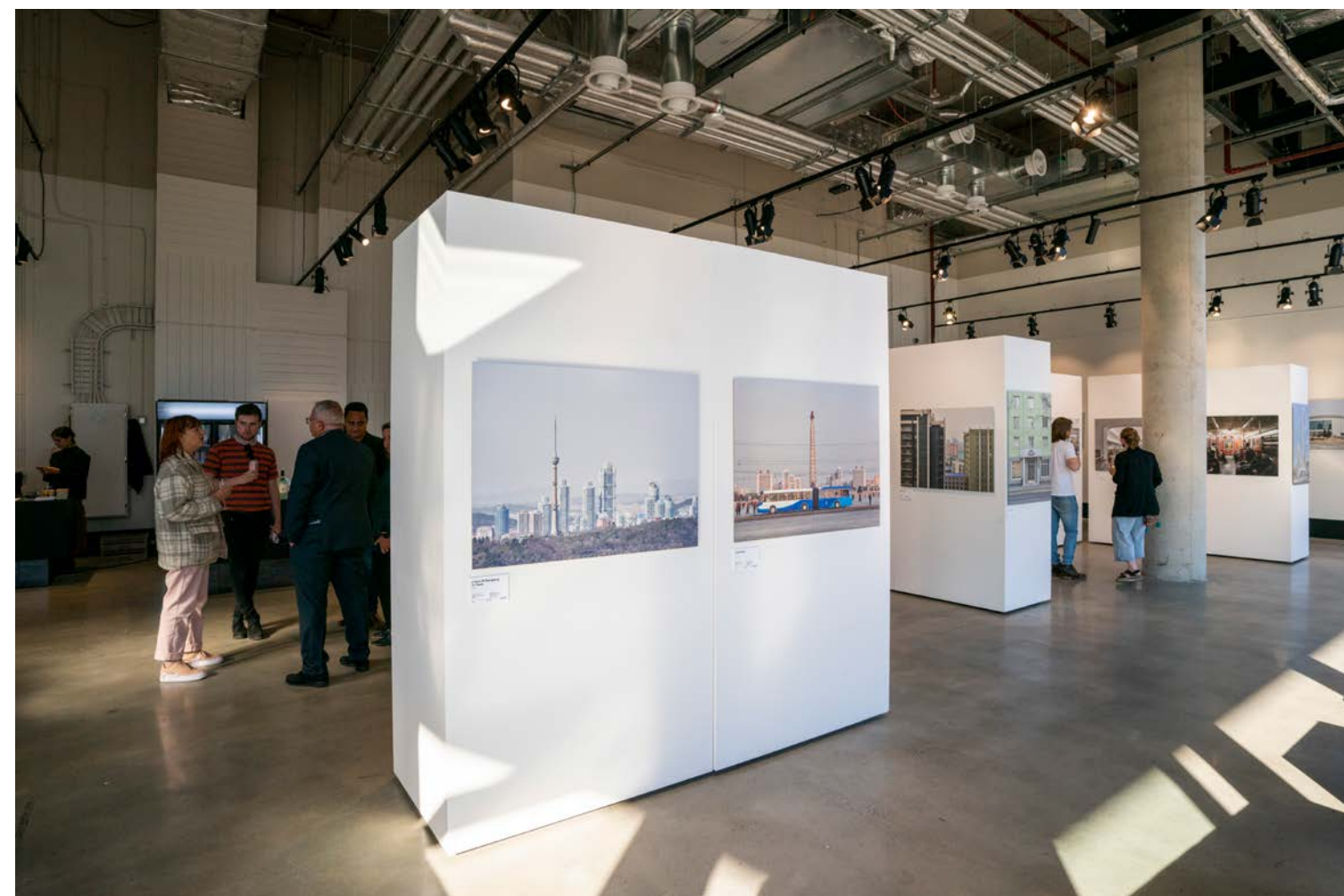
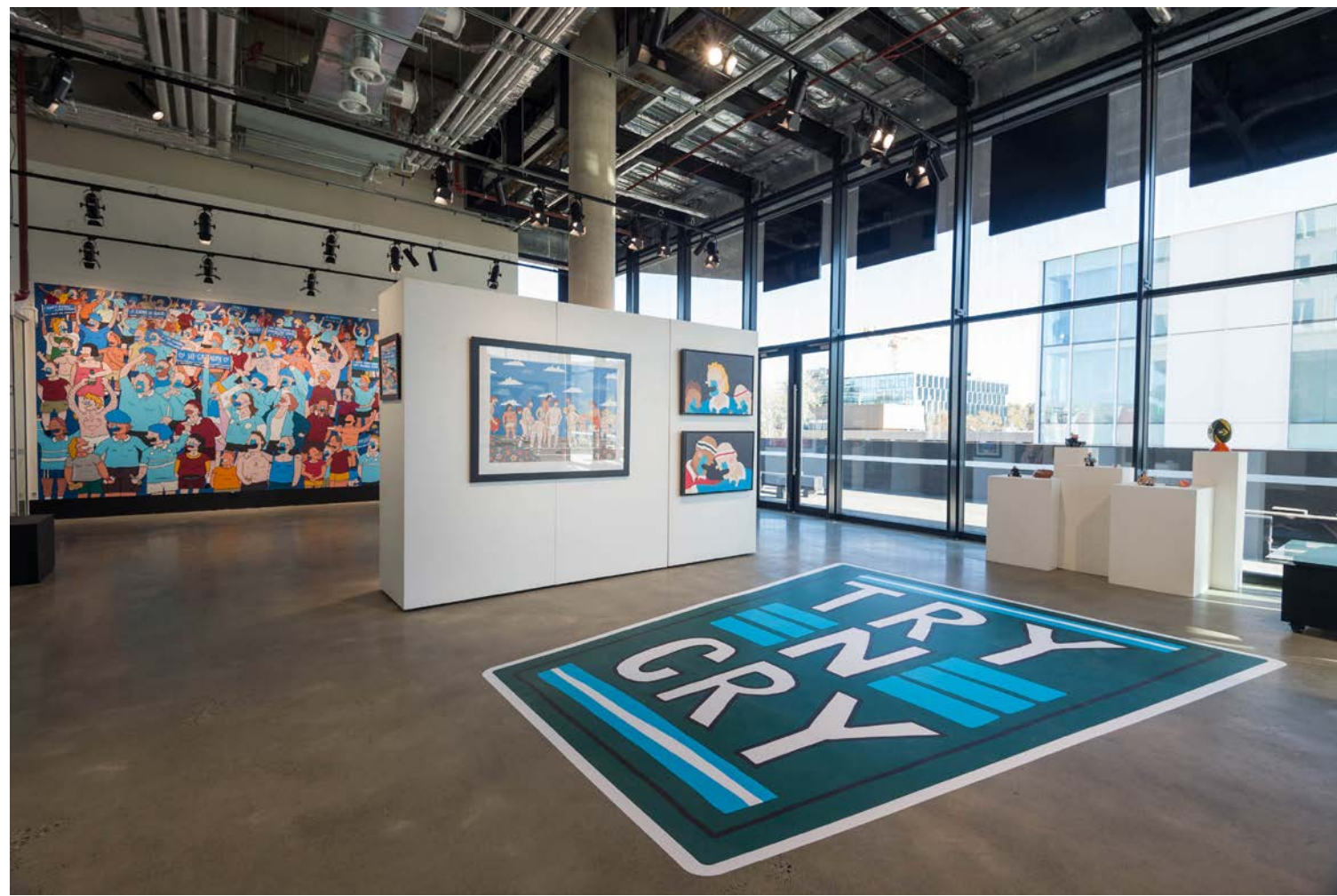
## **Kambri at ANU**

For the traditional custodians of this land, 'Kambri' has been a meeting place for thousands of years. The name was gifted to the Australian National University (ANU) by representatives of the Little Gudgenby River Tribal Council, Buru Ngunawal Aboriginal Corporation, King Brown Tribal Group, and the Ngarigu Currawong Clan.

The Kambri at ANU cultural precinct offers a new educational, physical, creative and social experience in a village setting. In time, this contemporary community space hopes to bring the spirit of placemaking and gathering to the ANU.



# aMBUSH Gallery, Kambri at ANU (Canberra)



# Contact

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aMBUSH Gallery is an initiative of Wiltshire +Dimas

[www.wdmanagement.com.au](http://www.wdmanagement.com.au)

# Terms and Conditions

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1. aMBUSH Gallery has permission to exhibit the entered artwork online.
2. aMBUSH Gallery has permission to exhibit finalists in a physical exhibition hosted at aMBUSH Gallery Kambri. The possibility of a physical exhibition will be contingent on restrictions on gatherings for the remaining of the year.
3. The entered artwork is original and non-infringing.
4. Artists are required to be based in Australia.
5. aMBUSH Gallery can promote artwork across social media.
6. The prize is non-acquisitive.
7. The competition is free to enter.
8. The finalists will be chosen by aMBUSH Gallery.
9. If a physical exhibition is permitted, finalist artworks will be printed, exhibited and sold on behalf of the artists with no commission taken on sales.
10. An independent panel will select the winner.
11. The winner will receive AUD\$3,000.
12. The winner will be notified prior to the media and publication on the website.