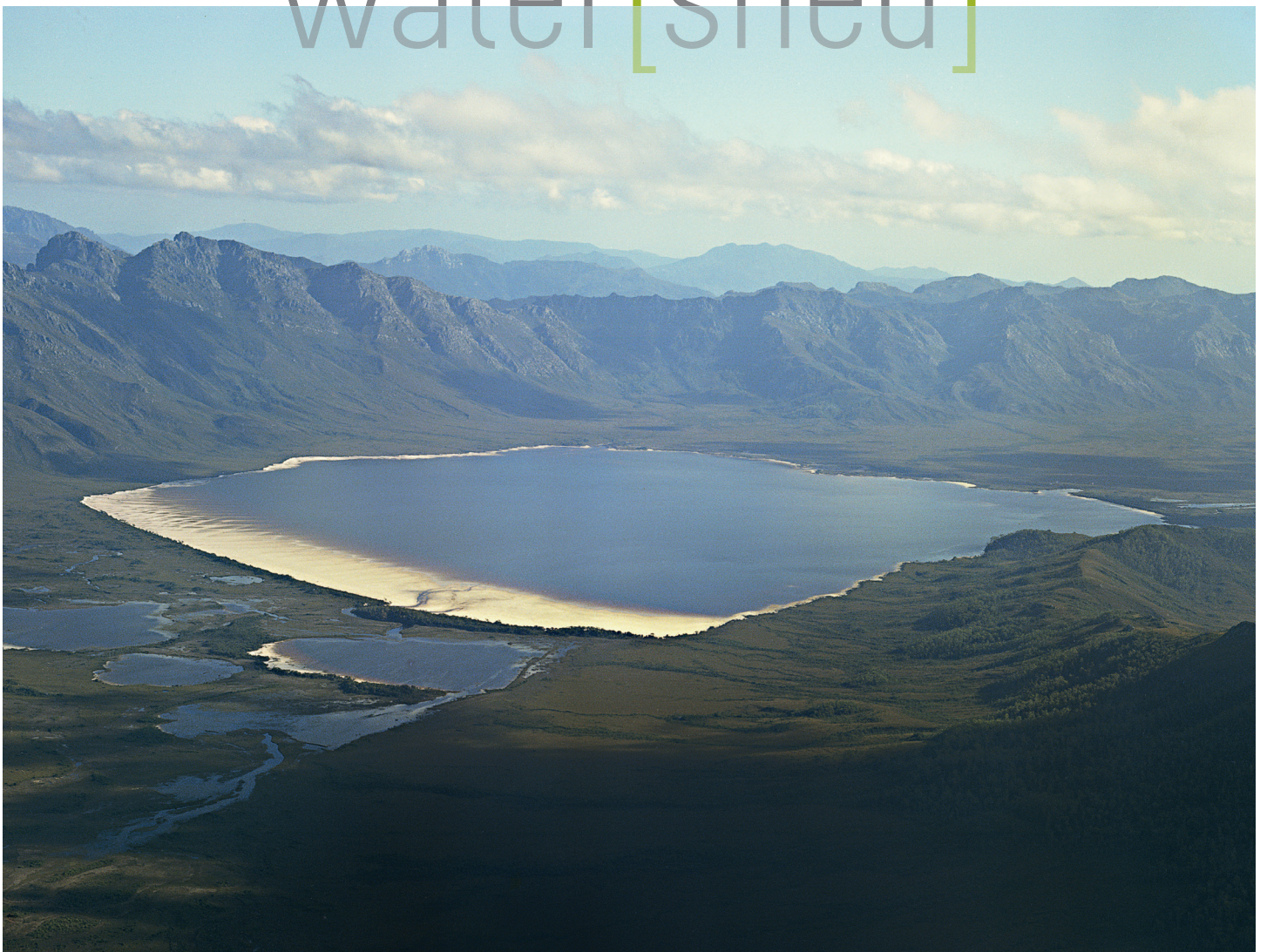


water[shed]



water[shed]

THE CONCEPT

In late 2020, OUTSIDE THE BOX/Earth Arts Rights began the process of developing the idea of an art project to support the campaign to restore Lake Pedder. Framed in the context of the UN Decade of Ecosystem Restoration (2021-2030), **water[shed]** was envisaged as an opportunity to bring together artists from around Australia and around the world to promote awareness of the loss of ecosystems such as Lake Pedder and the hope encapsulated in campaigns for restoration.

Their imaginings would form the **water[shed]** exhibition to be held on the 50th anniversary of that last tragic summer in 1972, when Lake Pedder was lost to the rising waters of the Huon-Serpentine hydro-electric impoundment.

In collaboration with Bett Gallery, OUTSIDE THE BOX/Earth Arts Rights invited 50 artists – one for each year since that final summer of 1972 – to contribute their art around the idea of *watershed: a pivotal moment, a turning point*. OUTSIDE THE BOX/Earth Arts Rights also invited four writers and activists to contribute to the book that would accompany the exhibition.

Much of 2021 was a hive of activity around **water[shed]**, with artists working on their contributions in places as far afield as New York and Scotland, with the writers crafting their words, and with the OUTSIDE THE BOX/Earth Arts Rights team working on a diverse range of activities to support the exhibition and, through it, the Restore Pedder campaign.

The original exhibition dates in February-March 2022 were sadly abandoned due to an outbreak of COVID-19. Happily however, the new dates of 5-27 August 2022 provided us all more time to extend the reach of this exciting event well beyond our early imaginings.

David Keeling



Overview



> EXHIBITION

21 days from 5 – 27 August 2022 at Bett Gallery Hobart

> 50 ARTISTS**4 INTERNATIONAL ARTISTS :**

Joan Baez (USA), Guerrilla Girls (USA), Ian Westacott (Scotland), Sue Jane Taylor (Scotland)

34 TASMANIAN OR TASMANIA-BASED ARTISTS :

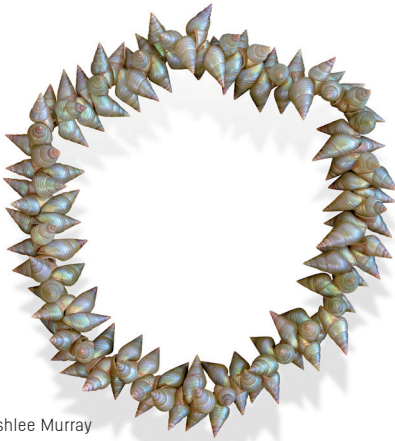
Helen Wright, Philip Wolfhagen, Belinda Winkler, Vicki West, Megan Walch, Stephanie Tabram, Heather B Swann, David Stephenson, Valerie Sparks, Mike Singe, Michael Schlitz, Troy Ruffles, Geoff Parr, Brigita Ozolins, Ashlee Murray, Mish Meijers, Sara Maher, Sue Lovegrove, David Keeling, Patrick Hall, Fiona Hall, Neil Haddon, Julie Gough, Helena Demczuk, Amanda Davies, Lou Conboy & Tom O'Hern, Tim Burns, Pat Brassington, Michaye Boulter & Linda Fredheim, Peter Adams, A Published Event (Justy Phillips & Margaret Woodward)

12 ARTISTS FROM MAINLAND STATES :

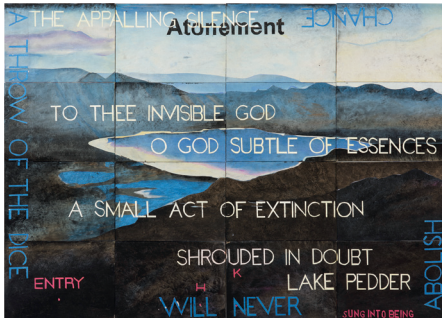
Imants Tillers (NSW), Claudia Terstappen (VIC), Wilma Tabacco (VIC), Joan Ross (NSW), Noel McKenna (NSW), Euan MacLeod (NSW), Sam Leach (VIC), Janet Laurence (NSW), Locust Jones (NSW), Marian Hosking (VIC), Piers Greville (VIC), Rick Amor (VIC)

> 47 ARTWORKS

The exhibition saw the production of artworks, ranging from portraits and landscapes, to sculptural and video pieces. All of the artworks were available for sale with a direct contribution to the Restore Pedder campaign through generous donations from the artists and their agents of 15% each of their usual fees. Of the 47 artworks, 30 were sold.



Ashlee Murray



Imants Tillers



Joan Ross



> EXHIBITION PRELUDE EVENT



Geoff Parr

The Long Sorrow, a video screening at the State Cinema was held on the evening of Thursday 4 August. Fully booked out, The Long Sorrow premiered the magnificent video photo-essay of the work of the late Geoff Parr, envisaged and produced by Tracey Diggins of OUTSIDE THE BOX / Earth Arts Rights. It was also a great opportunity to hear from one of our writers, Danielle Wood, and to see the Lake Pedder restoration animation. As a joyful finale to the prelude event a special preview video of the exhibition featuring Leonard Cohen's 'Ain't No Cure for Love' reminded us that love is at the heart of our passion for saving and restoring our precious places. The licencing of Cohen's work was for a one-off showing.

> EXHIBITION OPENING EVENT



The official launch of the exhibition was held at Bett Gallery on the evening of Friday 5 August and was a capacity event with approximately 150 people in attendance. The event began with a poignantly beautiful voice-over from Rima Truchanas in the darkened gallery with Geoff Parr's haunting images.

> EXHIBITION BOOK

132 page hard cover book. The work of each of the 50 participating artists and an accompanying artist statement were showcased in a full-colour double-page spread. The publication included four illustrated essays by renowned academics Kate Crowley ('Lake Pedder 2050') and Greg Lehman ('Spring is here'), writer Danielle Wood ('Beyond reason') and activist Tracey Diggins ('Big change, high ground').

1,000 **water[shed]** books were produced and distributed as follows:

- Approximately 400 copies were sold online, at the exhibition and via selected galleries and bookshops.
- Approximately 460 complimentary copies were sent to all federal and Tasmanian State MPs, Education Ministers in Australia and New Zealand, all Tasmanian secondary schools and **water[shed]** artists, writers, galleries, media and key supporters. This was enabled through the generosity of Australian Book Connection, who donated the print costs for an additional 500 copies of the exhibition book.
- Approximately 140 remain available for sale on the OUTSIDE THE BOX / Earth Arts Rights online shop.



> EDUCATION KIT

The **water[shed]** Education Kit was developed by Dr Abbey MacDonald and Dr Kim Beasy, with support from Jenny Dudgeon from the Sustainability Learning Centre, the Science Teachers Association of Tasmania, the Australian Association of Environment Education Tasmania and Bellendena Small Grants. The Education Kit was distributed free, with a copy of the **water[shed]** exhibition book and a Lake Pedder information booklet, to all secondary schools in Tasmania. The offices of Senators Nick McKim and Peter Whish-Wilson managed the postage.

Digital copies were made available as a free download to interested individuals, schools and educational institutions across Australia and globally from the OUTSIDE THE BOX / Earth Arts Rights website.

The Education Kit was also sent to all Australian education Ministers as well as the New Zealand Minister for Education.

The Education Kit was featured and promoted through the website of the UN Decade of Ecosystem Restoration.

A number of schools took up the opportunity of visiting the exhibition with students to explore **water[shed]** through an educational lens.



> PUBLIC EVENTS**CREATIVITY AND CHANGING LANDSCAPES : 6 August 2022**

One session of this arts, science and sustainability focused professional learning day for teachers and educators was held at Bett Gallery to showcase the **water[shed]** Education Kit. Hosted by Dr Abbey MacDonald, panelists Michael Small (of OUTSIDE THE BOX / Earth Arts Rights), Dr Kim Beasy and **water[shed]** artist Neil Haddon spoke of the key ideas and messages around ecosystem restoration and the role of art.

WATER[SHED] AT FULLERS : 10 August 2022

Fullers Bookshop hosted an evening of writers including Christine Milne, in conversation with **water[shed]** essayists, Kate Crowley and Greg Lehman about Lake Pedder, its history and its possible future.

ISLAND 165 LAUNCH : 11 August 2022

Hosted at Bett Gallery. This issue of *Island* magazine features **water[shed]** artist Helen Wright's 'Eyes to the wind [of change]' on the cover and a major feature of **water[shed]** artists and writers.

RESTORE PEDDER PINOT NOIR WINE TASTING : 13 August 2022

We partnered with Will and Jacque Adkins of the Tamar Valley vineyard Westella to produce the Restore Pedder Pinot Noir, a special release featuring *Mapping the invisible, [reconstructed map]* by **water[shed]** artist Sue Lovegrove. Sue, Will and Jacque spoke at this tasting event hosted by Bett Gallery.

VOICES : 20 August 2022

Christine Milne in conversation with Julie Gough, David Keeling and Greg Lehman at the Bett Gallery, discussed themes of grief, loss, hope and restoration to deepen our understanding and explore the art, environment and social justice possibility that are at the foundation of **water[shed]**.



> COMMUNITY ENGAGEMENT

Over the weeks of the exhibition, thousands of people – from both near and far – visited **water[shed]** or interacted with **water[shed]** outside the gallery setting. For many, it was a sad and powerful reminder of their own experiences of Lake Pedder before it was lost, for others it was a glimpse into the grief and hope expressed by artists of a future where endangered ecosystems and Lake Pedder are restored.

VISITOR BOOK

A visitor's book was available at the gallery in which people could record their memories of Lake Pedder and thoughts about the exhibition and restoration.

PEOPLE POWER!

An important part of **water[shed]** was drawing attention to the Restore Pedder campaign and generating ideas for future campaign strategies and support. Extensive community awareness and engagement with restoration ideas and in particular the restoration of Lake Pedder was achieved.

Campaign postcards were available at the Bett Gallery with a dedicated space made available for people to write a message on a postcard to a politician. Hundreds of cards with these personalised messages were posted to decision makers.



> BILLBOARDS & SIGNAGE

THE SOAPBOX

Hobart City Council generously made available three public art billboards as part of their Soapbox initiative in the Mathers and Criterion Lane open spaces, and we designed billboards of three of the artworks in the exhibition: Joan Ross's *The lake of sadness*; Pat Brassington's *Kiss of life*; and Imants Tillers' *Nature speaks: HK*. These billboards encouraged viewers to visit Bett Gallery to see the **water[shed]** exhibition.

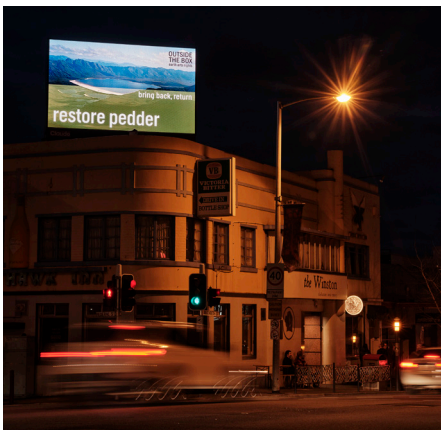
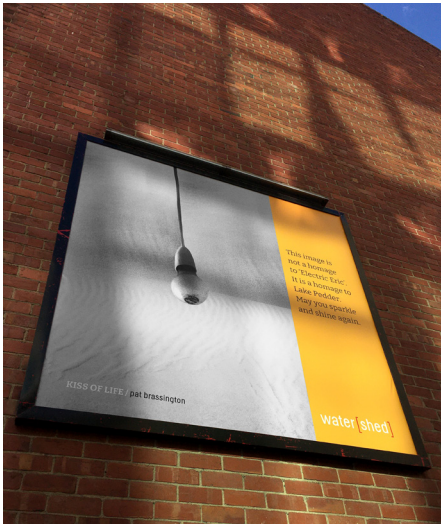
THE GUERRILLA GIRLS

The billboard artwork of the internationally renowned artist activists, The Guerrilla Girls, *The ocean around Tasmania is warming 2–3 times the global rate* was displayed in Bett Gallery and on billboards above Murray Street and Elizabeth Street for the months of February and March 2022, and above Murray Street for the month of August. The Murray Street billboard was visible from within the gallery. We were assisted with the costs of the extended display of the billboards by 2A4.

During the exhibition, we also had two electronic billboard slides on rotation in Elizabeth Street, North Hobart: one promoting the exhibition and another with the simple **Restore Pedder** message.

AERIAL PANORAMA

The entrance foyer to the building in which Bett Gallery is housed became the site of an exhibition promotional sign featuring a 6-metre long aerial photograph of Lake Pedder and the surrounding landscape taken in May 1972 as the impoundment waters were rising. This remains in situ, a continuing reminder of Lake Pedder and its loss.



> MEDIA

The Mercury, Talking Point article, 'Watershed moment is bittersweet' by Danielle Wood, 5 August 2022, pp 16–17

TasWeekend, Visual Arts, 'A water(shed) moment' by Andrew Harper, 13–14 August 2022, p14

ABC RN *The Art Show* presented by Daniel Browning, 'The lake that vanished' with David Keeling, Julie Gough and Danielle Wood <https://www.abc.net.au/radionational/programs/the-art-show/lake-pedder-rachel-griffiths/14017110>

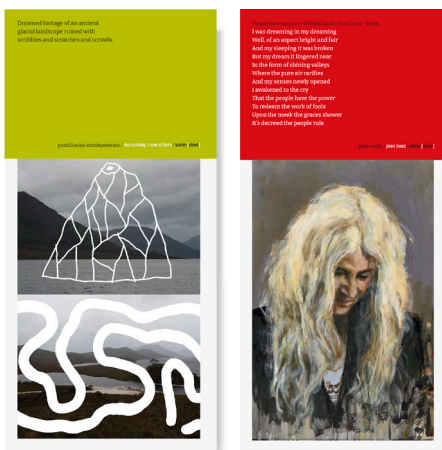


> EXHIBITION MERCHANDISE

In addition to the exhibition book, a number of products were produced in conjunction with the exhibition and available for sale. These included the Restore Lake Pedder 1000 piece jigsaw, an exhibition postcard pack and the Westella Restore Pedder Pinot Noir wine pack.

The 110 postcard sets sold out. Approximately 250 jigsaws remain available for sale on the OUTSIDE THE BOX/ Earth Arts Rights online shop. Westella's new website and online shop was not developed in time for **water[shed]**. Consequently only a small number of wine packs were made available and sold primarily to visitors to the exhibition. When Westella's online shop is launched in 2023, and as time allows, a new marketing campaign will be launched to generate sales and raise funds for the campaign. The exhibition book, postcard set and jigsaw were also marketed to bookshops and gallery shops in Tasmania and interstate.

We acknowledge the generosity of various contributors to these products for discounting or waiving their fees: writers Danielle Wood, Kate Crowley, Tracey Diggins and Greg Lehman, photographer David Neilson whose image of Lake Pedder graces the jigsaw, Will and Jacqui Adkins of Westella and Labelhouse, Melbourne for the wine and labels.



> VIDEOS

LAKE PEDDER 1972-1973 – A PHOTOGRAPHIC ESSAY

OUTSIDE THE BOX/ Earth Arts Rights produced a video featuring the previously unseen black and white photographs by artist Geoff Parr. This was screened at The Long Sorrow event at the State Cinema and at the Bett Gallery throughout the exhibition. The soundtrack featured two pieces of music by international artist Arvo Pärt, 'Für Alina' and 'Spiegel im Spiegel' that created a haunting soundscape. We have purchased a 9-year licence for Pärt's works within the Parr video, to enable ongoing public screenings within Tasmania and interstate.





A VISION RESTORED

OUTSIDE THE BOX / Earth Arts Rights worked with Charles Donnelly and Joe Shrimpton to create *A Vision Restored*, a 3-channel video installation of previously unseen 16mm footage by cinematographer Peter Donnelly of the campaign to save Pedder and of the lake itself. With support from Wild Island and Fullers Bookshop this video was displayed on screens in these venues throughout the period of the exhibition. Alongside the screens were interpretive panels encouraging viewers to visit the **water[shed]** exhibition.

THE LOOP

OUTSIDE THE BOX / Earth Arts Rights worked with Hobart City Council to have the Geoff Parr video playing at The Loop, an outdoor video screen outside the UTAS Melville Street Apartments in Elizabeth Street.

> PIGUENIT @ TMAG



A collaboration with the Tasmanian Museum and Art Gallery saw two works by William Piguenit, *Camp, Lake Pedder* (1885) and *Lake Pedder, Tasmania* (1891) displayed in the Colonial Gallery for the month of August, with an interpretive panel pointing viewers to the **water[shed]** exhibition.

> BEYOND WATER[SHED]

CAMPAIGNING

The challenge remains to continue to build public engagement and support for the restoration of Lake Pedder. The OUTSIDE THE BOX / Earth Arts Rights team did some brainstorming on further Campaign Ideas / Strategies and forwarded the results of these discussions to the Restore Pedder Committee to consider. We remain committed to involvement in the campaign where our skills can best be applied.

WATER[SHED] VIDEO RECORD

OUTSIDE THE BOX / Earth Arts Rights commissioned film-maker Joe Shrimpton to capture footage from key events during **water[shed]**. A short film (5–10 minutes) is currently in production and, when completed (early December), will be made available to view online via the OUTSIDE THE BOX / Earth Arts Rights.

The film will be used to support both the campaign to restore Lake Pedder and any future funding applications.



TOTAL FUNDS RAISED**> \$ 43,853.44**

Raised from the sales of artwork and merchandise and donated to Lake Pedder Restoration Inc to continue their work to see Lake Pedder rightfully restored.

restore. bring back, return.

THANK YOU

OUTSIDE THE BOX / Earth Arts Rights acknowledges the collaboration with Bett Gallery and together with Bett Gallery we warmly thank the artists, and the many people and organisations that contributed to **water[shed]**.

> SUPPORTING GALLERIES

Australian Galleries, Melbourne
 Despard Gallery, Hobart
 Dominik Mersch Gallery, Sydney
 Gallery Funaki, Melbourne
 Gallerysmith, Melbourne
 Niagara Galleries, Melbourne
 Roslyn Oxley9 Gallery, Sydney
 Seager Gray Gallery, Mill Valley, California, USA
 sullivan+strumpf, Sydney

> PUBLICATION SUPPORT

Paul Murphy, Australian Book Connection
 Senator Nick McKim
 Senator Peter Whish-Wilson
 Andrew Wilkie MHR

> HISTORIC ARCHIVE

Max Angus painting, Truchanas family collection
 Olegas Truchanas photograph, Truchanas family collection
 Peter Donnelly video, Charles Donnelly and the Donnelly family
 Geoff Parr video, Pat Brassington
 Video Post Production, Joe Shrimpton, Flare
 Pedder sand, on loan from personal collections across Australia
 Pedder aerial photographs, 1972, TASMAR © State of Tasmania
 Wilf Elvy photograph, The List © State of Tasmania



> EDUCATION KIT CONSULTANTS

Dr Abbey MacDonald, University of Tasmania
Dr Kim Beasy, University of Tasmania
Jenny Dudgeon, Department of Education

> EDUCATION KIT FUNDING

Bellendena Small Grants
OUTSIDE THE BOX / Earth Arts Rights
Science Teachers Association of Tasmania
The Australian Association for Environmental Education Tasmania

> EXHIBITION SUPPORT

City of Hobart – Soapbox & The Loop
Fullers Bookshop
Full Gamut
Island
Labelhouse, Melbourne
Lake Pedder Restoration Inc
Peter Whyte Photography
Tasmanian Museum and Art Gallery
Wagner Framemakers
Westella Vineyard
Wild Island



restore. bring back, return.

