CALL FOR LOCAL ARTISTS

Bethlehem Town Centre 'Kiwi Christmas' Bauble Art Trail

Bethlehem Town Centre is seeking five artists based in Tauranga or the Western Bay of Plenty district to transform five giant fibreglass Christmas bauble seats into artworks that will be installed throughout the centre as an interactive Christmas art trail.

Each bauble is approximately 1.5 tall / wide and currently finished in plain colour. One artist will be commissioned for each bauble, creating five individual artworks that celebrate a 'Kiwi Christmas' and showcase creative talent here in the Bay.





Visitors to Bethlehem Town Centre will be encouraged to:

- Explore the trail;
- Learn about each artist;
- Take photos with the artworks;
- Vote for their favourite design; and
- Share their experience on social media.

This is an opportunity to showcase your work to thousands of visitors while helping create a Christmas experience that feels distinctly New Zealand and reflective of our local community.

Theme: Your Take on a 'Kiwi Christmas'

We're looking for creative and original interpretations of a New Zealand Christmas - designs that feel local, joyful and relevant to our community. We encourage artists to bring their own perspective and artistic style to the project. The aim is to turn five plain Christmas decorations into five memorable artworks, each with its own personality that helps make our decorations feel distinctly Kiwi!

Design Considerations

Proposed artworks should:

- Reflect the theme of a 'Kiwi Christmas'.
- Be welcoming and suitable for a public setting enjoyed by children and families.
- Work across the bauble's curved, three-dimensional surface, with consideration for how it looks from different viewpoints.
- Retain the seat's function and provide an inviting setting for photographs.
- Use finishes suitable for outdoor display and regular public use.

Artists will receive photographs and further dimensions to help develop their concepts.

Artist Fee

Selected artists will receive **$1,000 + GST** (if applicable). This fee is intended to cover artist time, design development, painting, and materials.

Artist Recognition

Each artwork will have an accompanying sign featuring the artist's name, a short introduction and the inspiration behind their design, with a website or social link where available. Bethlehem Town Centre will promote the trail and participating artists through its marketing channels.

Additionally, there will be a **'People's Choice Award'** with a prize for the artist whose bauble receives the most public votes over the Christmas period.

Painting and Logistics

Our preferred approach is for artists to take their allocated bauble to a suitable workspace, paint it and return the completed artwork. Transport, handling and workspace suitability will be discussed with artists. Space may be available onsite if requested. Artists should outline any assistance they would need in their expression of interest. Safe handling, painting arrangements, drying and curing time will form part of the agreed project schedule.

How to Express Interest

Please provide:

- A short artist biography;
- Examples of previous work (images or portfolio links);
- A brief statement outlining your interpretation of a Kiwi Christmas; and
- Contact details

A fully developed design is not required at this stage.

Selected artists will agree their final designs and practical arrangements with Bethlehem Town Centre before painting begins.

IMPORTANT INFORMATION:

Expressions of interest close: Midnight on Monday 26 October 2026

Artist selection: 28 October 2026

Completed artworks required by: 22 November 2026

Submit expressions of interest to: Dan Weck, dan.weck@pmgfunds.co.nz

Eligibility: Artists must reside in Tauranga city or the Western Bay of Plenty district.

About Bethlehem Town Centre

Bethlehem Town Centre is an outdoor village-style shopping and community destination in Tauranga. Through this project we aim to celebrate local creativity, create memorable visitor experiences, and bring a uniquely New Zealand feel to Christmas at the Centre.