

Immerse 2026 - Artist Brief

Immerse Background

Immerse began in 2015 as an annual arts program and has since become a successful and celebrated experimental and multidisciplinary arts event in Knox.

The month-long celebration of arts and culture breaks away from the traditional gallery setting and features site-specific and interactive artworks, performances, projections and many other surprising activations. With a unique approach to programming that embraces art in unexpected places, Immerse has achieved highly creative and memorable experiences.

Immerse 2026 will continue to foster this brand of attracting new audiences through innovative works that will be enjoyed as part of everyday experiences. The curated program will be offered across the municipality at key locations, challenging both the artists and the audience to experience creativity in new and unexpected ways.

In 2026, the program aims to make the arts more accessible while stimulating a greater understanding of and discussion about the cultural contribution that the arts make to the Knox community.

Council encourages the community to get involved with Immerse 2026, hoping that in the midst of winter, people will step outside and immerse themselves in the arts.

Successful artists will receive a fee ranging from \$3,500 to \$10,000 + GST for completed ephemeral artwork in line with project objectives assessed by the Immerse Project team. Please ensure your project proposal can be delivered within the allocated budget. Shortlisted artists will be paid a \$500 fee to develop more detailed concepts as part of stage 2.

Submissions to be addressed to the Immerse Project Team and sent by email to immerse@knox.vic.gov.au

Applications to be submitted by **4:30 pm Friday 5 December 2025**.

Project Objectives

The following project objectives outline the focus and key actions required for this project.

Objective	Rationale / Key Actions
Site Responsive Placemaking	Project to reflect the place-based themes and contribute to a unique sense of place.
Innovation & Excellence	Project will be creative, dynamic, achieve high quality outcomes and be delivered in line with industry best practice
Cultural Tourism	Project will contribute to local visitation, increased participation and tourism destination opportunities
Structural Integrity	Project with a structural element will be of sound engineering quality and meet the safety and structural integrity of place-based activation principles.
Community Vision	Project to reflect community values and accessible to all community as outlined in the Council Health & Wellbeing Plan

Project Details

For the Expression of Interest, we are looking for:

Site-specific interactive performances or interactive installations including light sculptures (consider visual appeal for daytime or twilight/night activations)

Static interactive installations that remain for the duration of Immerse that are durable in a public setting

Sessional activations including performance (offered over set days or allocated weekends during Immerse)

Options to collaborate with our community in creating meaningful activations and/or performances*

Culturally diverse activations celebrating the richness of cultures within our community

Projections that can be adapted to a variety of locations (i.e. structures including buildings, rear window projections and parkland)

Incorporating sound or original music as a component of the work (optional)

Projects that are accessible to all ages and abilities

* The Immerse Project Team can assist in connecting artists with key community groups if required.

Submissions

Immerse is a curated program and not all applications will be successful. Content will be selected to best suit and achieve project objectives, event budget and cost effectiveness. This will be in line with content details including diversity of programming, dispersion across various sites, site layout constraints and the duration of the activation.

For interactive pop-up performances, submissions must demonstrate agility and flexibility to reschedule or relocate in response to unexpected circumstances, such as adverse weather conditions.

Projections for either short term or long term will require the artist/s to include all equipment

For outdoor activations provide details of weather-resistant materials to be used, ensuring suitability for outdoor conditions such as rain and wind.

Projections, whether short-term or long-term, will require artists to account for all necessary infrastructure. For complex, challenging sites, Council will support artists with selected infrastructure

Preferred sites can be nominated in your applications although the Immerse Project Team will ultimately determine the location for your activation.

Refer to Appendix 1, examples for site activation.

Council reserves the right to formally allocate successful contractors to specific sites.

Council will be responsible for broader requirements related to staffing, security and infrastructure.

The month-long duration of Immerse 2026 (26 June to 26 July) includes NAIDOC Week (5-12 July) and the Victorian school holidays (27 June to 12 July)

Key Dates

Milestones	Dates
Expressions of Interest Open	Friday 17 October 2025
Expressions of Interest Close	4:30pm Friday 5 December 2025
Applicants notified of outcome (approx.) & Shortlisted Artists notified	Friday 16 January 2026
Shortlisted submissions Close	4:30pm Monday 16 February 2026
Shortlisted artists concept presentation	23-26 February 2026 (times to be advised)
Shortlisted applicants notified of outcome (approx.)	By mid March 2026
Successful applicant signed agreement with Council & 1 st Milestone payment processed (approx.)	By end of March 2026
Installation date to be agreed upon	To be agreed upon by both parties (June)
Project Implementation Stage & final milestone processed.	Friday 26 June to Sunday 26 July Opening event / preview to be held Friday 26 June (details to be confirmed)

How to Apply

Submit your application via the link on [Immerse](#).

To apply, you will need to have provide:

- An organisational profile or portfolio with examples of your past work as relevant to this project
- Completed budget template (appendix 2)
- Contact details for 2 professional referees

Key Council Contact

For more information about this project or questions, please contact:

Immerse team

E: Immerse@knox.vic.gov.au

Knox City Council
511 Burwood Highway
Wantirna South VIC 3152

Appendix 1: Site locations and details (examples only)

Potential sites to host curated content during Immerse 2026.

Activation Options

The following sites could be considered for public art installations, interactive works, performances, workshops, projections or illuminated artworks. Also, a selection of vacant shops will also be available to activate for mapped projection, rear window projections, pop-up activations and other interactive artworks.

We recommend artists undertake site visits to ascertain viability of their project prior completing a submission



Stamford Park Homestead and Wetlands

2 Emmeline Row, Rowville

Stamford Park Homestead sits at the gateway of 38 hectares of newly created wetlands, featuring walkways, an adventure playground, public seating, toilet facilities, public artworks, a viewing tower and a new residential estate. The homestead was built in 1882 by Frederick Row, with the surrounding area later being named Rowville in honour of the house and its significance as a local landmark.

The Homestead grounds and wetlands and green space sit adjacent to the homestead and provide an ideal location for light specific projects, projection work or interactive activation. There are toilets and power access.



Ferntree Gully Village

Ferntree Gully (surrounding Ferntree Gully Train Station)

Ferntree Gully takes its name from the 1857 painting by German artist Eugene von Guerard, 'The Fern Tree Gully' now in the National Gallery of Canberra. In 1889 the train line was extended from Ringwood to Upper Ferntree Gully, circling around the foothills with a station built near the cemetery at lower Fern Tree (Ferntree Gully Station). At this time the location attracted a cluster of shops and houses that make up the present Ferntree Gully Village. The Village has retained its quaint beauty with stunning views of the Dandenong Ranges.



Knox Skate & BMX Park

1600 Ferntree Gully Road, Knoxfield (next to Gilbert Park)

The skate park features a multi-purpose community pavilion, an international-standard skate bowl and street course for beginner, intermediate and advanced riders. There is a community pavilion on site that is spacious. It is used for indoor classes and is a great addition for Immerse in the case of inclement weather. The surrounding parkland includes newly established wetlands.



The Basin Triangle

1326 Mountain Hwy, The Basin

The Basin Triangle is located at the foothills of the Dandenong Ranges and is the heart of The Basin shopping precinct. It is a well-loved and used public open space. This park features an adventure playground, catering for older children and toddlers, barbeques, public toilets, tables and seating, a butterfly mural and a large open grass area.

Adjoining the site is the Country Fire Authority (CFA) Station, Senior Citizens Hall and the local Scout Association. It also hosts The Basin Music Festival, held annually in March. Power access on site



Tim Neville Arboretum

Dorset Road, Ferntree Gully

Tim Neville Arboretum is an 11 acre multipurpose recreation reserve. Originally conceived as the 'People's Park' the community has been fundamental to the creation of many elements, such as artworks, BBQ areas and tiled pathways located within the park.

Tim Neville Arboretum has grassy areas, lake, fountains and wetlands system, flower beds and beautifully planted cottage and rose-filled gardens. There is also a large gazebo and amphitheatre. The Arboretum is also home to the Knox War Memorial. There are toilets and plenty of off-street parking.