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Introduction

In Australia, contemporary public art practice has become increasingly diverse, covering activities ranging from physically integrated artworks to ephemeral digital projections and temporary installations.

Whatever the final form of the artwork might be, it should wherever possible be based on concepts that are site specific and culturally relevant to the place and the people who will use or visit the place. In this sense, public art can contribute to the place making of a location and the interpretation of a place. It can aid the understanding of history or cultural heritage, assist how people currently understand or use the space, or provide new meanings.

The successful integration of art with public space across the range of urban and natural environments can deliver a range of benefits in regards to economic development, social cohesion, urban rejuvenation and tourism.

This document provides direction and inspiration to support Council's recently adopted Public Art Policy (POL12/351).

The areas covered in this document have been guided by the direction of the project brief and include:

- o Nowra/Berry
- o Huskisson/Vincentia
- o Sussex Inlet
- o Milton/Ulladulla

Part A identifies locations, themes and opportunities guided by relevant DCPs and site specific Master Plans. It is important, however, that identified themes are not too prescriptive, allowing the community and artist a degree of artistic freedom in future works and events.

Part B provides best practice examples from regional cities in Australia and around the globe that are relevant to various themes and locations nominated in the Shoalhaven. It also provides an implementation plan outlining short, medium, and long term priorities.

Introduction

Themes and locations - General

Shoalhaven Context

The Shoalhaven region stretches from Berry in the north to North Durras in the south. It is bordered by the mountains, coastal plains and 109 magnificent beaches, and includes 49 towns and villages.

The regions beautiful natural environment plays a central role in the quality of life of the local community. It's temperate coastal climate, rich array of native flora and fauna, many natural attractions and its thriving commercial and retail sectors make the Shoalhaven an appealing place to live and work.

The Shoalhaven is home to a range of artistic and cultural institutions including Shoalhaven City Arts Centre, Arthur Boyd's Bundanon & Riversdale properties, Shoalhaven Entertainment Centre, Lady Denham heritage museum, Fleet Air Museum as well as local and community museums and galleries.

There are currently pockets of active art communities who have contributed to providing public art installations and events within their own public spaces. The aim is to provide a more unified vision for public art in the Shoalhaven whilst still reflecting the unique culture of it's various towns and villages.

SHOALHAVEN GATEWAYS

There is current and planned works to upgrade the Princes Hwy which runs through the Shoalhaven. This will have a significant impact on the entries to many of the towns. In the short term, Berry will be bypassed and the Berry to Bomaderry Hwy will be upgraded. In the long term, there are plans to bypass the Nowra Urban Area along with Milton and Ulladulla.

There is an opportunity to incorporate gateway public art as each town's entry experience is impacted. Not only would these public art elements act as a gateway, they would also function in a practical way as a design cue to slow driver's down as they enter urban areas. Gateway elements could include stand alone installations with night lighting, but also be incorporated on road infrastructure such as overpasses or attenuation barriers.

The two railway stations of the Shoalhaven: Berry and Bomaderry could also benefit from public art markers. In particular a public art element at Bomaderry train station (other than existing internal mural) would encourage public transport use, improve the first impression many travellers have of the Shoalhaven, create a more memorable meeting place, and instill local ownership and pride.

Themes and locations - Nowra

Analysis

Being the largest coastal urban centre between Wollongong and the Victorian border, Nowra functions as the business and administrative 'capital' of the Shoalhaven. Nowra is also a centre for education, shopping, health, entertainment, and culture for residents of the Nowra urban area and surrounding villages.

Despite its regional significance and location on the beautiful Shoalhaven River, Nowra is yet to establish a cohesive character or identity. This in part can be attributed to the town being dissected by the Princes Hwy and also how development has tended to turn its back on much of its natural beauty. With a few exceptions, public art in Nowra has been comparably rare. An active public art strategy would provide an opportunity to increase community pride, reflect and recognise local history and culture and increase local engagement. In this sense, public art in the Nowra CBD is seen as a priority over other areas covered in this document.

An opportunity exists for public art implementation to align with the recently developed Nowra CBD Master Plan, which outlines a strategic direction to revitalise the Nowra CBD over the next 25 years to improve the 'quality and attractiveness of the public domain as a catalyst to encourage development'. The Public Domain Framework Strategy in the CBD Master Plan outlines proposed gateways, greenlinks and public open spaces. It also suggests specific areas for open space and laneway revitalisation and streetscape improvement.

Themes

There are numerous traditional 'themes' that could inform public art in Nowra relating to history, nature, indigenous culture, industry and rural setting. More importantly however, future public art within Nowra's urban area should reflect Contemporary Nowra's emerging identity as a centre for food, knowledge, family, health and wellbeing. This would have a significant impact in defining Nowra's identity and culture and engaging the community. It is envisaged that public art would be bolder and more prominent than other Shoalhaven locations. It would be interactive, fun, cater for night and day activities, and be more cutting edge in terms of function, themes and technology. There is also an opportunity to be inspired by Nowra's natural setting on the Shoalhaven River. This could include kinetic and dynamic installations of 'Living Art' that interpret natural elements.

Locations

ACTIVATION OF URBAN SPACES

Junction Court and Egans Lane (subject to future development) should provide public art that attracts people, in particular children. The type of artwork installed should be interactive with a playful element; art that encourages children and families to engage and connect with one another.

STREETSCAPES

Public art elements should be integrated into Junction and Berry St to enrich the main shopping thoroughfares and accentuate the emerging Berry Street cultural precinct.

REVITALISATION OF LANEWAYS

Along with an active anti graffiti policy, Council could develop a street art policy. With the permission of the property owner and council, an artist may obtain a permit to paint on identified laneway walls (eg: Emporium Lane, Fitzgerald Lane, Smith Lane). The gated walkway between Emporium Lane and Junction Street has been identified as an ideal location for temporary art installation and/or events.

ART TRAIL LINKING NOWRA CBD WITH SHOWGROUND AND RIVER PRECINCT

In keeping with the proposed green link along Junction Street, strategically placed artwork would reinforce a link from the Nowra CBD to the Nowra Showground and ultimately to the River Precinct. This art trail loop would also promote health and well being in the community. Ideal Junction St locations include Junction Court, an upgrade of the Post Office forecourt, Rauch Park, and finally to a culturally sensitive element at Hanging Rock which promotes the viewpoint and picnic area.

The art trail loop could be listed on *Google Maps*. This will provide users with background information about the artwork as well as encouraging physical activity and movement around the proposed green links in the CBD.

SENSORY ART GARDEN

A sensory art garden is proposed to be incorporated into the art trail at Nowra Park and the western perimeter of the health precinct. It would offer users of the hospital, cancer clinic, and future medical developments an opportunity to engage with sensory art in a natural setting, providing healing and reflective opportunities.

VIBRANT GREEN SPACES FOR COMMUNITY EVENTS

The grassed forecourt of the Entertainment Centre, River Promenade and Grey's Beach Reserve have been identified as open air areas for community events and exhibitions. This may include twilight cinema, temporary sculpture walks, or video projections. For example, projections onto the Nowra Bridge in summer months would help to stimulate use of the River Promenade and Grey's Beach areas in the evenings.

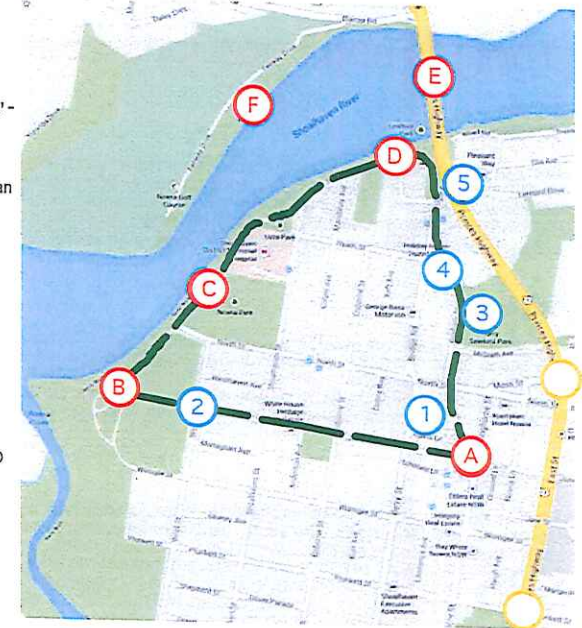
ACTIVATION OF UNUSED BUILDING SPACES

This aim is to place artists, cultural projects and community groups from the region in unused building spaces to activate and revitalise the CBD.

- Contemporary Nowra - food, knowledge, family, health & wellbeing
- Natural Elements 'Living Art' - mountains, bush, river, rock
- Indigenous Culture - including contemporary Aboriginal Culture in an urban environment
- Industry - defence, agriculture, paper
- Historical Shoalhaven

Legend

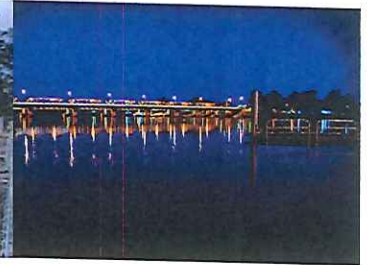
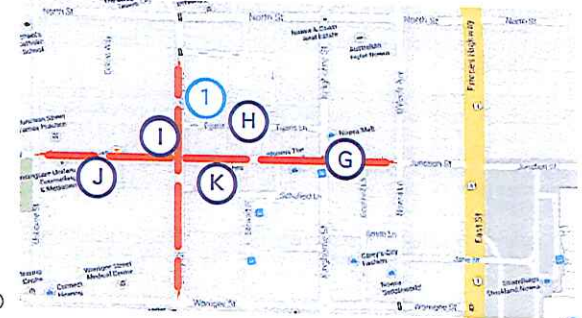
- Proposed Locations
- Existing Locations
- Proposed Gateways (as identified in Nowra CBD Master Plan)
- Proposed Urban Spaces & Laneways
- Art Trail Loop
- Art Integrated into Streetscape Upgrade



Notes

- A. Town Centre
- B. Hanging Rock Picnic Area
- C. Sensory Garden
- D. River Promenade
- E. Nowra Bridge
- F. Greys Beach
- G. Junction Court
- H. Egans Lane
- I. Post Office Corner
- J. Rauch Park
- K. Laneways

1. Shoalhaven Arts Centre and Forecourt
2. War memorial
3. Harry Sawkins Mural
4. Shoalhaven Entertainment Centre and Forecourt
5. Existing Gateway Features (Nowra Entry Sign & Helicopter)



Themes and Locations - Berry

Analysis

Berry has an iconic heritage & rural character, particularly expressed within its architecture and landscape. The preservation of the historical character of the Berry Town Centre is a fundamental objective of the Berry DCP. Berry's town centre is widely known for its boutique retail experience and gourmet produce. Currently, there is little designated public art within Berry, with existing elements drawing reference to the historical figure of Alexander Berry.

Themes

The nature of public art should be complimentary to Berry's established rural village character whilst also being of a more contemporary and eclectic nature that is aligned to the modern boutique and gourmet food experience of the town centre. These themes could also align with existing tourist events around food, wine, boutique farms and gardens, and the *Tour de Berry*. Public art should include local artists and community initiatives where possible.

Locations




Because of Berry's distinct existing character, public art need not have a dominant presence within the town centre. It could however serve to enhance key community hubs such as Broughton Place linking Queens St to the northern car park by upgrading or replacing streetscape infrastructure such as the community notice board, furniture, or raised brick plant beds with vibrant local art makeovers. Providing a point of interest in this location would assist in linking the Queen Street retail strip with the northern shopping precinct and reinforce a central hub for gathering and meeting. The nature of the public art would reflect a contemporary and eclectic Berry character that compliments the retail experience rather than the heritage aspect of Berry.

Another area identified is the Berry Railway Station. A contemporary public marker at this location with possible additional elements along the Alexandra Street pathway would assist in the legibility of the station within the town centre, encourage public transport use, and define the pedestrian link between the station and the town centre (via significant town memorials, the showground, and the school of arts).

The proposed Berry Bypass will also create new opportunities for public art locations. This could include elements within a planned recreational park between North Street and the bypass where new park infrastructure like playground equipment and picnic shelters could interpret Berry themes. There is also an opportunity to integrate public art elements within the infrastructure of future streetscape upgrades to Queen St (existing highway) as it evolves from heavy vehicle use to a pedestrian orientated thoroughfare. This may include street furniture, pavement inlays and banners.

It should also be noted that the existing 'Berry Heads' northern gateway sculpture will be relocated to perform the same function at the new Berry entry from the Bypass.

Themes Summary

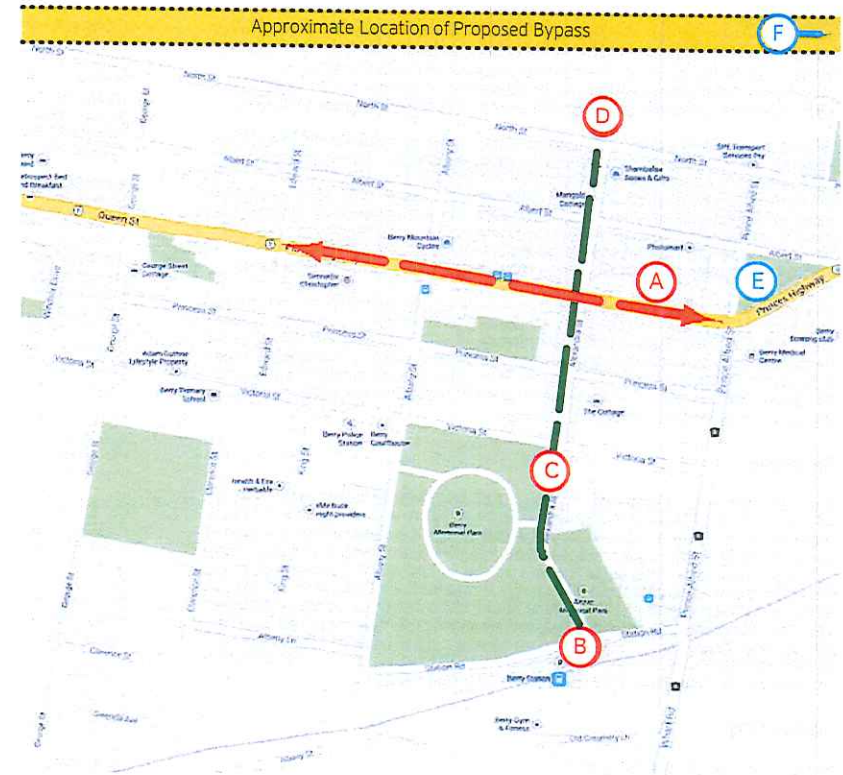
-  Contemporary Berry - boutique food, wine, gardens, shopping & café culture
-  Rural agriculture
-  Historical Berry

Legend

-  Proposed Locations
-  Existing Location
-  Art Trail
-  Art integrated into Streetscape Upgrade

Notes

- A. Community Hub Walkway
- B. Railway Station
- C. Alexandra St Pathway
- D. Recreational Park
- E. Alexander Berry Monument
- F. Relocated 'Berry Heads' Entry Sculpture



Themes and Locations - Huskisson & Vincentia

Analysis

Huskisson and Vincentia are both connected with the pristine natural environment of Jervis Bay. Huskisson in particular has a vibrant cafe and shopping culture with a sufficient marine themed streetscape. The desired future character statement from the Huskisson Tourist Town Centre DCP states that *"The Huskisson Tourist Town Centre is the gateway to Jervis Bay; A Tourist Town in a unique and pristine environment; A centre with a rich boat building history; A business centre orientated to take advantage of Bay side view and traditional waterside activities; and A community which lives in harmony with its natural environment and the future."* The DCP also indicates that any future streetscaping is to adopt a maritime/leisure theme.

Vincentia town centre on the other hand is more utilitarian in character and is currently under threat by an alternative retail development.

The Jervis Bay community has a strong artistic representation and enjoys an active outdoor lifestyle. Local parks and the shared pathway between the towns are frequently utilised by residents and visitors alike. It is seen that these elements would be ideal for future public art installations and events.

Themes

Jervis Bay is an international tourist destination and future public art in Huskisson and Vincentia should interpret and enhance its marine environment and history. This could be achieved through environmental, socially aware, natural, and educational installations regarding the surrounding marine environment.

Locations

Open space adjoining the town centres would be highly desirable locations for interpretive public art and events. A good existing example of this is White Sands Park where the park upgrade has an interpretive component (eg: naval ship playground and seagrass pavement motifs). The northern end of White Sands Park is in a very prominent location. It provides an ideal spot to install an interactive sculpture that engages and orientates users by framing and identifying key views and locations around the bay.

Voyager Memorial Park has seating interpreting the ship building history of the area. The reserve is undergoing a new master plan and is an ideal location for more public art elements and events integrated into any future upgrade, particularly relating to the ANZAC memorial and HMAS Voyager disaster.

Other reserves on the bay such as Moona Moona would also be suitable for holding public art events such as moonlight cinema or temporary exhibitions.

The Huskisson Jetty would be another location where a public art marker that is visible from the bay and the town centre could be installed. A similar installation would be relevant for the Vincentia shopping hub.

The shared pathway between the two towns is another element that could benefit from regular interpretive installations as a means to further encourage education, health and well being.

Themes Summary

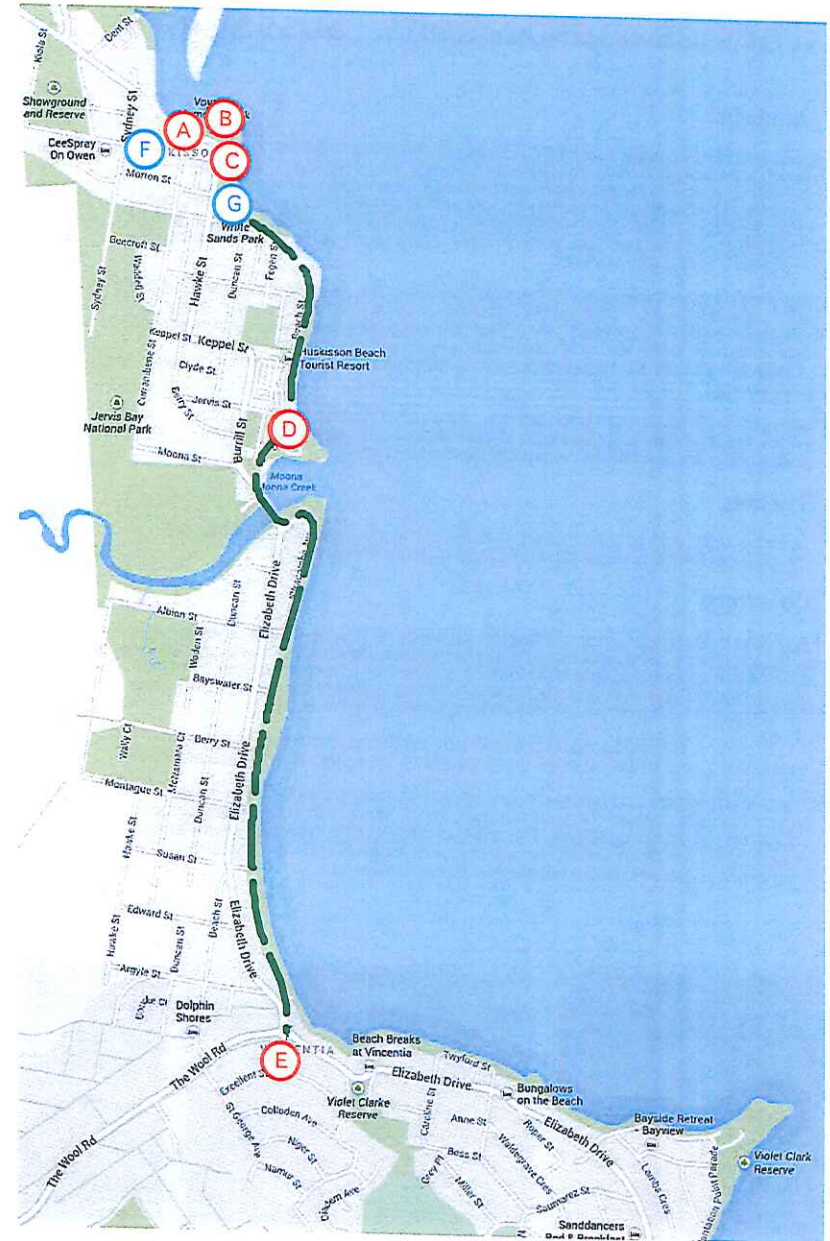
-  Marine Ecology - Protection & Education
-  Maritime - Boat Building & Naval History
-  Indigenous Culture

Legend

-  Proposed Locations
-  Existing Locations
-  Art & Events Trail

Notes

- A. Huskisson Jetty
- B. Voyager memorial Park
- C. Northern White Sands Park
- D. Huskisson to Vincentia Shared Path and Reserves
- E. Vincentia Town Centre
- F. Huskisson Town Centre
- G. White Sands Park



Themes and locations - Sussex Inlet

Analysis

Sussex Inlet is a popular tourist and retirement destination with a strong emphasis on water activities and fishing. The town centre has a low key character typical of such coastal villages. The Sussex Inlet Town Centre DCP identifies the town focal point/market square as the open space area between the Newsagent and the Cinema centrally located within the main retail core. To function effectively, this area *requires sufficient pedestrian open space for people to congregate, sit, read, etc and provide a venue for the monthly markets*.

The inlet surrounds the village to the north and east. The shared pathway around the accompanying reserve is frequently utilised by residents and visitors alike. This area would be ideal for future public art installations or to accompany events such as the fishing festival. There are some small sculptures of birds on stumps at the end of Jacobs Drive which are quite appropriate for the character of the community and environment.

Along the inlet reserve is a large quantity of memorial seating. One idea is to encourage the community to memorialise loved ones through funding small sculptures or trees in the reserve rather than more seating.

Themes

Local heritage and maritime themes are seen as the most appropriate. Public art could be low key, involving local artists and initiatives where possible.

Locations

Public art doesn't need a dominant presence within the town centre. It could however serve to enhance the town focal point/market square between the Newsagent and the Cinema in the form of updated furniture, or a makeover of the raised brick plant beds (eg tiled mosaic) in an appropriate theme. Providing a point of interest in this location would assist in reinforcing a central hub for gathering and meeting.

A similar approach would also be relevant with any future community facility development such as the tourism centre and library proposal at the 'Old Bakers Site'.

The shared pathway and reserve around the inlet is another element that could benefit from regular interpretive installations as an emphasis to further encourage education, health and well being. This could take the form of temporary installations at each of the jetties for specific events, new park furniture and infrastructure, or permanent sculptures like the birds at the Jacobs Drive Jetty.

Themes Summary

-  Marine Ecology & Protection
-  Natural Beauty
-  Local Heritage - Ellmoos family
-  Maritime - Boating & Fishing

Legend

-  Proposed Locations
-  Existing Location
-  Art & Events Trail

Notes

- A. Commercial Hub - Lions Peace Park
- B. Jacob Ellmoos Reserve
- C. 'Old Bakers' Tourism Centre & Library
- D. Jacobs Drive Jetty



Themes and locations - Milton

Analysis

Milton has a strong art representation in its community. The village has an iconic heritage character with significant rural, mountain, and sea views from its ridgeline spine. Milton town centre is widely known for its boutique retail, local & natural products, and cafe experience. Existing public art elements include traditional tile mosaic features within the streetscape paving, a mural at the town library courtyard, and eclectic installations such as hopscotch pavers and a novelty portrait mural that attracts visitors in the town's centre. With the established character, there is not a great need to for new public art to have a dominant presence.

The current *draft Town of Milton DCP* recognises Milton's rural, historic, village and community character. *'The future of Milton will see appropriate growth that retains this character, complements its history and heritage and brings opportunities for all ages.'*

The Public Domain Objectives in the DCP are to enhance the pedestrian amenity in the Town Centre Precinct with public art, signage and other sculptural elements to reinforce activity nodes in key areas. These nodal areas are strategically located at key pedestrian thoroughfares to create vibrant points interacting with active retail frontages. For example new tile mosaics in nodal areas could be a bolder and modern continuation of the mosaic features already located in parts of the streetscape.

Themes

The nature of the public art could be complimentary to the existing rural and heritage character whilst also being of a more contemporary and eclectic nature that is aligned to the modern boutique cultural experience of the town centre. Public art should include local artists and community initiatives where possible.

Locations

Within the public domain, "core activation areas" or "activity nodes" should be developed and highlighted through the use of public art in the form of mosaics, murals, installations and streetscape furniture. The locations have been identified in the recently prepared *draft Town of Milton DCP*.

Themes Summary

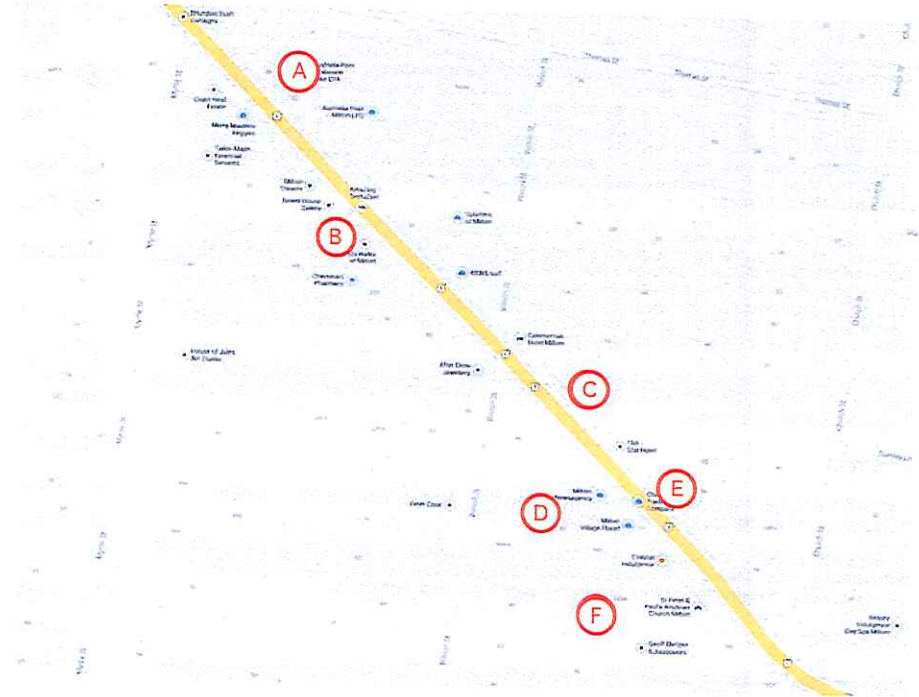
-  Contemporary Milton – boutique shopping, local and natural products, café culture
-  Rural and Coastal Connections
-  Historical Milton

Legend

-  Existing Locations to be Upgraded

Notes

- A. Memorial Park
- B. Library Forecourt
- C. Central Information Hub
- D. Settlement Building Courtyard
- E. Pedestrian thoroughfare with future development
- F. Village Green



Themes and locations - Ulladulla

Analysis

The focus of the Ulladulla town centre should be the harbour. This has always been the industry centre for fishing, tourism and recreation. Traditionally, town development has not maximised its harbour connection, however recent upgrades into public infrastructure have begun to acknowledge a connection with the harbour through the walkway and foreshore projects. The current development of the Ulladulla Civic Centre will further enhance the 'Recreation and Special Activities Precinct'. Some public art has been included in the schemes, however there is opportunity to provide further public art amenity to reinforce the precincts emerging identity and link community use to the harbour by providing an interactive capacity for community participation, activities or events. This transformation could also include the industrial area around the southern breakwall. Ulladulla (and Nowra) are seen as the priority sites for public art covered in this document.

Ulladulla has two cultural walking trails (One Track for All & Coomee Nulunga Cultural Trail) featuring indigenous themed sculpture, carvings and paintings. This reinforces the need for a more substantial public art representation in the Ulladulla CBD area. The Ulladulla Town Centre and Harbour Review DCP states that development within the Recreation and Special Activities Precinct should "Maintain the relationship of the Civic precinct with the Ulladulla Harbour and reinforce the sense of arrival to the Town Centre. In this regard: streetscape and landscape works are to reinforce the maritime character of Ulladulla".

Public art could be incorporated into new or existing events that utilise the harbour precinct such as 'the blessing of the fleet'. New events may include moonlight cinema or light projections on the breakwall for example.

Themes

Traditional 'themes' that could inform public art in Ulladulla relate to it's history, maritime, indigenous culture, fishing industry and fossils.

Ulladulla has a strong youth culture. It is important that public art reflects and engages with this demographic - this could include future outdoor amenities and activities associated with the new civic centre and any long term development of the harbour precinct.

Locations

Locations include public art markers to define and visually link the harbour precinct, along with locating opportunity areas for events, activities, and interaction. This could extend through to Rotary Park in the north.

There is also an opportunity for interpretive elements to be incorporated into public infrastructure such as paths or furniture around the harbour. This could depict, for example, maritime themes or geological history.

Themes Summary

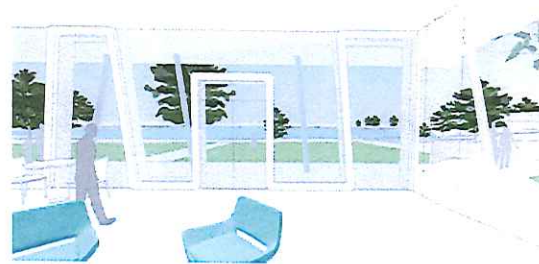
-  Contemporary Ulladulla - Youth Culture & Coastal Lifestyle
-  Fishing Industry
-  Indigenous Culture
-  Maritime
-  Fossils

Legend

-  Proposed Locations
-  Existing Location
-  Art Walk or Events

Notes

- A. Rotary Park
- B. Civic Centre
- C. Ulladulla Foreshore
- D. Ulladulla Walkway Entry
- E. Foreshore Walk
- F. Harbour Precinct
1. Completed Walkway
2. Highway Gateway Sculptures



Best Practice - Digital Projections

William Jolly Bridge Creative Lighting Project
Brisbane City Council, 2009 - Present

The William Jolly Bridge Creative Lighting Project uses this iconic Brisbane bridge to deliver digital artworks for Brisbane City. The light projection is a permanent installation using two lighthouses specifically built to project images onto the arches of the bridge.

The project was part of 'Connecting Brisbane' - a \$2 million joint project between Brisbane City Council and the State Government celebrating the 150th anniversary of Queensland's separation from NSW and Brisbane's declaration as a municipality. It also forms part of the Council's City Centre Master Plan - a 20 year plan for the revitalisation of the city centre.

Council works closely with the Museum of Brisbane and the Queensland Performing Arts Centre (QPAC) to facilitate the long term delivery and management of the initiative. Internationally renowned projection artist Ian de Gruchy delivered the artistic direction and creative elements of the project.

The bridge is lit for important cultural events and celebrations and projects images from Brisbane's past, present and future.



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City Evolutions on Watt St
City of Newcastle, 2013

In June 2013, the City of Newcastle launched a landmark contemporary art project, featuring a series of interactive digital projections along Newcastle's oldest street, Watt Street. City Evolutions is part of efforts by Newcastle Council to revitalise the city's East End and is running for one year.

City Evolutions is funded by the Department of Energy, Resources and Tourism under T-QUAL grants, the Office of Environment and Heritage, The City of Newcastle, The University of Newcastle and Newcastle NOW.

Esem Projects, a public design practice, were commissioned to develop four installations and have established a program of community engagement, social media and digital publishing platforms to enable Novocastrians past and present to get involved. The installations are driven by intensive historical research, interaction design methodologies and community engagement programs.

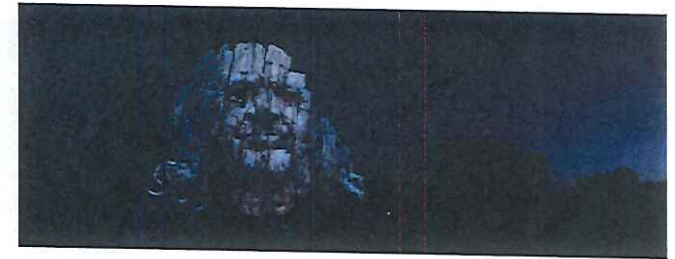


North Bombo Headland Quarry Projections
Craig Walsh: Digital Odyssey, A Museum of Contemporary Touring Project
Kiama, 2010

Internationally regarded artist Craig Walsh travelled around Australia in 2010-2011 in a mobile living and working environment developing and presenting temporary large scale public projection works that were responsive to regional history, local stories and the surrounding landscape.

In November 2010, he worked closely with the Boolarng Nangamai Aboriginal Arts & Cultural Studio in Gerringong to produce still and video footage which was projected onto the north Bombo headlands disused quarry sight. He filmed and photographed the Studio's artists, friends and family who were painted in traditional white clay. The projections featured local resident Julie Freeman sharing the story of Kiama which had been passed on verbally from generation to generation within her family as well as portraits of local artists, artworks and poems. It also displayed a 3D animation of an eel, inspired by local Aboriginal stories describing the eel as the creator of some of the unique rock formations along the nearby coast.

To view video footage of Julie Freeman's story of Kiama visit:
<http://digitalodysseyblog.wordpress.com/2010/11/>



Best Practice - Laneways

Laneway Revitalisation Strategy
City Of Sydney, 2010

As part of the City of Sydney's Laneway Revitalisation Strategy, Council has completed groundwork, site-specific furniture, art installations, lighting and historical markers at Angel Place and Chinatown.

These works have been completed under the direction of landscape architects Aspect Studios.

A focus of the upgrade is the public art installation *Forgotten Songs* by Michael Thomas Hill, created for the Laneways by George exhibition in 2010, and now a permanent fixture in Angel Place. The installation includes 186 bird cages suspended on a system of cables above Angel Place. The cages house a sound system which plays the calls of birds which would have inhabited the Sydney CBD prior to the arrival of the first fleet.

At Chinatown, the previously underutilised thoroughfare of Kimber Lane includes the 'Between Two Worlds' art installation by artist Jason Wing, which features painted coloured motifs on the walls and ground, granite etching as well as a series of site specific catenary lighting elements. The artwork references the site's history and current community.



Best Practice - Contemporary Indigenous

Redfern Park
City Of Sydney, 2008

The children's playground was part of a 19 million dollar Redfern Park upgrade. The brief was to reinvigorate Redfern Park making it an attractive destination for families by providing inviting and interactive play opportunities.

Indigenous artist Fiona Foley was commissioned through Art Consultants UAP to create an intuitive playscape for the under 7 age group. The artist gathered her reference material from walks throughout the local area, theming the play elements around native flora. The intention is to stimulate the imagination and senses as much as provide tangible cues to structured play activity.

The artworks aims to embed knowledge and communicate history with the three significant artworks in within the site. Cast stainless steel and bronze lotus flowers emerge from the ground line representing the strength of a colonised culture to survive. Oversized seed pods scattered amongst ancient fig trees provide intuitive play opportunities for young children. The fig played an important part in the Aboriginal diet. For older children, Foley designs a lyrical playscape telling the story of possum hunting.

Foley's Redfern Park installations also recognise the work of local artist and community elder, Euphemia Bostock.



Best Practice - Community

Everything Except Walk
City Of Darebin Victoria, 2013

In March 2013, Pollen Studio was invited by the City of Darebin to produce a large-scale site installation for the inaugural True North Festival in Reservoir.

Thirty street trees were wrapped overnight with 4.5km's of hand-dyed rope to provide an instant impact on the first day of the festival. Each tree was wrapped with a unique banded code that related a particular statistic from the local community. A series of encoded calling cards were handed out throughout the festival, so that people could match the code to each tree. This became a game of collecting, matching, and most of all conversing with the trees.

Fifteen blue and green tree wraps and fifteen pink and orange tree wraps represented fifteen key statistical breakdowns of the Reservoir community including cultural background and language, household make-up, local services accessed, employment and income.

A significant challenge faced was the physical (and therefore social) divide of east and west Reservoir by a series of major roads, a railway station and a railway line.

The cards then became agents for further exploration of the project, encouraging participants to move out into the local landscape to explore, compare and connect with the corresponding trees, and to cross over the east/west divide.



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Art in the Heart of Lismore Project
Lismore City Council, 2010 - Present

Art in the Heart is a project which aims to place creative workers from the Northern Rivers NSW in empty shops and other premises in the Lismore CBD in order to activate these spaces and encourage more life in the city centre.

This project operates in a similar way to other art in empty space programmes such as Renew Newcastle, Pop Up Parramatta, and The Rocks Pop Up Project.

The Art in the Heart project is a partnership between Arts NSW and the Lismore City Council city centre revitalisation program, and is the recipient of Arts NSW Creative Enterprise Hub funding. The project is governed by the 7-member Art in the Heart Taskforce.

The Lismore Spinners & Weavers Inc were the first group to benefit from this project. The group occupied a former cafe adjacent to the Lismore Regional Gallery for a 10 week period. During this residency, their exhibition generated over \$3000 in sales.



Animals with Attitude Gold Coast Sculpture Trail
Gold Coast City Council, 2013

For nine weeks in April 2013, large koala sculptures were displayed on the Gold Coast showcasing the wealth of artistic local and national talent.

This inaugural event aimed to raise awareness of the plight of the Koala and raise valuable funds for the Currumbin Wildlife Hospital Foundation. John Cox's Creative Workshop Pty Ltd designed, sculpted & manufactured 21 Koalas and helped to co-ordinate this public art project for which artists were commissioned to design the Koalas.

The sculpture trail, spanned the length of the Gold Coast and aimed to excite, inspire and encourage public exploration of the city.

MoovingArt Shepparton
Greater Shepparton City Council, 2002 - Present

MoovingArt is a long running and evolving public art initiative.

Scattered across Greater Shepparton's parks, gardens, riverbanks and public spaces are an array of colourful, ever changing fibreglass cows that make up the MoovingArt Herd.

MoovingArt is an interactive event that allows the public to touch and feel the cows. Designs are being created with durability and public safety concerns in mind. It is a mobile, interactive public art exhibition that features life-sized three-dimensional cow sculptures.

Artists involved include local indigenous artists as well as local community groups and charities such as GV Disability Services.



Best Practice - Art Trail

Mackay Bluewater Trail
Mackay Regional Council, 2009

The Mackay Bluewater trail is a 19 kilometre 'ring of activity' around the city centre. The trail is a key component of Mackay Council's Bluewater Activation Strategy, which looks to develop a range of activities along the riverfront and inner city beachfront through leisure opportunities and selective commercial and residential projects. The inclusion of a series of landmark public artworks forms a significant part of the trail.

Artist Fiona Foley and Urban Art Projects collaborated to produce the 6 artworks which draw on the site's historical, cultural and natural context. The site offers a rich history of indigenous presence, marine habitats and a large number of sugar cane plantations dating from the colonial era.

Foley's research and discussions with local communities in the Mackay region, the Indigenous Yuibera people and the Mackay-based South Sea Islander communities, inform and infiltrate these works.

1. MANGROVE CAP

The mangrove cap is a large-scale version of a tiny found object from the surrounding natural environment. The 9.5m high weathered steel Mangrove Cap is illuminated from within by two rings of solar powered blue LEDs. Echoing the stars of the night sky under which the artwork stands, pinpricks of light stream through holes in the upper pod.

2. YUWI text work

'YUWI' is the name of Mackay's indigenous people. The iconic red letters are intended to build upon and support the recognition of indigenous culture in Mackay's urban environment. A cast bronze ring set into the concrete in front of the word references a bora ring, traditionally a site of initiation in indigenous culture.

3. FISH BONES

The stylised fish bone forms are designed to connect symbolically with the river edge and reference local aquaculture. One of the forms is highlighted with a red mosaic, and another lies flat and can serve as a seating or play element.

4. SHIELDS

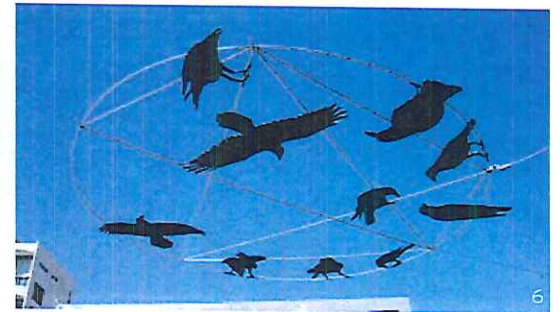
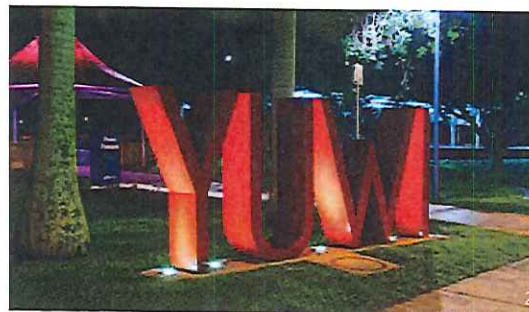
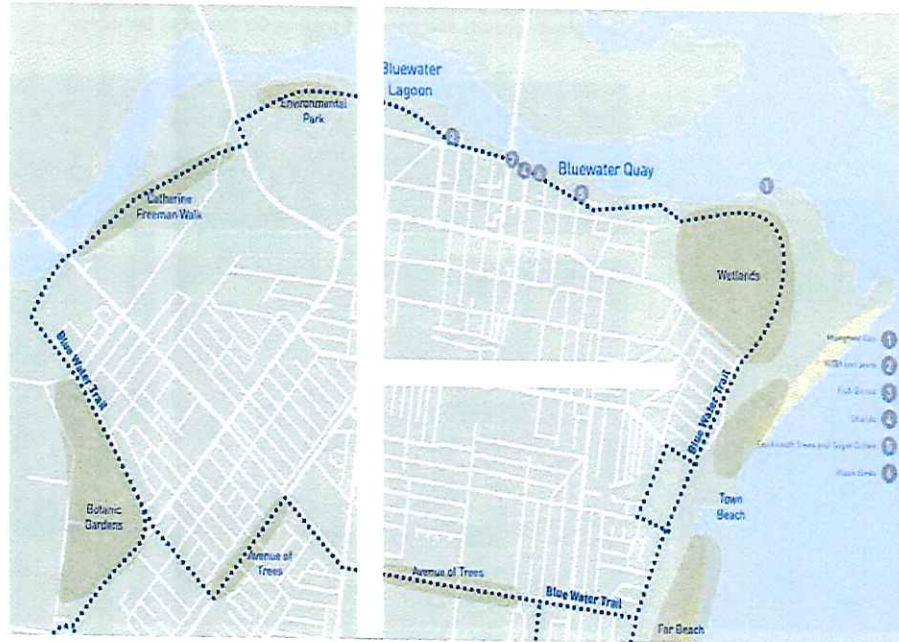
These permanent ground plane works draw reference to the traditional shield designs of the local Yuibera people. The Shields are intended to raise awareness of the site's history for contemporary visitors.

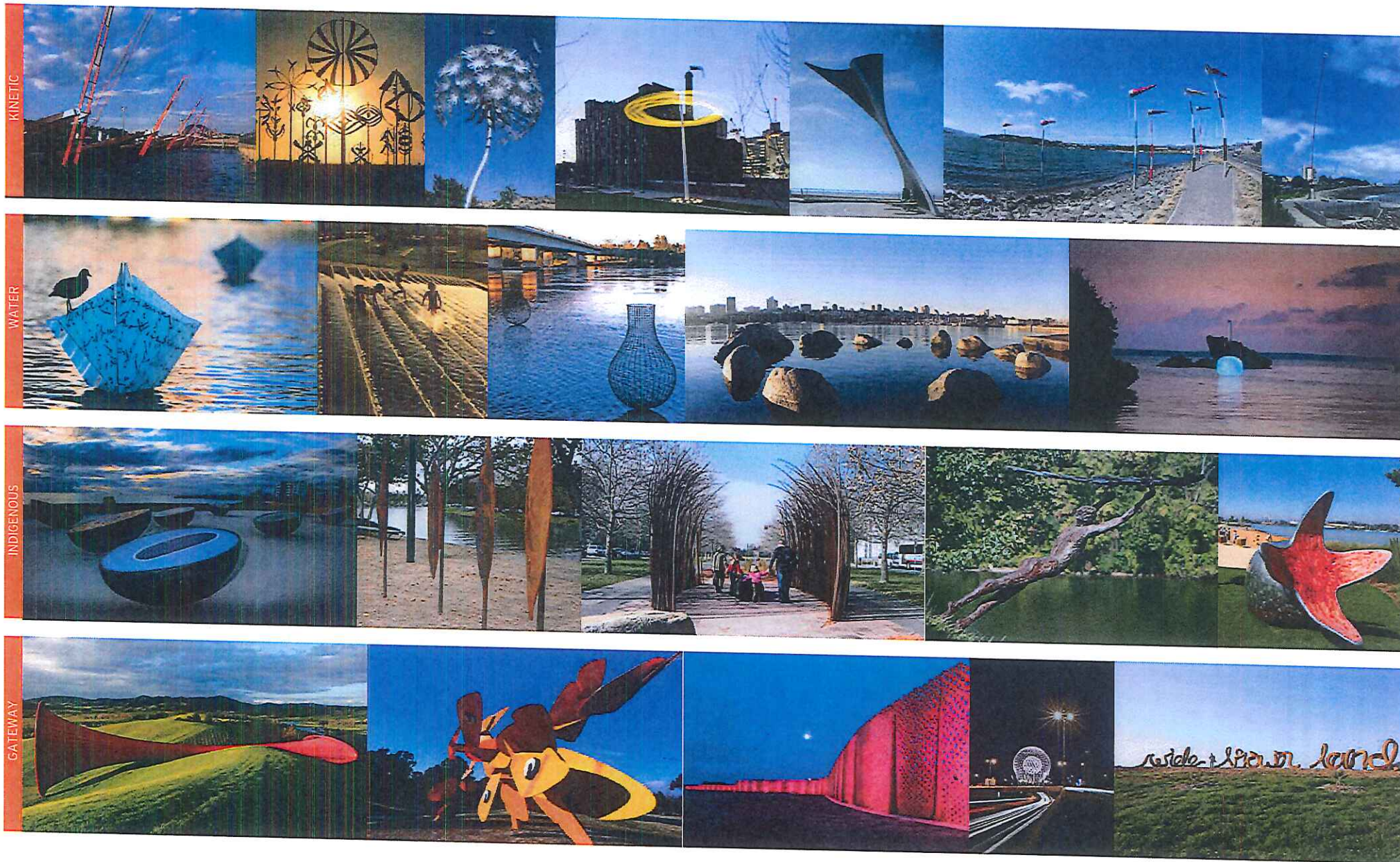
5. SUGAR CUBES

Sugar Cubes references the sugar farming and South Sea Island heritage of the Mackay region. Seven sculptural steel elements represent stacks of sugar cubes. Each cube is inscribed on the outer side with the name and dates of marine vessels that brought South Sea Islanders to Mackay to work on cane plantations. The inner side is inscribed with names of the labourers themselves, and fingerprints of their descendants who were living in Mackay at the time of installation.

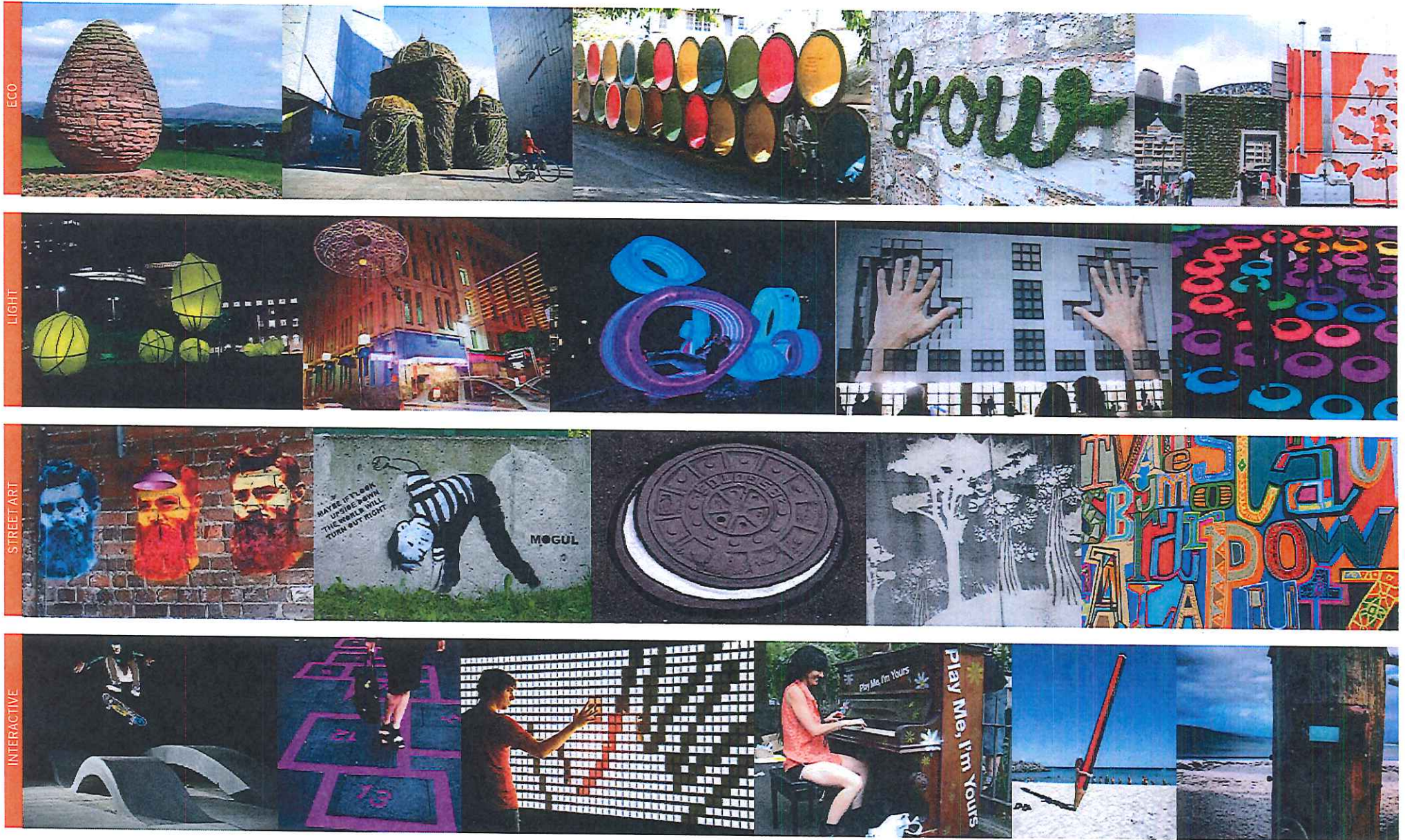
6. BLACK BIRDS

This suspended work depicts local birds and wildlife. The lifelike silhouetted forms cast a strong shadow that creates a second layer to the artwork and gives a sense of the birds' constant watchful presence.





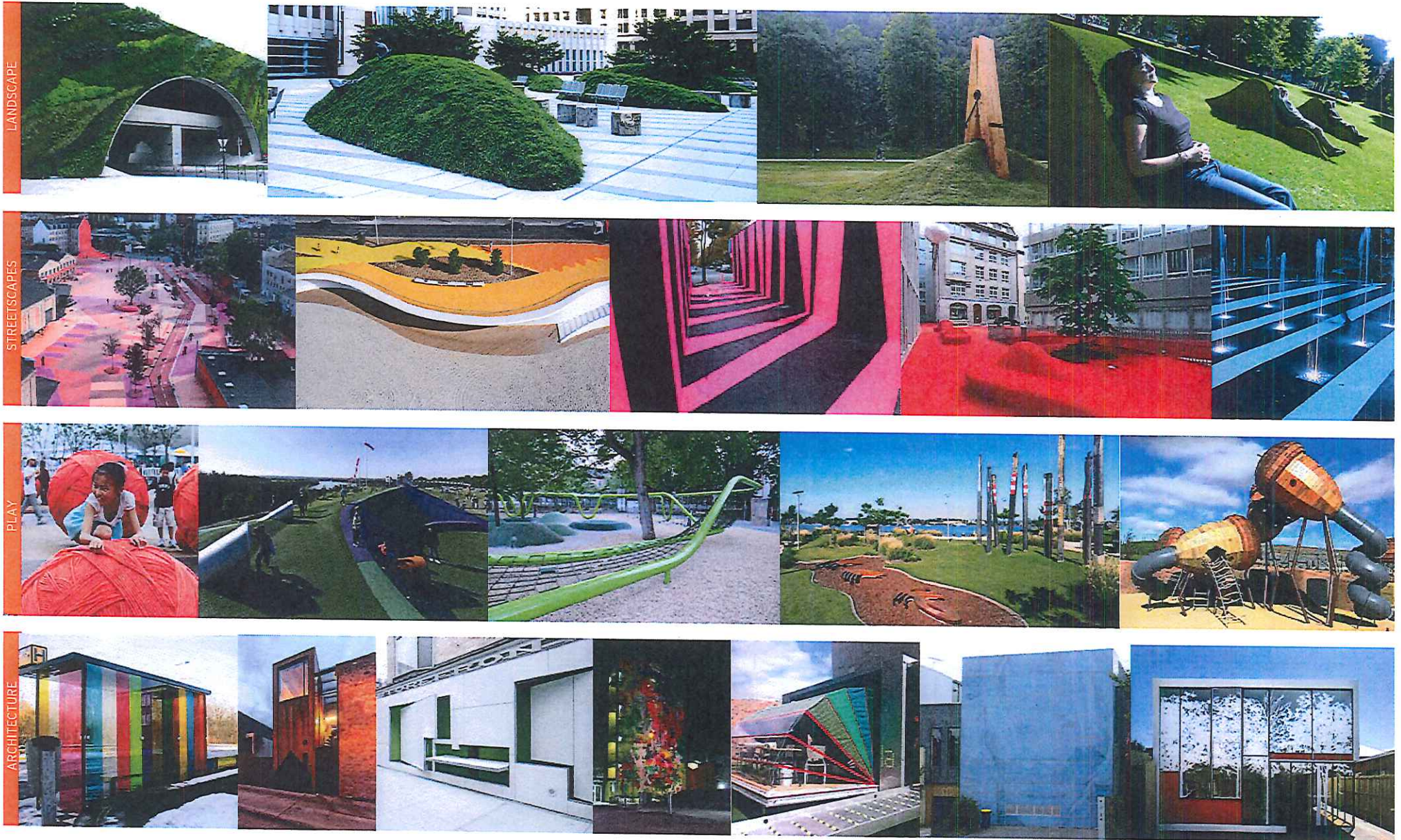
Best Practice - General





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Best Practice - General



The following prioritises and provides a brief methodology for delivering public art to the nominated sites.

PRIORITY	TYPE	DESCRIPTION
HIGH		
NOWRA	Art Trail	Artwork to be incorporated as a key component in future open space strategies and development initiatives throughout the designated loop.
	Vibrant Spaces for Community Events	Incorporate artwork as a component of future open space upgrades particularly relating to Greys Beach and the River Promenade. Future events and usage to be established in partnership with the tourism and events sections of Council.
	Streetscapes and Activation of Urban Spaces	Artwork to be incorporated as a component of future urban streetscape development and upgrades particularly relating to the CBD Master Plan recommendations.
	Revitalisation of Laneways	Council to encourage local street art, music and food events and installations in the nominated laneways
	Sensory Art Garden	To be incorporated in association with future development in the medical precinct.
	Activation of Unused Building Spaces	Council to investigate implementing a 'Pop up' style art gallery and studio strategy.
ULLADULLA	Harbour Foreshore	Incorporate artwork as a component of open space development and upgrades. New events and usage to be established in partnership with the tourism and events sections of Council.
	Civic Precinct Development	Artwork to be incorporated as a component of open space development and upgrades. particularly relating to the CBD Master Plan recommendations. New events and usage to be established in partnership with the tourism and events sections of Council
	Art Trail	Incorporate artwork as a key component in future open space strategies and development initiatives along the designated route.
	Rotary Park	Artwork to be incorporated as a component of future open space upgrades.
LOW		
BERRY	Enhancement of Broughton Place	Artwork to be incorporated as a component of future streetscape development and upgrades.
	Berry Bypass	Incorporate artwork as a component of future public realm development and upgrades associated with the Bypass construction. This may include playgrounds, shelters and furniture, and streetscape upgrades.
	Art Trail	Artwork to be incorporated as a component of future development initiatives along the designated route, including an installation at the Berry Railway Station
HUSKISSON & VINCENTIA	Voyager Park Enhancement	Incorporate artwork as a component of open space development and upgrades, particularly relating to the Voyager Park Master Plan. New events and usage to be established in partnership with the tourism and events sections of Council.
	North White Sands Park Enhancement	Investigate potential of a 'lookout' type installation, which frames and identifies key vistas and locations around the bay.
	Vincentia Town Centre	Artwork to be incorporated as a component of future development and upgrades.
	Art and Events Trail	Artwork to be incorporated as a component in future development initiatives throughout the designated route. Locations of future events and type to be established in partnership with the tourism and events sections of Council.
MILTON	Town Centre Activity Nodes	Incorporate artwork as a component of future open space upgrades particularly relating to Greys Beach and the River Promenade.
SUSSEX INLET	Enhancement of Commercial Hub	Artwork to be incorporated as a component of future development and upgrades.
	Art and Events Trail	Artwork to be incorporated as a component in future development initiatives throughout the designated route. Locations of future events and type to be established in partnership with the tourism and events sections of Council.
	'Old Bakers Site' Community Facility Development	Artwork to be incorporated as a component of any future development and upgrades.

