

**CHIPPENDALE NEW WORLD ART PRIZE
CREATIVE BRIEF
'Revitalisation'**

We live in a mechanical age standing at the periphery of a new world. Friction between the temporary and permanent ensues as we look toward the future, fast coming and inscribed by technology, its arrival is immanent. Space and time elude one another; illusion and reality seem to bear no end. It is time to consider a New World.

With a rapidly expanding future and the exponential growth of technologies, time moves at an accelerated rate. We live in a civilization shaped by technology. Our world embodies the most daring, courageous, imaginative and idealistic aspirations of humanity, beyond humanity and even against humanity. So, with a radical impression of the future, we create, regenerate, multiply, simulate, augment, emerge and converge with technology. The speed of these developments means we must continue to invigorate the old to keep up with the pace of progress.

We begin by giving new life to our surroundings and restoring a sense of strength and vitality. Innovation and artistic vision leads our process of Revitalisation, generating a fertile base on which we cultivate our New World. The city transforms itself into an urban laboratory ready to engage in radical new approaches and establish a meaningful change to our metropolitan landscape. Exploration and innovation lead this advance as technology transcends the everyday. From the grey mundane to renewed and revitalised shared spaces, our vision builds strength upon strength in an attempt to redefine and begin constructing a new world.

What transpires is the ultimate metamorphosis; a momentous change inspired by grand vision and produced by careful action. Taking hold and merging with the endless possibilities technology offers, we are witness to the transformative infrastructure of this emerging ideology taking shape and precedence in characterising our 21st century. New perspectives in regenerating our urban landscape culminate with this vision of a Contemporary Renaissance.

In response to this creative brief create a work that explores your own perception and interpretation around the themes and ideas surrounding 'Revitalisation' and the concept of 'New World'.