
AWAKEN your
immersive creative future.
ECU
EDITH COWAN
UNIVERSITY
Creative
Futures
lotterywest

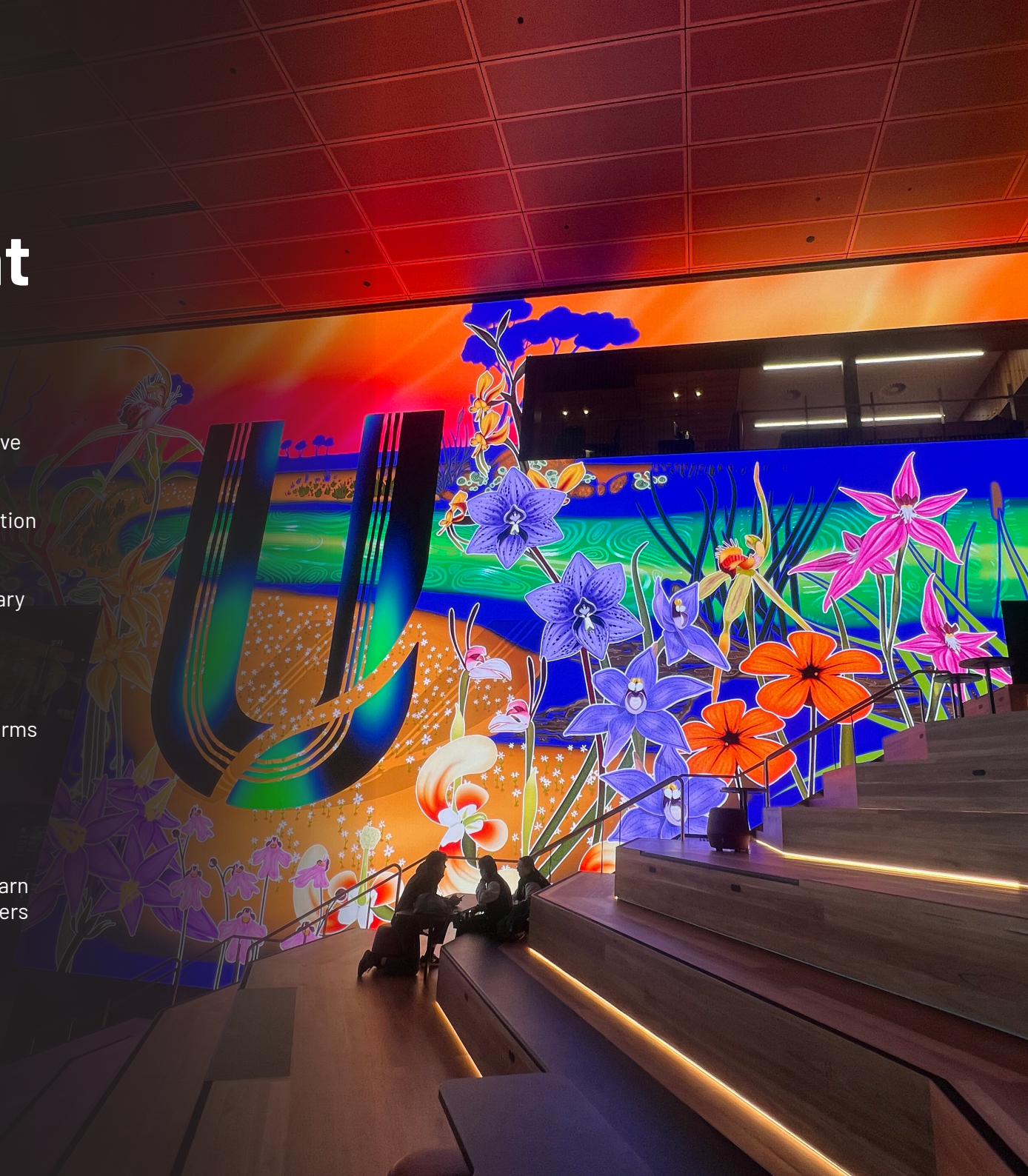
Acknowledgment of Country

For millennia, art, storytelling and cultural expression have been integral to the life of the Wadjuk people of Boorloo (Perth). For more than 2,000 generations, the land upon which ECU City sits has been a place of learning, connection and the sharing of knowledge through story.

Today, ECU City continues this tradition as a contemporary place of learning, creativity and exchange, with art embedded throughout its public spaces.

Through ***AWAKEN***, creative practitioners are invited to contribute to an ongoing story of place, exploring new forms of creative expression and engaging audiences through immersive digital experiences.

Edith Cowan University acknowledges the Traditional Owners, Custodians and knowledge-holders of these unceded lands upon which our students and staff live, learn and work, and pays its respects to the ancestors and Elders of Aboriginal and Torres Strait Islander communities.



Forum Screen Artwork (front cover): *City Falls* by S1T2
Forum Screen Artwork (this page): *Ngarda Nidja* by Yabini Kickett, animated by Sam Price, Andrew Onorato & Jon DiNapoli

ECU City

Creativity in action. Enterprise in Motion.

Imagine a place where your practice isn't confined to gallery walls, but lives and breathes life onto the outside of buildings and onto an impressive four-storey Forum Screen in the heart of Perth, visible for all to see.

The new home of immersive experiences is here at ECU City.

As a place where creativity, technology and learning intersect, ECU City is the perfect home for ***AWAKEN***. Providing artists with the support, tools and opportunities to go further and shape the future of immersive digital art in Western Australia.

Limitless opportunities await you at ECU City. Step inside.



Made in WA

Western Australia has no shortage of creative talent. What it needs are opportunities for creative practitioners to think bigger, reach new audiences and explore the possibilities of emerging technologies.

At ECU City, creativity won't simply be displayed. It will be woven into the fabric of the precinct itself. The iconic Forum Screen and programmable Façade creates a unique platform for immersive artistic experiences at a scale rarely seen in Western Australia.

AWAKEN is an invitation to Western Australian creative practitioners to push creative boundaries, explore new realms of artistic practice and help define what immersive art can be.

Forum Screen Artwork: *Fuzzy Logic* by VANDAL

Are you ready?

In partnership with Lotterywest, ***AWAKEN*** will nurture your creativity, opening up new digital and immersive possibilities, while providing you with the stepping stones you need to support your career into the digital realm.



You'll be in great company

ECU City is emerging as a destination for ambitious creative experiences, with the Forum Screen and programmable Façade providing platforms for artists who challenge conventions, embrace new technologies and engage audiences in unexpected ways.

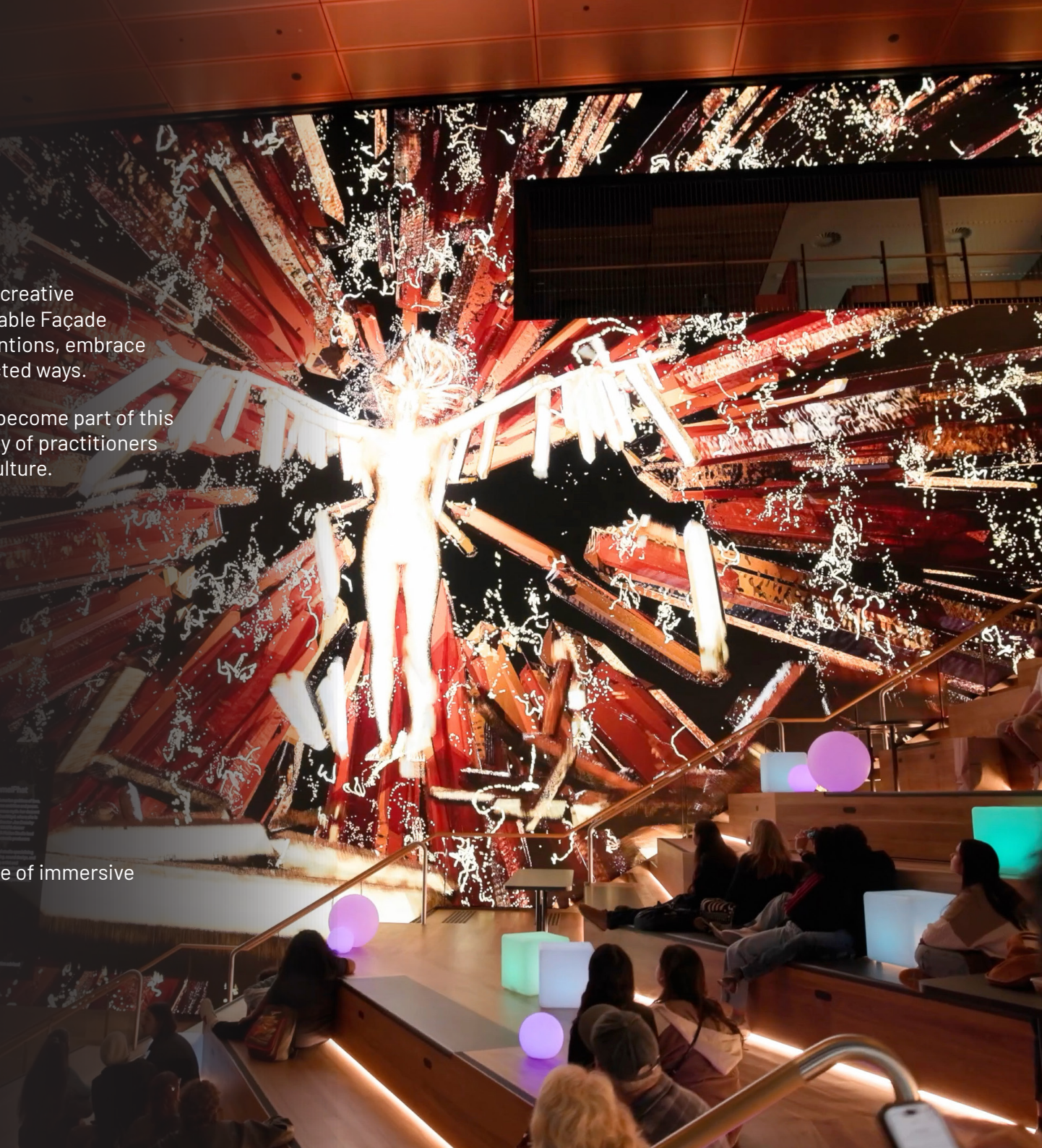
As an ***AWAKEN*** creative practitioner, your work will become part of this growing creative legacy, joining a diverse community of practitioners who are shaping the future of art, technology and culture.

Featured Artists and Creative Studios

- OUCHHH
- Ke Jyun Wu
- S1T2
- Yabini Kickett
- What's This? Studio
- Astral Projekt
- Annibale Siconolfi
- Jessica Avarello
- Andréa Philippon

Join a Growing Creative Legacy

Explore past projects, featured artists and the future of immersive practice @ecucreativefutures.



Forum Screen Artwork: *INNANA* by Astral Projekt & CamelPhat

About *AWAKEN*

As immersive and real-time technologies continue to shape contemporary creative practice, ***AWAKEN*** equips WA creative practitioners with the skills, support and environments needed to explore new creative possibilities.

Open to creative practitioners from all backgrounds, the program helps expand your practice into an immersive, spatial and digital experience.

Over almost twelve months, program participants will progress through a structured development pathway combining mentorship opportunities, creative experimentation and hands-on production. Shared creative intensives will build technical skills and foster collaboration across the cohort. Tailored production intensives will then help each creative practitioner develop and deliver their final work.

Along the way, creative practitioners will access world-class facilities, industry expertise and creative technologies, culminating in a unique immersive exhibition on ECU City's iconic Forum Screen.

- Open to all **Western Australian-based** creative practitioners
- Six placements available for individuals or collectives
- $25,000 commission plus additional production funding
- Access to world-class facilities and creative technologies
- Mentorship opportunities, technical support, and creative and production intensives
- Exhibition on ECU City's iconic four-storey Forum Screen
- Travel and accommodation support available for regional and remote practitioners

Forum Screen Artwork: *Nest* by Sébastien Labrunie

Your public exhibition

Your experience in this program goes beyond mastering new skills, exploring evolving mediums, and honing your craft. It will culminate in a week-long exhibition of your own immersive digital public artwork for the WA community to enjoy and explore, showcased on ECU City's iconic Forum Screen, a four-storey-high digital canvas at the heart of the campus. Depending on the nature of your practice and project, you may also develop new creative works for ECU City's programmable digital building Façade, expanding how audiences encounter art across the campus.

What Could You Create?

Your final exhibition will explore the immersive, spatial, interactive or real-time creative practice, and may include:

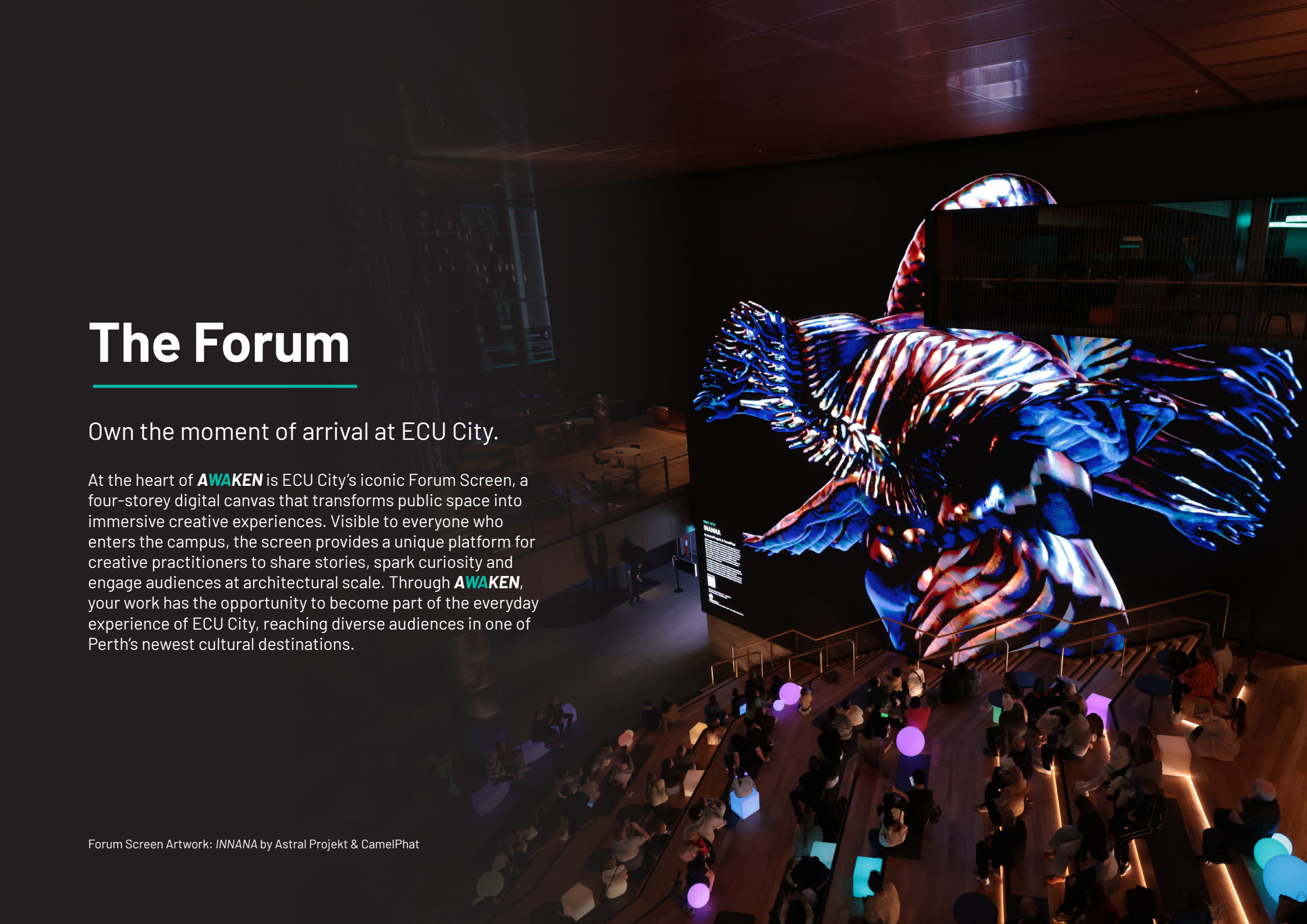
- Immersive installations
- Generative artworks
- Interactive experiences
- Real-time media works
- Large-scale screen-based artworks
- Participatory digital games
- Hybrid or multidisciplinary digital works



The Forum

Own the moment of arrival at ECU City.

At the heart of ***AWAKEN*** is ECU City's iconic Forum Screen, a four-storey digital canvas that transforms public space into immersive creative experiences. Visible to everyone who enters the campus, the screen provides a unique platform for creative practitioners to share stories, spark curiosity and engage audiences at architectural scale. Through ***AWAKEN***, your work has the opportunity to become part of the everyday experience of ECU City, reaching diverse audiences in one of Perth's newest cultural destinations.



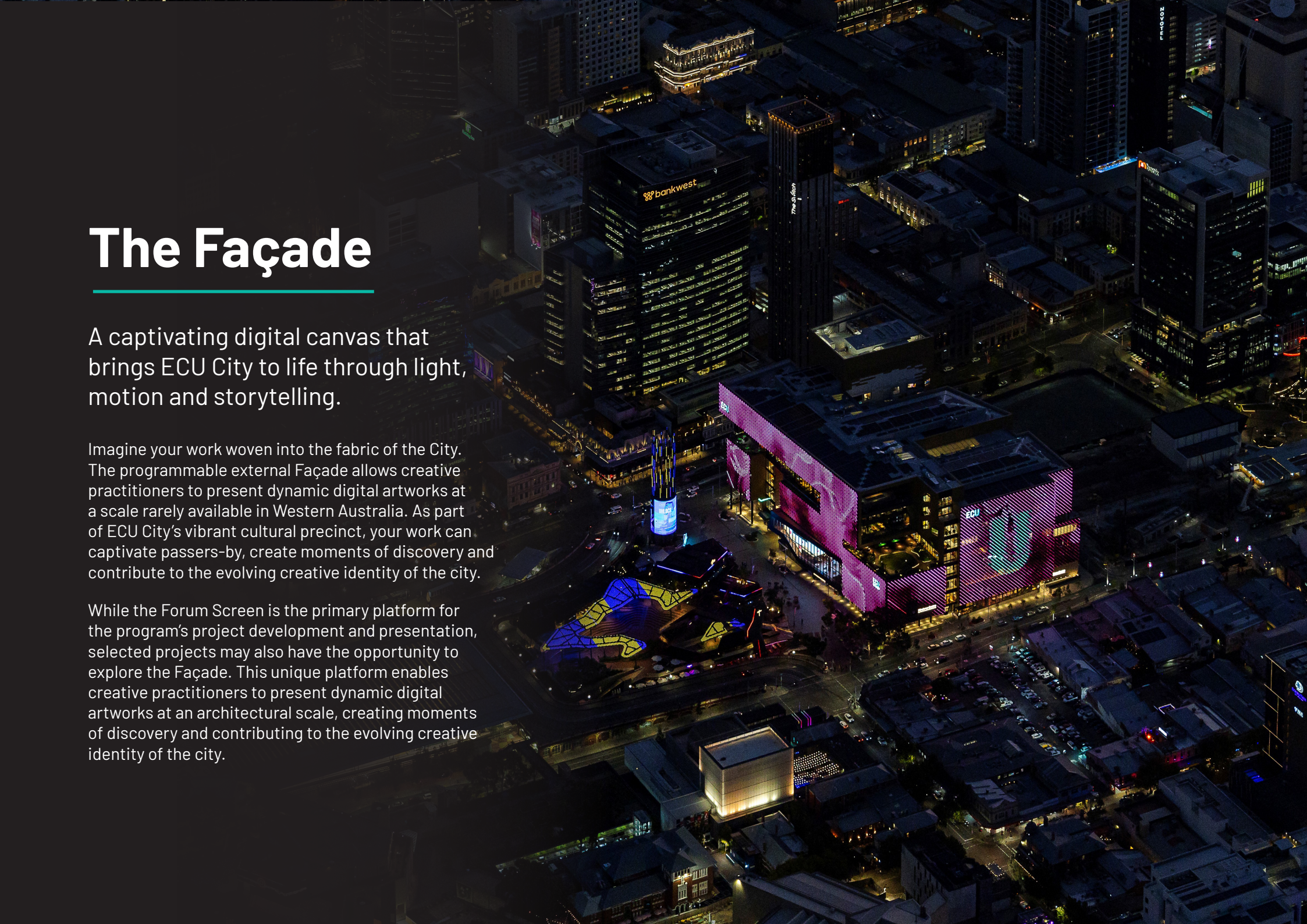
Forum Screen Artwork: *INNANA* by Astral Projekt & CamelPhat

The Façade

A captivating digital canvas that brings ECU City to life through light, motion and storytelling.

Imagine your work woven into the fabric of the City. The programmable external Façade allows creative practitioners to present dynamic digital artworks at a scale rarely available in Western Australia. As part of ECU City's vibrant cultural precinct, your work can captivate passers-by, create moments of discovery and contribute to the evolving creative identity of the city.

While the Forum Screen is the primary platform for the program's project development and presentation, selected projects may also have the opportunity to explore the Façade. This unique platform enables creative practitioners to present dynamic digital artworks at an architectural scale, creating moments of discovery and contributing to the evolving creative identity of the city.



CreatorsLAB

Build, test and showcase your ideas in one room.

Purpose-built as a dynamic experiential learning environment, the CreatorsLAB supports ideation, collaboration, prototyping and the showcasing of innovative ideas. It's designed for both polished outcomes and the messy, creative processes that lead to them.

Throughout ***AWAKEN***, creative practitioners will have access for one day per week to work from the CreatorsLAB, embedding themselves within a collaborative environment designed to foster creativity, experimentation and cross-disciplinary exchange.

More than a room of technology, the CreatorsLAB is part of an ecosystem that connects ECU's community with Perth's growing creative and technology sectors, strengthening partnerships with global industry leaders.



About you

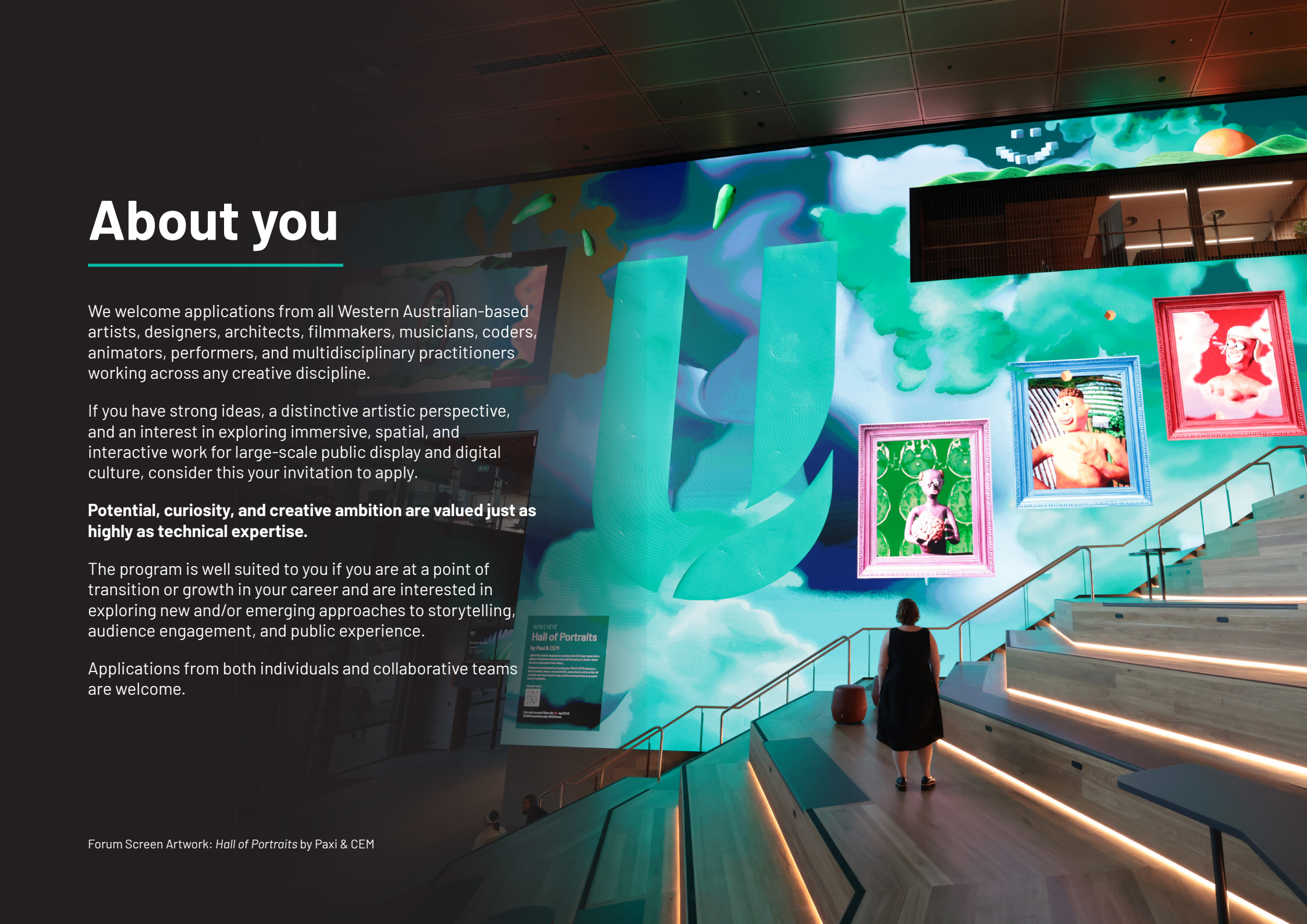
We welcome applications from all Western Australian-based artists, designers, architects, filmmakers, musicians, coders, animators, performers, and multidisciplinary practitioners working across any creative discipline.

If you have strong ideas, a distinctive artistic perspective, and an interest in exploring immersive, spatial, and interactive work for large-scale public display and digital culture, consider this your invitation to apply.

Potential, curiosity, and creative ambition are valued just as highly as technical expertise.

The program is well suited to you if you are at a point of transition or growth in your career and are interested in exploring new and/or emerging approaches to storytelling, audience engagement, and public experience.

Applications from both individuals and collaborative teams are welcome.



Forum Screen Artwork: *Hall of Portraits* by Paxi & CEM

Selection process and criteria

Assessment Process

Applications will be assessed through a staged selection process by a selection of experts from ECU and industry.

Stage 1: Expression of Interest

Applicants will be required to submit:

1. *Applicant information*
   Complete the applicant details section of the application form.
2. *Creative Practice Statement*
   Tell us about your creative practice, including any previous work, what inspires you, and your aspirations for your practice. (250 words max)
3. *Statement of Interest*
   Describe your interest in immersive, interactive, digital and/or public-facing art, and what you hope to gain from ***AWAKEN***. (250 words max)
4. *Project Experience*
   Describe two projects that demonstrate your creative potential (500 words max), including:
   - Project overview
   - Your role and contribution
   - Creative risks or experimentation undertaken
   - Project outcomes
   - Relevant experience working with budgets, timelines, collaborators, clients and/or commissioning bodies
5. *Work Samples*
   Provide two examples of previous work via shareable online links. Submissions may include PDF portfolios (maximum 5 pages) or a video/showreels (maximum 2 minutes). Ensure links are accessible without requiring special permissions. Email option also available (please see online Expression of Interest Form).

Applications will be assessed on the quality of the applicant's existing practice, commitment to professional development, alignment with the program objectives, and capacity to fully participate in the program, as outlined in the weighted assessment criteria below. Up to 12 applicants will be shortlisted to progress to Stage 2.

Stage 1 Assessment Criteria

Artistic Quality of Existing Practice	35%
Alignment with Program Objectives	25%
Practice Development Potential	20%
Evidence of Experimentation and Innovation	10%
Evidence of Project Delivery	10%

Stage 2: Creative Proposal

Shortlisted applicants will be invited to respond to a creative prompt developed specifically for ***AWAKEN***.

Applicants will have up to four weeks to develop and submit a project proposal that demonstrates their creative vision, approach and idea for a potential presentation on ECU's City's Forum Screen.

Further details of the prompt, submission requirements and assessment criteria will be provided to shortlisted applicants.

Submit your Expression of Interest today.

Eligibility, inclusion and cultural considerations

Eligibility

To be eligible for ***AWAKEN***, applicants must:

- Be aged 18 years or over.
- Be based in Western Australia for the duration of the program.
- Be an emerging, early-career, mid-career or established creative practitioner working in any artistic discipline.
- Demonstrate an active creative practice through previous projects, exhibitions, commissions, performances, publications, screenings or other relevant outcomes.
- Be available to participate in program activities from January to December 2027, including group intensives, mentoring sessions, self-directed project development and exhibitions.
- Be willing to engage in the collaborative and professional development components of the program.
- Hold the right to work in Australia.

Supporting Diversity and Inclusion

ECU is an inclusive organisation, and we strongly encourage applications from:

- First Nations creative practitioners
- Culturally and linguistically diverse artists
- Artists living with disability
- LGBTQIA+ creative practitioners
- Regional and remote practitioners
- Artists from communities underrepresented in digital and immersive art sectors

Indigenous Cultural and Intellectual Property (ICIP)

ECU is committed to respecting and upholding Indigenous Cultural and Intellectual Property (ICIP) rights and principles throughout the program. Applicants engaging with First Nations stories, knowledge, language, imagery, cultural practices or communities must demonstrate appropriate consultation, consent and cultural authority. We welcome projects that are place-responsive, culturally respectful and grounded in meaningful relationships with community and Country.

Participation and time commitment

The ***AWAKEN*** program combines group intensives, mentoring and self-directed project development, providing participants with opportunities to develop new work, build technical capabilities and expand their creative practice. Exhibition outcomes form an integral part of the program, with projects progressing to public presentation opportunities.

Participants will also have access to a creative innovation studio for up to one day per week. As project scope and complexity will vary, so too will the time commitment required. Successful applicants will be expected to actively participate in all aspects of the program, including:

- Program onboarding and induction activities
- Workshops, skill development sessions, creative and production intensives and mentoring opportunities
- Studio-based project development within ECU City's CreatorsLAB
- The development, refinement and delivery of an immersive artwork proposal and final artwork
- Collaboration with ECU's creative, curatorial and technical teams
- Testing, feedback, review and exhibition preparation activities
- Attendance at presentations, public program events and exhibition outcomes
- Contribution to program evaluation activities
- Provision of agreed project documentation, promotional materials and project updates
- Delivery of all project milestones within agreed timelines and technical requirements

In addition to scheduled program activities, participants should expect to undertake independent creative development, research and production work throughout the program to successfully realise their commissioned project. This self-directed work will form a significant component of the overall time commitment and is essential to achieving project outcomes.

Please note: Submission of an Expression of Interest does not guarantee selection for the AWAKEN program. ECU reserves the right, at its sole discretion, to amend the program, selection process, timelines or opportunities, and to decline, withdraw or discontinue an offer of participation at any stage. Successful applicants will be required to enter into a formal agreement and comply with program terms and conditions. Further information regarding participant obligations, payment arrangements and program requirements will be provided to shortlisted and selected applicants during the next stage of the process.

Important Dates

Expression of Interest (EOI) opens	10 November 2026
Expression of Interest (EOI) closes	30 November 2026
Shortlisting: Applicants notified of outcome	14 December 2026
Creative Prompt Response	11 January 2027
Interviews and Final Selection	11 - 29 January 2027
Artist Onboarding	15 - 26 February 2027
Artist mentoring, artwork production + exhibitions	March - December 2027

About Creative Futures

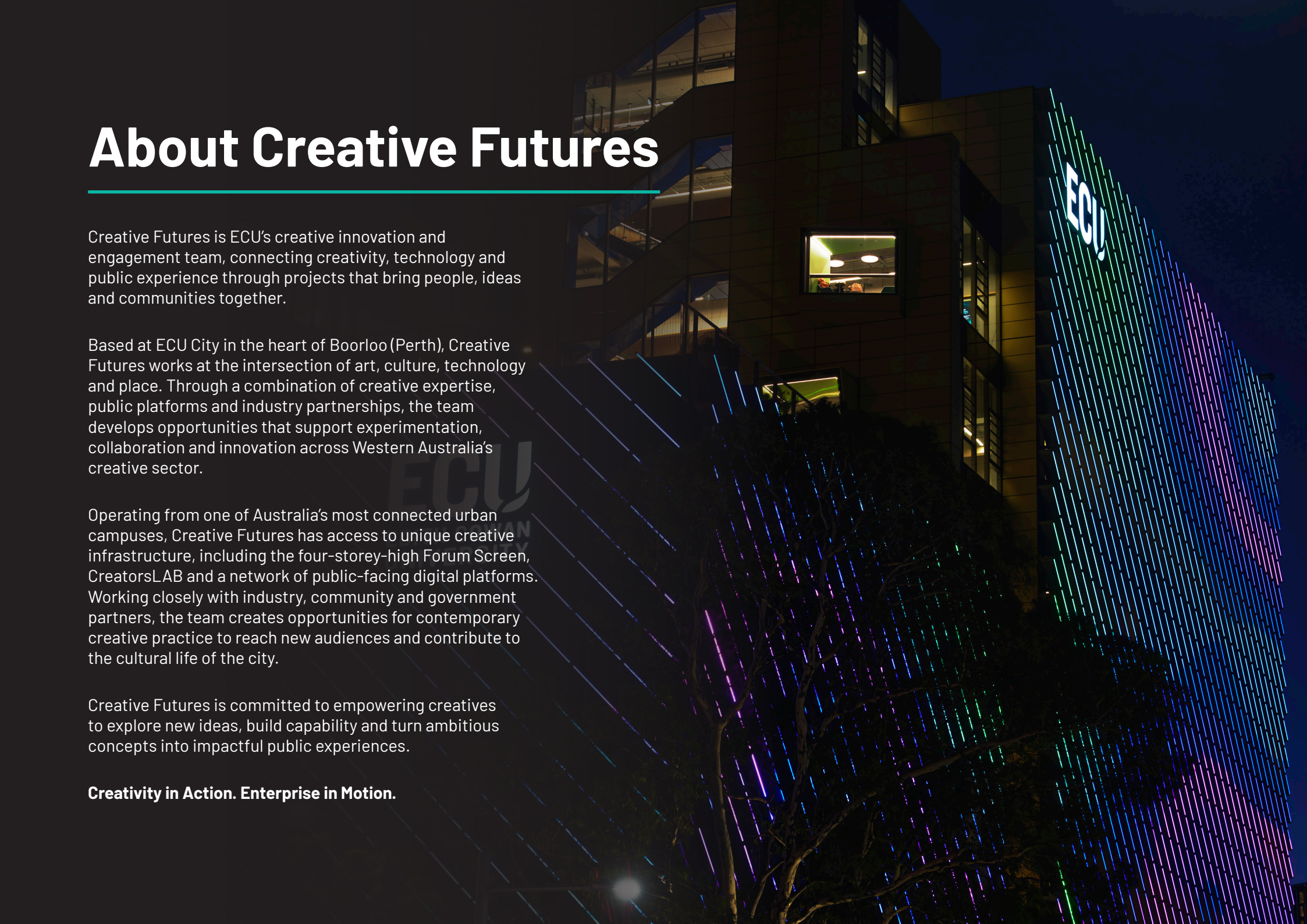
Creative Futures is ECU's creative innovation and engagement team, connecting creativity, technology and public experience through projects that bring people, ideas and communities together.

Based at ECU City in the heart of Boorloo (Perth), Creative Futures works at the intersection of art, culture, technology and place. Through a combination of creative expertise, public platforms and industry partnerships, the team develops opportunities that support experimentation, collaboration and innovation across Western Australia's creative sector.

Operating from one of Australia's most connected urban campuses, Creative Futures has access to unique creative infrastructure, including the four-storey-high Forum Screen, CreatorsLAB and a network of public-facing digital platforms. Working closely with industry, community and government partners, the team creates opportunities for contemporary creative practice to reach new audiences and contribute to the cultural life of the city.

Creative Futures is committed to empowering creatives to explore new ideas, build capability and turn ambitious concepts into impactful public experiences.

Creativity in Action. Enterprise in Motion.



Frequently asked questions

How many creative practitioners will be selected?

Six practitioners or creative teams will be selected to participate in the program and receive a paid commission.

How long is the program?

The program runs over twelve months, with the primary development and production phase requiring an average commitment of approximately 12-14 hours per week across the residency period.

I don't have experience in immersive technologies. Am I still a strong candidate?

Absolutely. The program has been designed specifically to support artists and creative practitioners who are expanding their practice into immersive, spatial and interactive work. We are looking for creative potential, curiosity, ambition and a willingness to learn, not technical mastery. Many successful applicants may be engaging with immersive technologies for the first time. We also welcome applications from artists at different stages of their careers, from emerging practitioners to more established artists seeking to explore new directions in their practice.

Can I apply as a collective?

Yes. Applications are welcome from both individual practitioners and collaborative teams.

Can regional creative practitioners apply?

Yes. The program is open to artists and creative practitioners from across metropolitan and regional Western Australia. ECU is committed to supporting regional participation and welcomes applications from regional and remote practitioners.

Who owns the artwork?

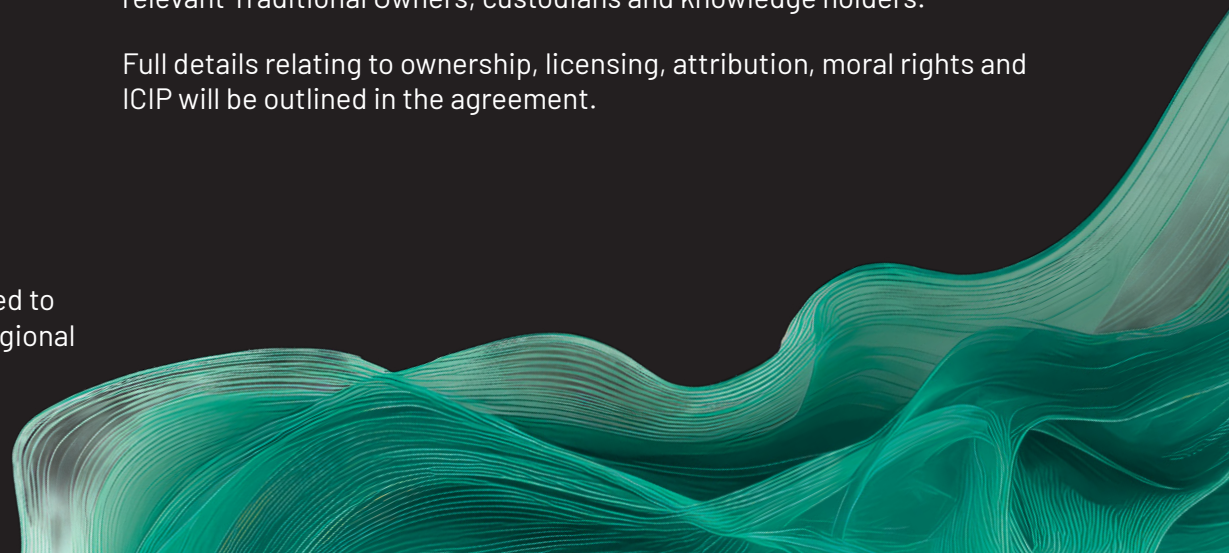
Creative practitioners will retain ownership of their original digital and physical artworks and associated copyright.

As part of the program, participants will grant ECU an exclusive, royalty-free license to reproduce, publish, communicate and display images, recordings and documentation of the artwork for agreed program purposes. These purposes may include exhibition, promotion, education, reporting, evaluation, archiving, and inclusion within ECU's digital platforms and Community Digital Gallery.

ECU is committed to recognising and protecting creative practitioner's moral rights, including appropriate attribution and the integrity of the work. Any use of the artwork beyond the agreed program purposes will require the practitioner's prior written consent.

Where projects incorporate Indigenous Cultural and Intellectual Property (ICIP), practitioners must ensure appropriate cultural protocols, permissions and permissions are observed. ICIP rights remain with the relevant Traditional Owners, custodians and knowledge holders.

Full details relating to ownership, licensing, attribution, moral rights and ICIP will be outlined in the agreement.



Frequently asked questions

What support is provided?

AWAKEN program participants receive a comprehensive package of creative, technical and professional support, including:

- A paid commission
- Mentorship and creative development support
- Technical production support
- Access to ECU City's CreatorsLAB facilities and technologies
- Opportunities to work with immersive and real-time production workflows
- Creative and production intensives and workshops
- Access to the Forum Screen for testing and exhibition
- Public presentation opportunities
- Documentation and future pathway development support

Where will the program take place?

The program is based at ECU City in Perth, with program participants working from ECU City's CreatorsLAB and utilising the Forum Screen and associated digital infrastructure like the programmable Façade. Some activities may be delivered online where appropriate.

I live regionally, is travel supported?

Yes. ECU is committed to supporting regional participation and has indicated that travel and accommodation assistance may be provided where appropriate, helping to ensure geographic location is not a barrier to participation.

What is the $25,000 commission for?

Each selected participant will receive a $25,000 artist commission to support the development and delivery of their ***AWAKEN*** project. The commission is intended to recognise the artist's time, creative development, research, project delivery and contribution to the program. Participants will also receive mentorship, creative development opportunities, technical training and production support throughout the program.

The ***AWAKEN*** opportunity includes dedicated program funding for technical production, enabling participants to access specialist expertise, equipment, installation and technical support required to realise their work for exhibition on ECU City's Forum Screen.

If selected, the $25,000 commission will be paid in installments linked to key project milestones. If tax is required to be deducted or withheld, the participant will receive a net-of-tax payment. Further details, including payment schedules and commissioning requirements, will be provided as part of the legal agreement.

Ready to think bigger?

We're excited to support a new generation of Western Australian creatives exploring immersive, interactive and public digital experiences. For any further questions about the program or application process, please contact awaken@ecu.edu.au.

Expressions of Interest for the *AWAKEN* program close on 30 November 2026.

We look forward to discovering the ideas, stories and experiences that will shape the future of immersive creativity in Western Australia.

Apply now!

ECU EDITH COWAN UNIVERSITY Creative Futures

lotterywest

@ecucreativefutures

ecu.edu.au/centres/creative-futures/

