A CALL OUT TO:

ARTISTS/DESIGNERS/ MAKERS/ ENTREPRENEURS/ & SMALL BUSINESSES

V I.0

MORESPACE.

MORE SPACE.

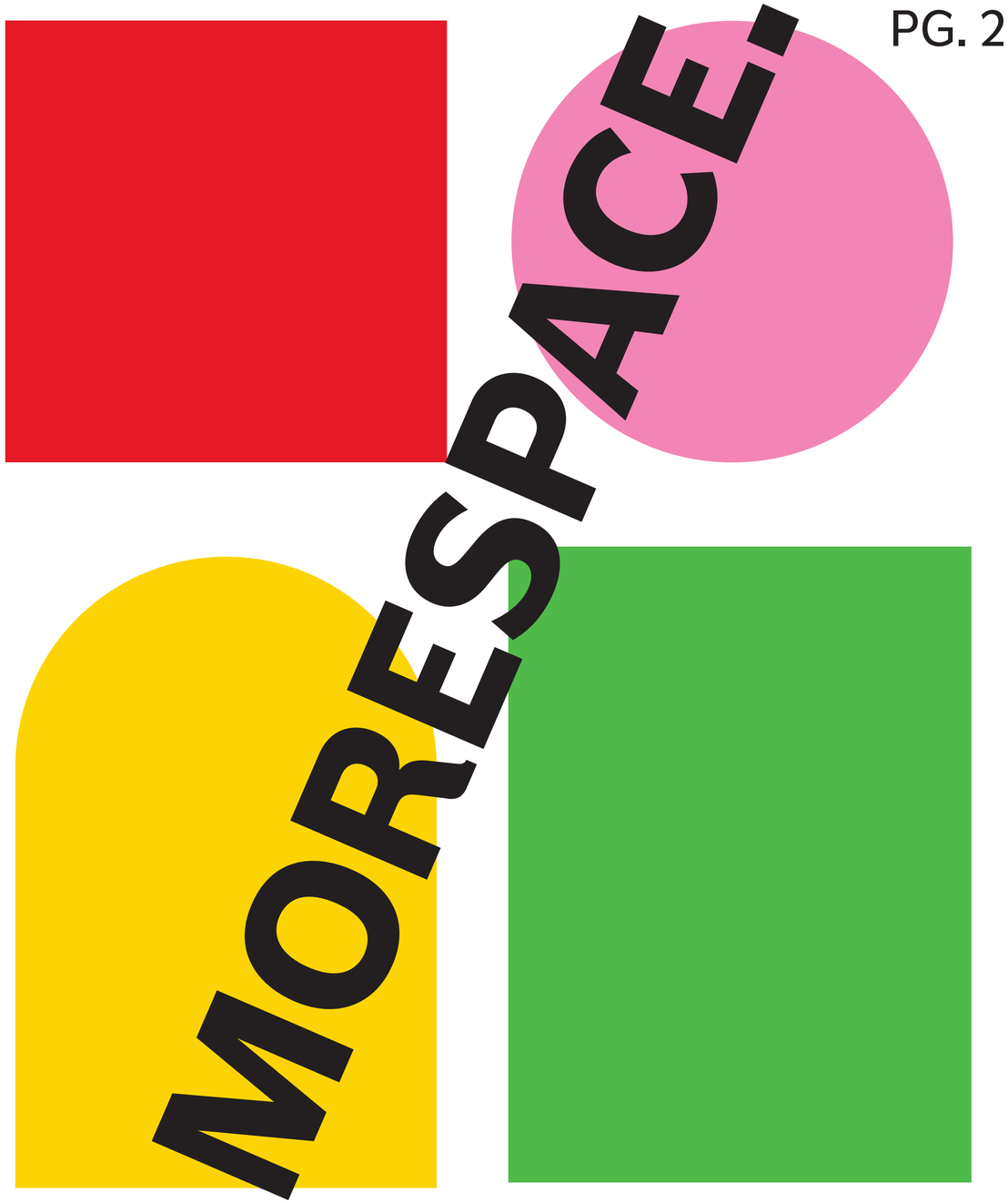
Moreland City Council

OVERVIEW

‘MORESPACE’ is a program by Moreland City Council aimed at activating Moreland’s shopping strips and retail precincts by utilising vacant commercial shopfronts for temporary window displays. The program has two primary goals:

I. To showcase each property as an attractive commercial opportunity highlighting Moreland as an affordable and buzzing area for small businesses.

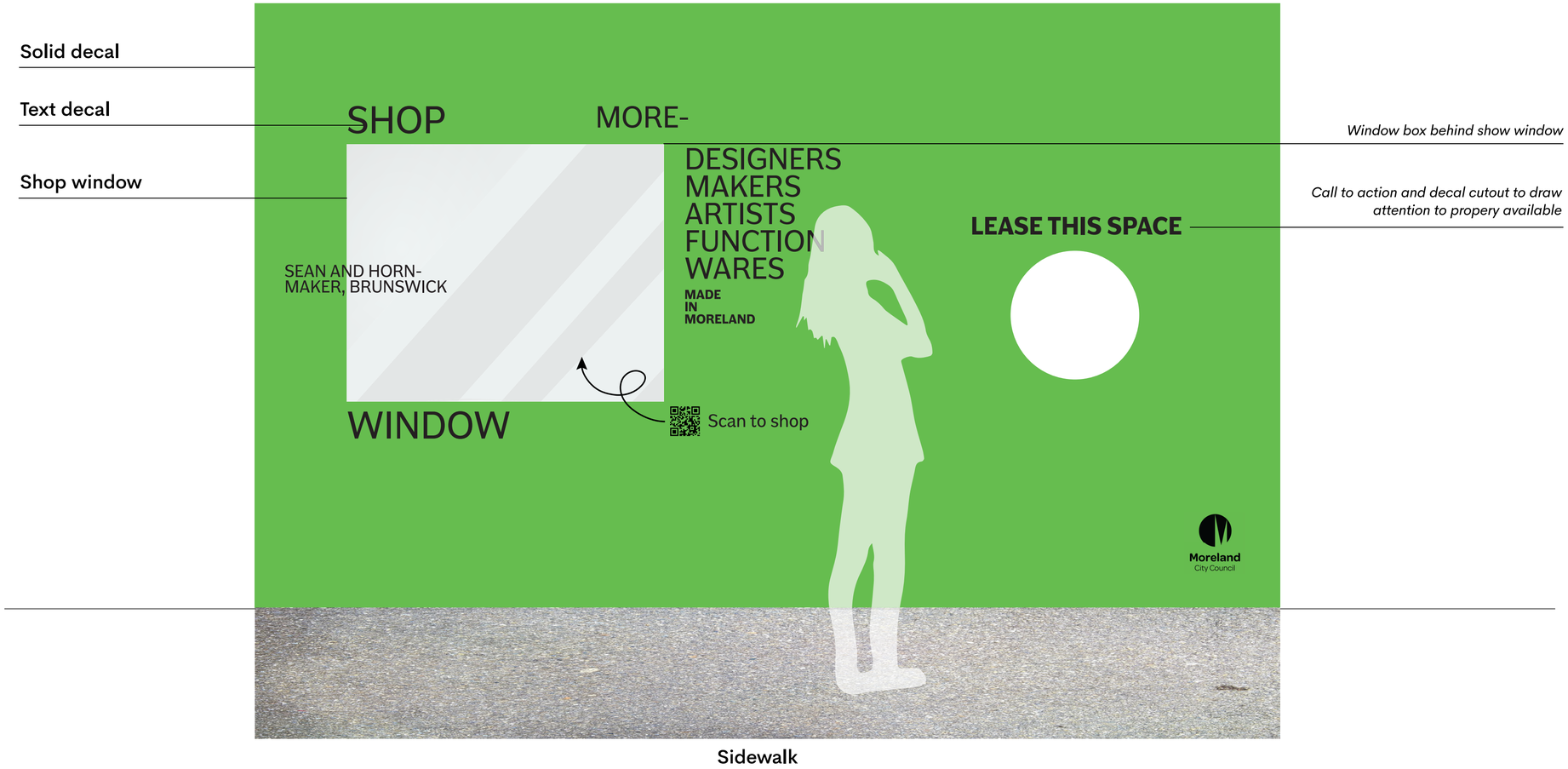
2. To highlight local makers, creatives and entrepreneurs by offering them interactive shoppable windows that will celebrate their product and/or service, engaging with the public in a unique and memorable way.



THE CONCEPT

The window displays will be made up of an exterior window decal that will feature text call outs to intrigue people to engage with the space. Window box(es) featuring a small display of product will be placed on the inside of the window. Users will be able to view the featured product online by scanning a QR code.

SHOP FRONT ELEVATION



‘MORESPACE’ aims to promote and celebrate local businesses.

Benefits for participating businesses:

- Opportunity to test their business with real consumers.
- Try out ideas, develop and grow, in a low risk environment.
- Test out a particular shopping precinct
- A high exposure window display box of 600x600mm or 500x800mm.

What is required:

- Public Liability Insurance – we will require a copy of your Certificate of Currency indicating that your public liability insurance is up to date, and covers a minimum of $10,000,000 indemnity.
- A description about their business, the product they want to use, maybe something about their aesthetic
- Participating businesses may direct styling of their window display box using simple materials such as card, small plinths, or objects.

FRONT MOCKUP

#174-176 SYDNEY ROAD

Cut out sections of the decal as pictured in Front Window A represent the placement of the window box displays.

FRONT WINDOW A

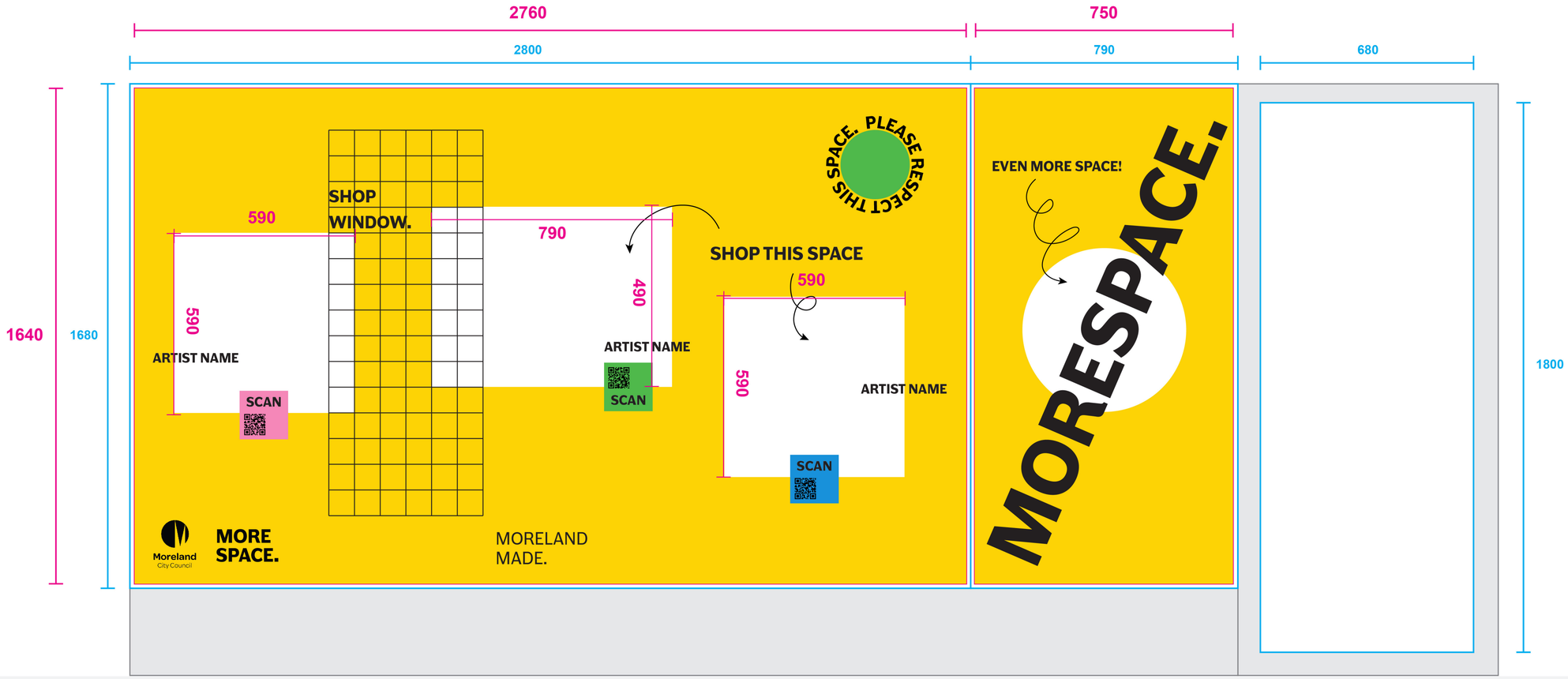
FRONT WINDOW B

FRONT ELEVATION

WINDOW A

Decal dimensions

Window dimensions

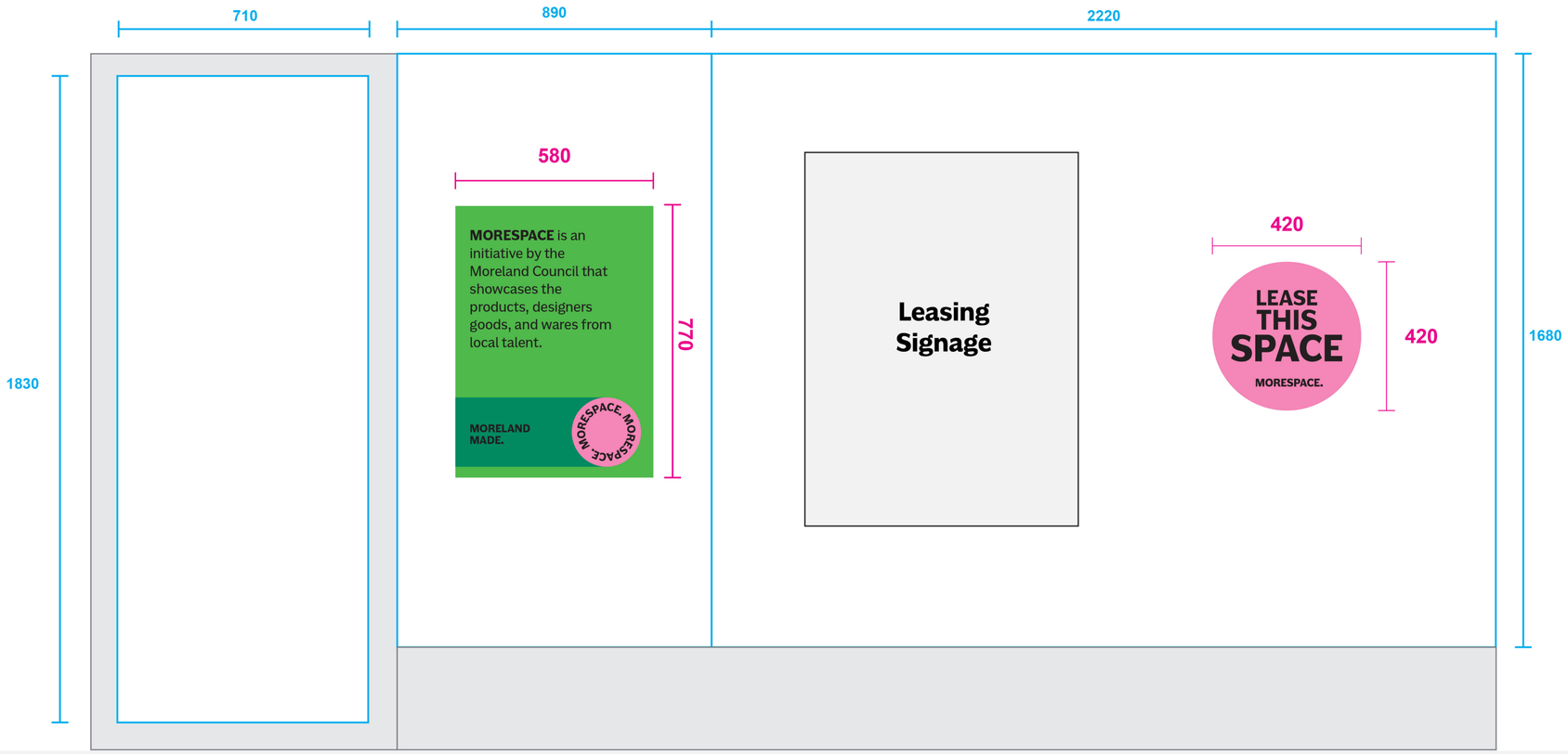


FRONT ELEVATION

WINDOW B

Decal dimensions

Window dimensions



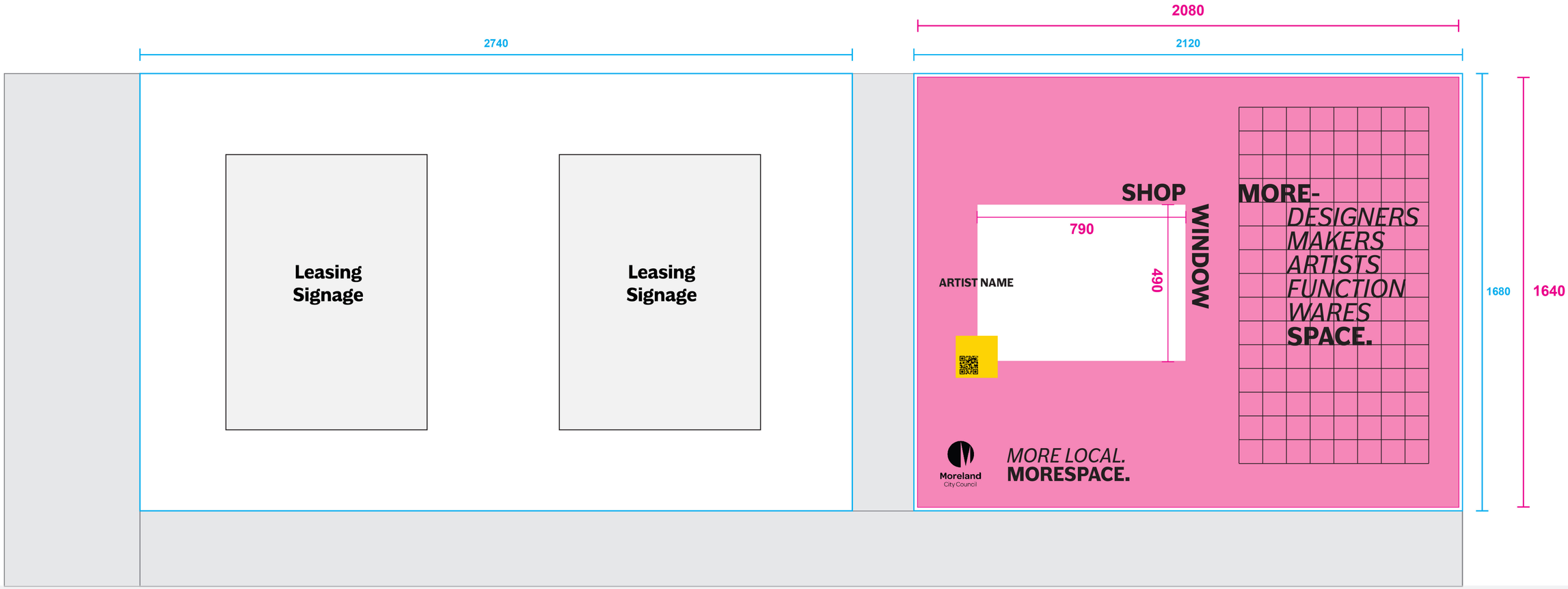
SIDE MOCKUP

SHOP
WINDOW
ARTIST NAME
SCAN
MORE-
DESIGNERS
MAKERS
ARTISTS
FUNCTION
WARES
SPACE.
Moreland
City Council
MORE LOCAL.
MORESPACE.
Moreland
City Council
GARAGE SALE!
WITH SPECIAL GUESTS
$10 ENTRY

SIDE ELEVATION

Decal dimensions

Window dimensions



CORNER MOCKUP

THANKS!

WE HOPE TO SEE YOUR CREATION IN ONE OF OUR WINDOWS SOON.

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