

BRISBANE'S RIVER ART FRAMEWORK

REIMAGINING OUR RIVERFRONT AS AN OUTDOOR GALLERY

MARCH 2018



Dedicated to a better Brisbane

FOREWORD

The Brisbane River is a defining feature of our city and lies at the heart of our evolving cultural identity. Over time, waterfronts once dominated by industry have transformed into vibrant riverside communities and are now home to our most-loved galleries and cultural destinations.

It is vital for our economy that Brisbane continues to emerge as a vibrant and creative city to attract creative industries and enterprises. In 2013 and 2014, Council's *River's Edge Strategy* and *Brisbane City Centre Master Plan 2014* were developed with input from the community. These strategies identify public and community art outcomes as priorities in fostering creativity and innovation.

Brisbane's growing urban population and increasing visitor numbers have resulted in an emerging desire for art and cultural expression. As more key riverside precincts are redeveloped, there is further opportunity to enhance publicly accessible spaces and build a public art collection that is diverse and available to all.

The River Art Framework presents a vision for a world-class collection of public art along the river's edge that will provide an outdoor gallery experience and draw people to the river to be inspired. The vision will be realised through partnerships between government, business and the community that deliver a changing program of cultural events and experiences and contribute additional visual art pieces to Brisbane's permanent collection.

Together, we can work to enhance the Brisbane River as a destination for visual arts and cultural experiences.

Front Cover Image: *Reverie I*, 2015 by Charles Robb.
Commissioned by Brisbane City Council for the City Artworks Project.

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OVERVIEW

Brisbane's River Art Framework sets the stage for the ongoing transformation of Brisbane's riverfront into a world-class cultural destination and canvas for artistic expression.

Over the next 10 years, Brisbane's inner-city riverfront will benefit from considerable investment and public realm revitalisation. This presents a unique opportunity for government, business and the community to work together to deliver an outdoor gallery of public art that inspires, celebrates and enriches our city.

The River Art Framework will provide the blueprint for a connected series of public artworks and cultural experiences along the inner-city reaches of the Brisbane River. A number of exciting opportunities are outlined in the framework, including temporary public art events, the continued expansion of the permanent public art collection and supporting improvements to riverside spaces.

The framework includes:

- » a review of existing land use, constraints and opportunities
 - » key principles to guide the future commissioning of public art along the river
 - » a curatorial framework which identifies the key themes and stories to inform future art commissions
 - » transformative projects and recommendations for a feasible and achievable five year action plan
 - » recommendations for potential partnerships and a cooperative approach with the corporate sector and key institutions along the river.
- 

PART 1 STRATEGIC FRAMEWORK



VISION

A

Visual art will play a central role in the creation of a sophisticated and innovative public realm that distinguishes Brisbane as the creative heart of the Asia Pacific.

Council will work together with government, business and the arts community to initiate public art outcomes along the river's edge that inspire and celebrate our city.



Venus Rising by Wolfgang Buttress. Commissioned by the Queensland Government for Kangaroo Point.

STRATEGIC CONTEXT

B

A case for investment in public art along the inner-city reaches of the Brisbane River

The River Art Framework builds on the intent of Council's broader policy framework and existing public art policy and delivery mechanisms.

Council's *Brisbane City Centre Master Plan 2014* and the *2013 River's Edge Strategy* highlight the need to reinforce the Brisbane River as a world-class cultural destination. These strategies and other components of the policy framework, such as the *Creative Brisbane Creative Economy 2013-22* strategy, also identify the opportunity for coordinated riverside public art outcomes.

The River Art Framework harnesses opportunities for diverse visual arts experiences that are engaging and inclusive for locals and visitors. Public art should appeal to broad sections of the community by using a variety of artforms and mediums that embrace both traditional and contemporary approaches.



Ebb and Flow by Lincoln Austin. Commissioned by Brisbane City Council for the Bicentennial Bikeway at Milton.

ART AND THE CULTURAL ECONOMY



Brisbane's cultural standing has increased in recent years.

The Queensland Art Gallery and Gallery of Modern Art (QAGOMA) have presented major exhibitions such as the Asia Pacific Triennial of Contemporary Art (APT), the only major exhibition in the world to focus on the contemporary art of Asia, Australia and the Pacific.

Since its inception in 1993, the APT has drawn combined audiences of more than three million people. The Queensland Government has estimated that the seventh APT alone generated almost \$27 million for the Queensland economy.*

Building on this momentum, the River Art Framework can facilitate further economic and social benefits to the city and allow residents and visitors to experience the city's rich and diverse contemporary culture.

The River Art Framework will:

- » contribute to Brisbane's domestic and international visitor economy
- » increase cultural tourism and investment in tourism infrastructure
- » enhance Brisbane's cultural profile, attracting more conventions, events, cultural initiatives and tourism ventures
- » revitalise Brisbane's cultural scene and stimulate local interest and the local economy.



Janet Echelman's suspended net sculpture 1.8 in London's Oxford Circus as part of the Lumiere Festival 2016.

*Queensland Government Media Statement, August 27, 2013
<http://statements.qld.gov.au/Statement/2013/8/27/apt7-exhibition-boosts-qld-economy-by-over-26m>



The River Art Framework will strengthen the foundation of Brisbane's creative economy.

As Queensland's capital, Brisbane's visitor economy is underpinned by a strong corporate market. With the emergence of growing leisure markets, particularly from China and Asia, the city's popularity is increasing rapidly.

Looking ahead, Brisbane is aiming to double visitor expenditure by 2020, and consolidate its status as a New World City renowned for ambition, lifestyle, socially-inclusive technology, and a friendly, engaging, and talented population.

In 2014 Lonely Planet positioned Brisbane as "arguably Australia's hippest city", an "energetic river town on the way up, with an edgy arts scene, pumping nightlife, great coffee and restaurants".

There is a opportunity to build on Brisbane's emerging reputation as an up and coming cultural destination.

The River Art Framework will work alongside other tourism initiatives to achieve the goals of the *Brisbane Visitor Economy Strategy: A Destination Tourism Plan for Brisbane 2014-2020*.



Define Brisbane as a tourism industry leader and New World City.*



Continue to expand Brisbane's cultural-tourism offering and increase visitor nights.*



Increase visitor expenditure to \$8.4 billion per year.*



Generate 80,000 tourism-related jobs.*



Help attract an additional 1.75 million domestic and international visitors by 2020.*



Understanding and acknowledging the incredible economic impact of the nonprofit arts and culture, we must always remember their fundamental value.

They foster beauty, creativity, originality, and vitality. The arts inspire us, soothe us, provoke us, involve us, and connect us. But they also create jobs and contribute to the economy.



Robert L. Lynch
President and
CEO Americans for the Arts

*Brisbane Visitor Economy Strategy: A Destination Tourism Plan for Brisbane 2014-2020



Cultural tourism is about experiencing the arts, as well as the heritage and character of a place.

The Brisbane River is fundamental to the identity of the land's traditional owners and broader community. It also determined the city's location when Europeans first arrived. The river is now central to Brisbane's tourism identity.

Of the six million annual passengers that use Brisbane's ferry network, 2.4 million are recreational users. River trips provide spectacular views and easy access to the city's attractions, businesses and event spaces. River artworks will add to the experience of these journeys, draw more cultural visitors and facilitate greater visitation to other river attractions.

Approximately 53% of Brisbane's international visitors participate in cultural and heritage activities. On average, international cultural tourists stay 30% longer and spend 27% more per trip than other international visitors, while domestic cultural visitors stay 35% longer and spend 51% more per trip than other domestic visitors.*

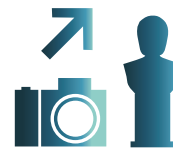
Other global cities have demonstrated the appeal of art and culture for tourists. In Austin, where the 'Art in Public Places' program was established in 1985, 69% of non-residents reported art and cultural events as the primary reason for their trip. Vienna has a long-standing art, musical and cultural tradition and 67% of visitors stated they are drawn by art and culture.*



Establish Brisbane as a cultural tourism hub with increased visitation and visitor spend.



Harness opportunities presented by the CityCat ferry service, ranked by Trip Advisor as the number one of 258 city attractions.



Increase the percentage of visitors experiencing the arts in Brisbane.



Increase Brisbane's appeal as a destination for meetings, conventions and events.

“

Culture adds a tremendous value to a city. Very often that value is monetary, in terms of both cultural experiences as well as the effects on the surrounding areas... but that value goes even deeper than that; it defines us as an inclusive and innovative city.

”

World Cities Culture
Report 2015

38%

*of international tourists in Australia participated in at least one arts activity.**

*Arts Nation - An Overview of Australian Arts, 2015 Edition (Australia Council for the Arts)



Cultural tourism plays a role in global engagement, developing a city's international image and reputation. This effect is immeasurable, far-reaching and long-term.

In 2014, Brisbane hosted the G20 Leaders' Summit, highlighting the city's cosmopolitan outlook. The city subsequently received one million annual international visitors for the first time and a record high expenditure of \$1.8 billion. The Queensland Government also invested in a one-off supporting art and cultural program.

The benefits of a recurring art and cultural program are significant. In just four years, Perth's Fringe World Festival attracted 600,000 visitors annually and injected more than \$70 million into the city's economy, value adding \$51.73 for every \$1 of state funding.* There is potential for the River Art Framework and supporting venues, events and attractions to leverage comparable results.

The River Art Framework will increase the appeal of Brisbane's cultural precinct (a concentration of cultural, educational, retail and recreational facilities on the river's edge) that attracts more than 13 million visitors annually. As Brisbane evolves, there is a need to draw the threads of the cultural precinct out into adjoining areas and expand the cultural landscape.

Public art is a key way to expand the cultural precinct and draw people into other riverside areas.

A revitalised cultural scene will stimulate the local economy and turn neighbourhoods into places of interest, supporting local commerce, job growth and property values.

Brisbane's residents have an enviable quality of life and benefit from a subtropical climate and outdoor lifestyle that creates an ideal situation for a rich public art experience.

The River Art Framework can mobilise riverside residential communities, encouraging local enjoyment and fostering pride and greater engagement in local issues.



Grow and celebrate a festival destination.



Strengthen the contemporary and historical character of Brisbane's cultural precinct.



Foster a sense of wellbeing for Brisbane river's edge communities.



...public art can resonate with the audience it serves and is why smart cities keep investing in the arts. The bottom line is the arts and culture of a city draws people in and has the potential to turn a city from a stop-over to a destination.



Brooke Boland
Artshub June 2016

EXPANDING THE CULTURAL LANDSCAPE

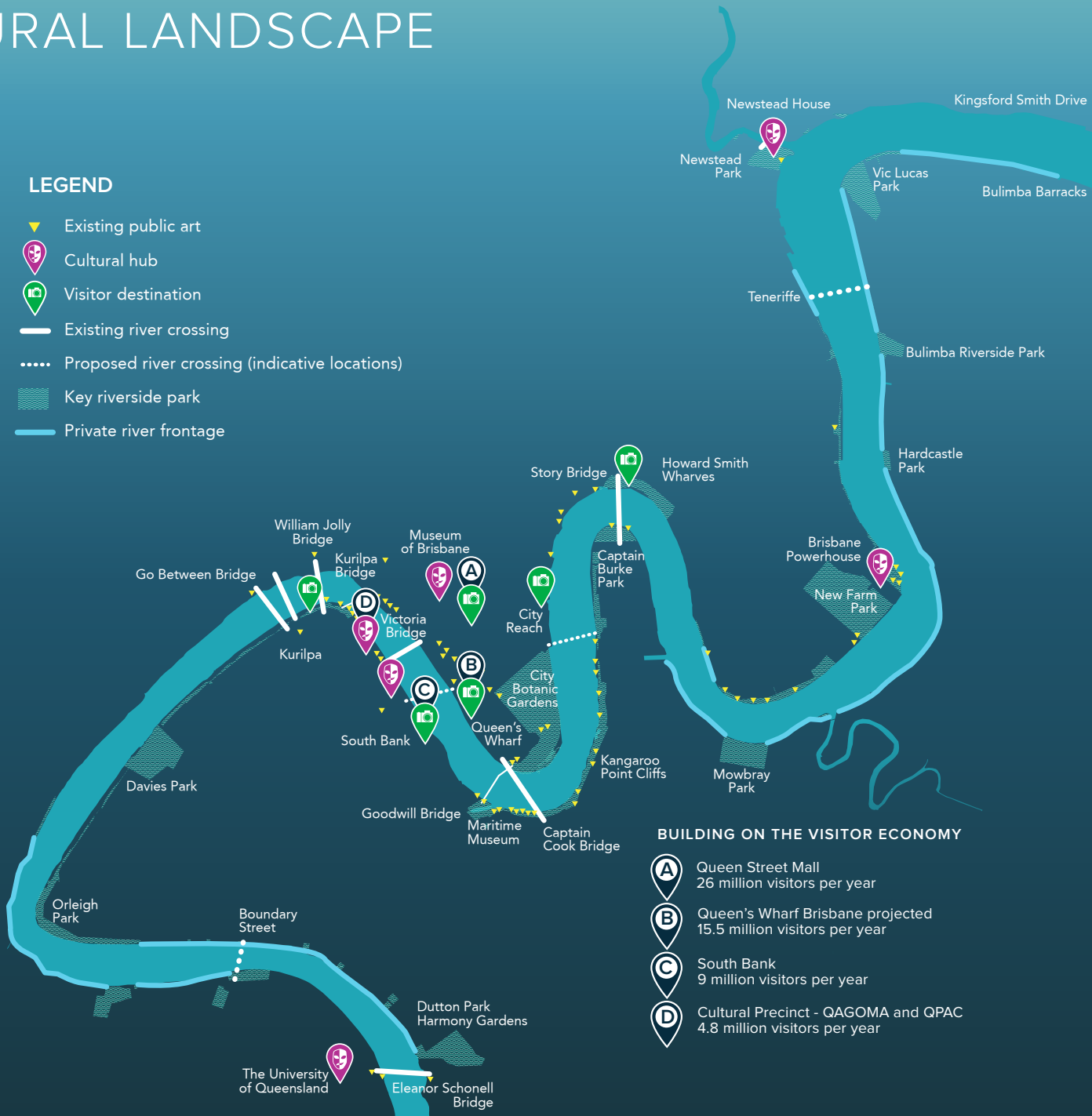
D

Brisbane’s growing cultural identity will build on the success of the established South Brisbane cultural precinct to create an expanded sequence of public art experiences along the river’s edge.

An emerging collection of public art along the river’s edge provides a strong foundation upon which to expand the cultural experience. The public art collection will draw people out beyond the central core of the city centre and cultural precinct to create an engaging and diverse sequence of permanent and temporary art.

The existing physical landscape of the river’s edge provides an abundance of potential locations for future public artwork opportunities, extending from the University of Queensland and Dutton Park, downstream through to the CBD, and on the former Bulimba Barracks site.

Walkability and connections through and between proposed precincts, combined with the provision of a clear and distinct palette of urban materials, will assist with legibility and wayfinding. Easy navigation for visitors will contribute to the success of these public art precincts.



BUILDING ON THE VISITOR ECONOMY

- A** Queen Street Mall
26 million visitors per year
- B** Queen’s Wharf Brisbane projected
15.5 million visitors per year
- C** South Bank
9 million visitors per year
- D** Cultural Precinct - QAGOMA and QPAC
4.8 million visitors per year

PRECINCTS AND PRIORITY SITES

D

There is opportunity to increase activation and utilisation of the Brisbane River and its edges through a series of river rooms, each with their own identity and purpose.

The Brisbane River will be an art and cultural activity hub, enhanced by public art and cultural experiences in adjoining tourism and cultural destinations, open spaces and CityCat stops along the river's edge.

Within the River Art Framework lies the opportunity to deliver public art in a considered and curated way, harnessing opportunities from the natural and built conditions of each site and emphasising the collective character of the local area.

Distinct precincts, or reaches along the river defined as a series of River Rooms (refer to adjoining map), will provide the framework for the delivery of a diverse program of public art.

LEGEND

RIVER ROOMS

- ① Hamilton to Bulimba
- ② New Farm to Howard Smith Wharves
- ③ Town Reach
- ④ South Brisbane Reach (Centre Stage)
- ⑤ Toowong Reach
- ⑥ St Lucia Reach

- Existing river crossing
- Proposed river crossing (indicative locations)
- Private river frontage
- ▨ Park/reserve



DEMONSTRATION PROJECTS

Refer to Part 2

- 📍 River icons
- 🌿 Metamorphosis
- 🎨 Indigenous showcase
- 🎭 Artplay
- 🌿 Botanica
- 💡 Play of light

*Note all project locations are indicative only

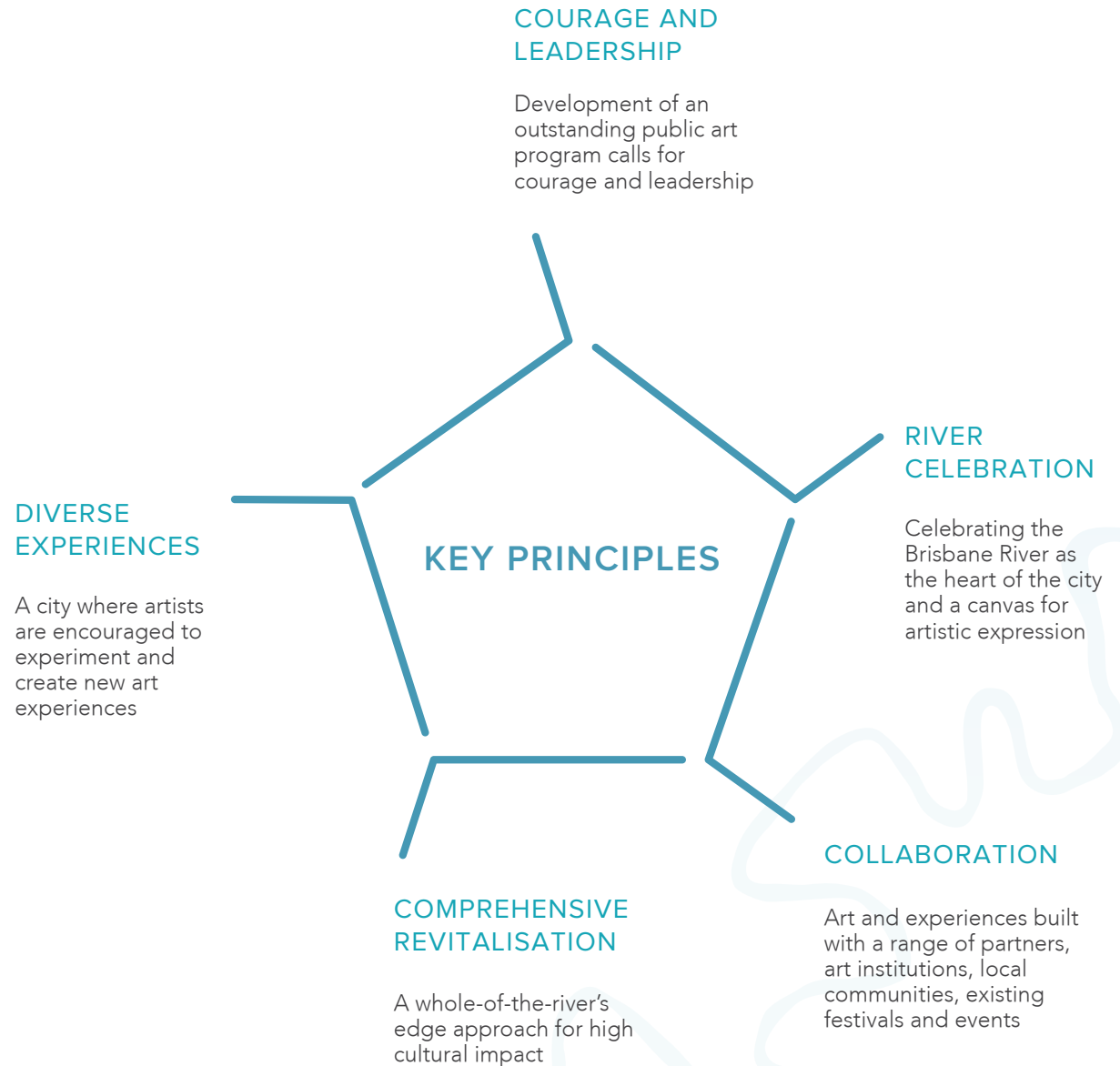
KEY PRINCIPLES

E

Five underlying principles will build on the directions of existing Council policy to serve as the basis for the River Art Framework.

The five principles will serve as a foundation for future art initiatives along the river and will guide efforts to integrate art into a range of implementation projects and programs.

The principles are intended to inform both partnerships and delivery outcomes as Council works together with the broader arts community to elevate the river's edge as a cultural destination.



PRINCIPLE 1

Development of an outstanding public art framework calls for courage and leadership.

COURAGE AND LEADERSHIP

A strong competitive environment between global cities requires dedication to original and engaging outcomes. A New World City needs a unique approach and commitment to an ongoing dynamic program.

Brisbane has the opportunity to create a truly distinct public art collection integrated with the river. Ongoing leadership will help deliver outcomes that reflect local identity while delivering to an international standard. Realising the River Art Framework requires firm commitment to high-quality public art that reinforces an authentic sense of place.



Cloud Gate by Anish Kapoor is the centerpiece of AT&T Plaza at Millennium Park in Chicago. The artwork cost \$23 million with all funding from donations from individuals and corporations.

PRINCIPLE 2

Advancing our cultural relationship with the river as the heart of the city and a canvas for artistic expression.

RIVER CELEBRATION

The river is a key focus for leisure and tourism activities and will increasingly be used as an outdoor gallery and as a setting for cultural events.

Small to large-scale interventions and a range of temporary art and cultural experiences will draw people to the river and create an inviting tourist attraction. Through sensitive planning, these artistic and cultural interventions with the river will reflect, interact and integrate with natural rhythms such as tidal changes and floods.



OY/YO by Deborah Kass, Brooklyn Bridge Park New York City.

PRINCIPLE 3**COLLABORATION**

Projects will be delivered collaboratively with a range of partners such as government, art institutions, local communities, festivals and events.

The success of the River Art Framework will be enhanced through partnerships that foster stakeholder ownership and engagement, and facilitate art and cultural outcomes in both public and private spaces.

Partnerships that deliver and fund the recommended projects will ensure a sustained arts focus and support the growing reputation of the river as a cultural destination.



SeedPods by Blessing Hancock and Joe O'Connell are interactive artworks for The Woodlands in Texas. Visitors interact with the sculptures through a touch-sensitive lighting design.

PRINCIPLE 4**COMPREHENSIVE REVITALISATION**

To plan for a consistent and high-quality cultural impact, it is critical that the entire river's edge is included.

Development of privately owned spaces, infrastructure projects and other renewal initiatives along the river should integrate public art early in the planning and design process. Public art should be prioritised when developing or reviewing any master plan for sites adjoining the river. Support will be given to public art concepts that use underutilised river spaces in an original and integrated way.

Urban renewal and redevelopment projects present an opportunity to establish visual connections between key inner-city locations and the river. Artworks should be integrated with key catalyst sites and building programs, enhancing architecture, wayfinding, amenity and sense of place.



Hands is a collaboration between artist Christian Moeller and Fentress Hands Architects, an iconic mural on the façade of San Jose International Airport's new parking station.

PRINCIPLE 5

A creative city inspires and provides opportunities for artists to experiment and create new art experiences.

DIVERSE EXPERIENCES

Art and cultural experiences will serve a broad audience. The mix of art interventions from the River Art Framework will range from temporary to permanent works, encompassing bold and subtle designs.

The river art experience will provide a mix of visual art mediums that stimulate a range of responses. The aim is for residents and visitors to engage with art through diverse interfaces, including experiences of varying durations and interventions that engage the senses.



Flux by Stuart Green, 2012. Commissioned by Meriton for Soleil Apartments, Adelaide Street Brisbane through Brisbane City Council's Percent-for-Art Contribution Scheme.

“

In increasingly busy cities, art and culture can succeed where other public policy has failed. It plays a powerful and sophisticated role in building good relations between diverse groups: between established residents and new immigrants or between the haves and the have nots.

”

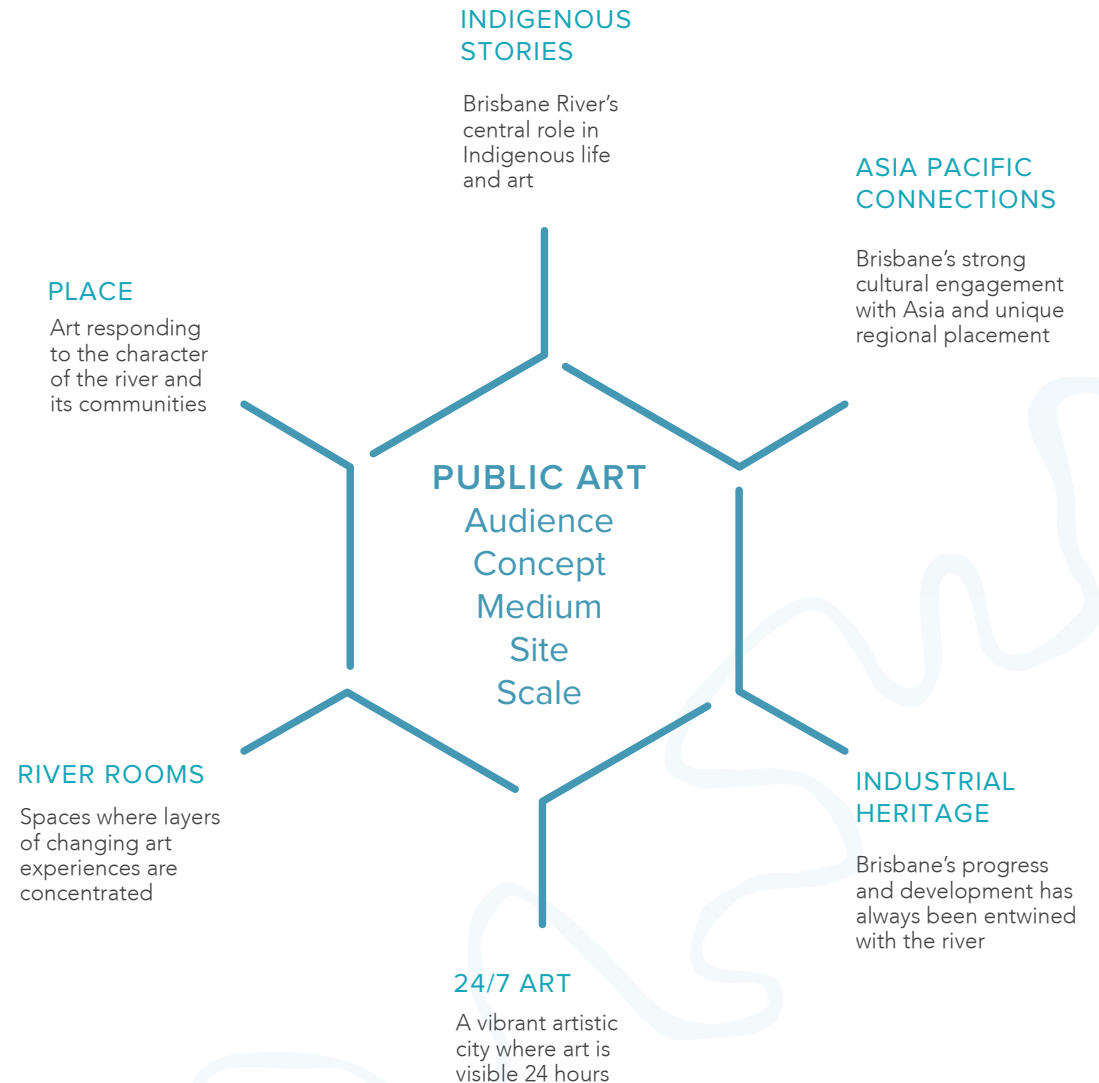
World Cities Culture Report 2015

CURATORIAL FRAMEWORK

F

Successful commissioned public art responds to its specific environment in both a physical and thematic sense.

The purpose of a curatorial framework such as the River Art Framework is to set the themes to which artists are expected to respond. A curatorial framework is not intended to be prescriptive, rather it provides guidance as to what themes are sought to be reflected through public art, thereby ensuring an integrated response by artists.



THEME 1

PLACE

Artwork that responds to the river's edge will place it at the heart of Brisbane life and at the forefront of public consciousness.

Great inner-city and river-based public art will enhance the river's unique identity. Public art that responds to the character of the river will contribute to its sense of place and elevate the connection of land and water for locals, visitors and tourists.

Iconic, interpretive, temporary and landmark works and events will create diverse cultural elements of discovery and delight, which will assert the river's reputation as a renowned creative place.



Molecule Man by Jonathan Borofsky is a 30 metre, aluminum sculpture installed in the Spree River, Berlin.

THEME 2

RIVER ROOMS

The cultural journey of the river will be punctuated by key points of engagement.

River rooms are not exclusive sites for public art but are precincts where there is a greater concentration of curated art, events or performance spaces. These rooms will provide easily walkable river loops punctuated by art and cultural experiences.

Over time, river rooms will offer many layers of experience. Permanent public art, short-term 'pop up' activations, events in unexpected locations, projected art with changing imagery, river installations and temporary or ephemeral works will be available on or adjoining the river.



View of the Brisbane River from the City Botanic Gardens

THEME 3

24/7 ART

Innovation and the use of new technology by artists will contribute to a 24-hour aesthetic.

When creating art and cultural concepts, creative practitioners should consider the impact and reach of their work after the sun sets. A global city provides 24-hour activity, and an international cultural audience in particular anticipates vibrant art experiences during the evening and night-time hours.

Building on Council's 'City of Lights' initiative, buildings, bridges, parks and other sites along the river will be the canvas for lighting and projection artworks. Creative platforms and the use of new technology in art will provide unique and memorable art experiences.



Ship to Shore by Matthew Harding is a series of 'rope knot' forms inspired by the maritime history of Newcastle's foreshore, fabricated from stainless steel, LED and fibre optics and designed to act as a playful and interactive setting.

THEME 4

INDIGENOUS STORIES

A New World City with a distinctive identity promotes its past, present and future.

Brisbane's cultural layers can be explored through significant art commissions from influential contemporary indigenous artists.

Aboriginal people inhabited the shores of the Brisbane River for up to 40,000 years, where the river was an abundant food source and an important location for spiritual and recreational purposes. Indigenous stories of the past, present and future have a powerful and important influence on the identity of our city. These stories should have a tangible presence in the public domain.



The Weight of History, The Mark of Time by Brook Andrew sits within a giant, cavernous space reserved for cultural activities inside the Barangaroo development now taking shape on the western edge of the Sydney CBD.

THEME 5

ASIA PACIFIC CONNECTION

Brisbane's place at the centre of the Asia Pacific region has resulted in a unique regional partnership and transfer of creative ideas.

Brisbane has a growing importance as a gateway for business and culture to the Asia Pacific region. New ideas and talent abound in the city as a result of more people coming to study, live or work in Brisbane.

A rich and vibrant culture becomes a source of economic success. Asia Pacific themed permanent and temporary art commissions that respond to the river can reflect the cultural engagement and exchange within this region.



Lingua by Jim Sanborn is one of two art pieces located in the Walter E. Washington Convention Center. The two columns represent in eight languages words and phrases recalling historic gathering of people from 1400BC until the 19th century.

THEME 6

INDUSTRIAL HERITAGE

Brisbane's progress and development has always been entwined with the river.

Brisbane's colonial history is intimately connected with the river and there are still reminders of the industrial activities that once lined the river banks.

Artists have the opportunity to attract attention to the river's unique industrial heritage by integrating historic elements and narratives of the river through an array of contemporary mediums.

Through art, locals, visitors and tourists can engage with the river's past and gain a greater appreciation of its important place in Brisbane life.



Street artists Pixel Pancho and Vhils combined their styles to paint a mural located in Lisbon, Portugal.

PART 2 DEMONSTRATION PROJECTS



FIVE YEAR PLAN

Realisation of the river art framework rests on collective priorities delivered through partnerships.

Implementation of the River Art Framework over an initial period of five years will deliver an impactful and memorable series of visually stimulating artworks and events. This cohesive and complimentary series of unique projects will activate and enhance the river experience for residents and visitors.

A diverse mix of demonstration projects has been carefully considered to appeal to a wide audience. These initial ideas are envisaged as a starting point for other initiatives that emerge through the creative community. The River Art Framework is a program for all people – young children and their families, young adults, the elderly, city workers and visitors to Brisbane.

Establishing a meaningful collection of public art as part of the river experience requires partnerships between government, business and other stakeholders. It is through these partnerships that an important visual art experience will be consolidated along the river and will endure into the future.

Launching the program and communicating individual projects to the public in a timely manner will be key to the program's success. Benefits of the River Art Framework should be highlighted in communications to help people appreciate the immense value of arts and culture to a city.

RIVER ART FRAMEWORK

STRATEGIC FRAMEWORK

Overarching vision, principles and curatorial framework to guide public art outcomes along the river's edge.



DEMONSTRATION PROJECTS

PERMANENT OUTCOMES

1 RIVER ICONS

2 INDIGENOUS SHOWCASE

TEMPORARY OUTCOMES

3 BOTANICA

4 METAMORPHOSIS

5 ART PLAY

6 PLAY OF LIGHT

1

Iconic public art becomes an identifiable attractor for visitors, cultural tourists and the international market.

DEMONSTRATION PROJECT 1 RIVER ICONS

River icons are landmark public art commissions by high-profile Australian and international artists in partnership with business and government. These artworks might feature on the river's edge, in the water or designed with water as a medium.

Rationale

Iconic art refers to highly original, influential or unique works of art. Such artworks are well-established and widely celebrated in popular culture, becoming recognisable elements of a city's identity. A budget of substance is required to ensure these works are visually dominant along the river's edge and hold lasting landmark value. Iconic artworks are also indicators of a New World City, punctuating the public art river journey and setting the standard of quality and originality for future public art.

Target audience

Residents of Brisbane will have ownership of iconic artwork experiences, but international visitors and cultural tourists are the key audience for these works. Iconic artworks will advance Brisbane's international reputation as a city that is enriched through its cultural connections to the river.

Benefits

- » Iconic artworks significantly contribute to a city's identity.
- » On a world stage, iconic artworks become an important reason for visiting a place.
- » Images of unique public artworks on social media have a strong influence on the attraction of a destination as travellers seek out unique features in the places they visit.



RIVER ICON LOCATIONS

- A Kingsford Smith Drive
- B Bulimba Barracks
- C Brisbane Powerhouse
- D Howard Smith Wharves
- E City Reach Precinct
- F Queen's Wharf Bridge
- G Queensland Art Gallery/ Gallery of Modern Art
- H Kurilpa
- I Future West End -St Lucia Bridge



Timeframes and delivery mechanisms are indicative only

*Note all project locations are indicative only

1

DEMONSTRATION PROJECT 1 RIVER ICONS

EXEMPLAR PROJECTS



TOP LEFT: Red Cube by Isamu Noguchi, Broadway New York City is a distorted cube of diagonals, blazing red amidst brown and black skyscrapers.

TOP RIGHT: Spanda by Christian de Vietri is a 29m tall sculpture located at Elizabeth Quay, The Esplanade, Perth. It represents ripples and links the Swan River, land and sky.

BOTTOM LEFT: The Drop by the group of German artists known as Inges Idee is located at Bon Voyage Plaza in downtown Vancouver. The 20m artwork is made from steel covered with styrofoam and blue polyurethane.

BOTTOM RIGHT: Wonderland by Jaume Plensa is located in front of the Bow office tower in Calgary, Alberta Canada.



2

DEMONSTRATION PROJECT 2 INDIGENOUS SHOWCASE

A great strength and point of distinction for Queensland is that it is home to an influential generation of urban Indigenous artists.

Indigenous showcases are permanent public artworks by the finest Indigenous Australian artists. These works will transform bridge sites and high-profile river sites. Collaborations between emerging and established indigenous artists will support capacity building.

Rationale

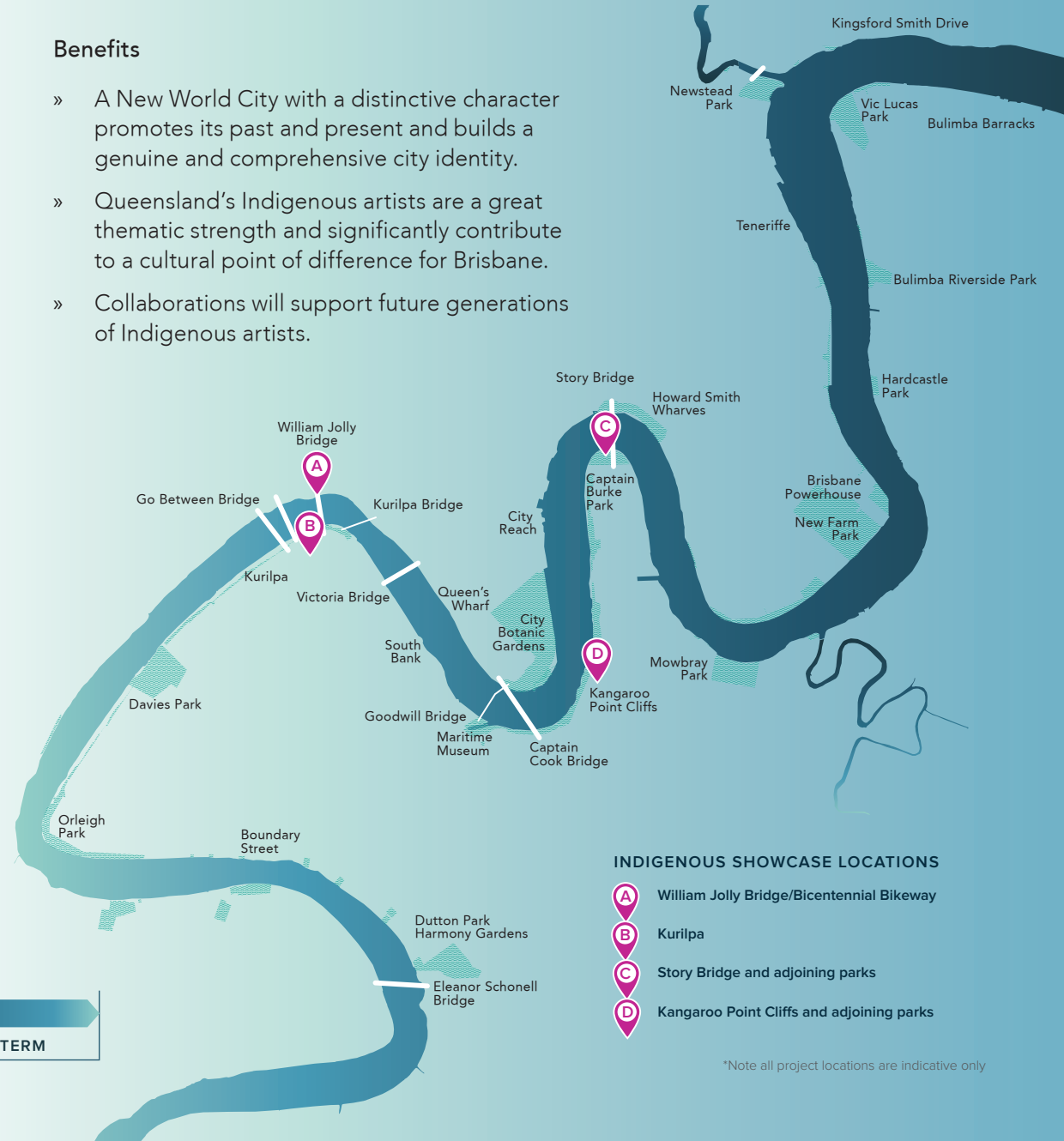
The strength of Indigenous art has been reflected in the number of significant exhibitions held by GOMA in recent years. These exhibitions demonstrate the diverse practice of Queensland’s Aboriginal and Torres Strait Islander artists. Indigenous showcases will enable Indigenous artists to tell their stories in a contemporary medium that integrates and responds to the river.

Target audience

As this initiative provides an opportunity for Brisbane to celebrate and reflect on its Indigenous heritage, an important target audience is Brisbane residents. A showcase of works from local Indigenous Australian artists will also distinguish Brisbane from other cities and attract interstate and international visitors.

Benefits

- » A New World City with a distinctive character promotes its past and present and builds a genuine and comprehensive city identity.
- » Queensland’s Indigenous artists are a great thematic strength and significantly contribute to a cultural point of difference for Brisbane.
- » Collaborations will support future generations of Indigenous artists.



INDIGENOUS SHOWCASE LOCATIONS

- A** William Jolly Bridge/Bicentennial Bikeway
- B** Kurilpa
- C** Story Bridge and adjoining parks
- D** Kangaroo Point Cliffs and adjoining parks



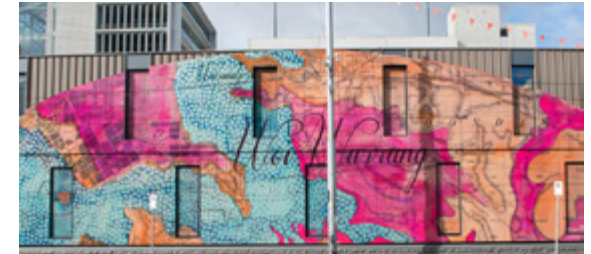
Timeframes and delivery mechanisms are indicative only

*Note all project locations are indicative only

2

DEMONSTRATION PROJECT 2 INDIGENOUS SHOWCASE

EXEMPLAR PROJECTS



TOP LEFT: Trust the Two per cent by Reko Rennie at the entrance to the Brisbane Gallery of Modern Art.

TOP RIGHT: You Are, Here Now by Megan Cope at one of the Australian Catholic University's modular learning spaces in Fitzroy, Melbourne.

MIDDLE RIGHT: The Weight of History, The Mark of Time by Brook Andrew

BOTTOM LEFT: Heartland by Karen Casey is part of the Lendlease Melbourne Docklands development.

BOTTOM RIGHT: 'Yininmadyemi' – Thou didst let fall by Tony Albert in Hyde Park to honour the sacrifices and bravery of Aboriginal and Torres Strait Islander service men and women.

3

Celebrating the lush flora of Brisbane in a showcase of botanical inspired temporary sculptures.

DEMONSTRATION PROJECT 3 BOTANICA

Botanica is a contemporary art festival, activating and celebrating Brisbane’s City Botanic Gardens.

Rationale

Brisbane’s subtropical climate and lush flora are part of the city’s distinctiveness. The City Botanic Gardens is the city’s oldest park, planted by convicts in 1825 with food crops to feed the prison colony. These gardens include ancient trees and exotic species and provide a tranquil green haven.

Botanica will feature temporary artworks by Australian and international artists, creatively installed within diverse garden spaces – suspended in trees, integrated within garden beds and incorporated in ground and water based installations.

Target audience

Like other leading visual art events in Sydney (*Sculpture by the Sea*) and Melbourne (*White Night*), *Botanica* will be an inclusive event aimed at a broad target audience. As the event grows and develops, it has the potential to attract significant interstate and international visitors.

Benefits

- » Draw attention to and increase use of the City Botanic Gardens by locals and visitors.
- » Celebrate the lush flora of Brisbane by highlighting and activating one of its unique attractions.
- » Temporary art forms by Australian and international artists as part of this event will raise the profile of Brisbane as an international and national cultural destination.



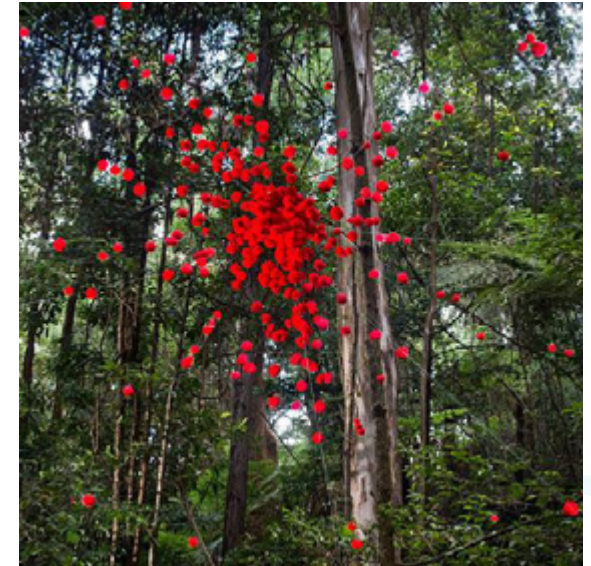
Timeframes and delivery mechanisms are indicative only

3

DEMONSTRATION PROJECT 3

BOTANICA

EXEMPLAR PROJECTS



TOP LEFT: Emergence by Craig Walsh, Hyde Park, Sydney for Art & About Sydney and the Australian Museum.

TOP RIGHT: KA-BOOM! by Lang Ea, Sculpture at Scenic World 2016, Blue Mountains.

BOTTOM LEFT: Fata Morgana by Teresita Fernández is a 500-foot-long sculpture in six sections installed horizontally above park visitors in Madison Square Park New York City. The artwork is part of Mad. Sq. Art, a free to the public contemporary art program.

BOTTOM RIGHT: Sunshine Coast Council funded a team of multi disciplinary artists to create an installation for Floating Land, an ephemeral visual art event held at Lake Cootharaba, Noosa. The artist team created Ship of Fools from natural fibres, projection and soundscape.



4

DEMONSTRATION PROJECT 4 METAMORPHOSIS

Large-scale site specific urban artworks, transforming and uplifting Brisbane’s river’s edge.

Metamorphosis incorporates a program of urban artworks and cultural events on the river’s edge. Emerging local artists and high profile Australian and international artists can create temporary, semi-permanent and permanent visual art, and curators can stage cultural events to beautify and activate key locations along the river.

Rationale

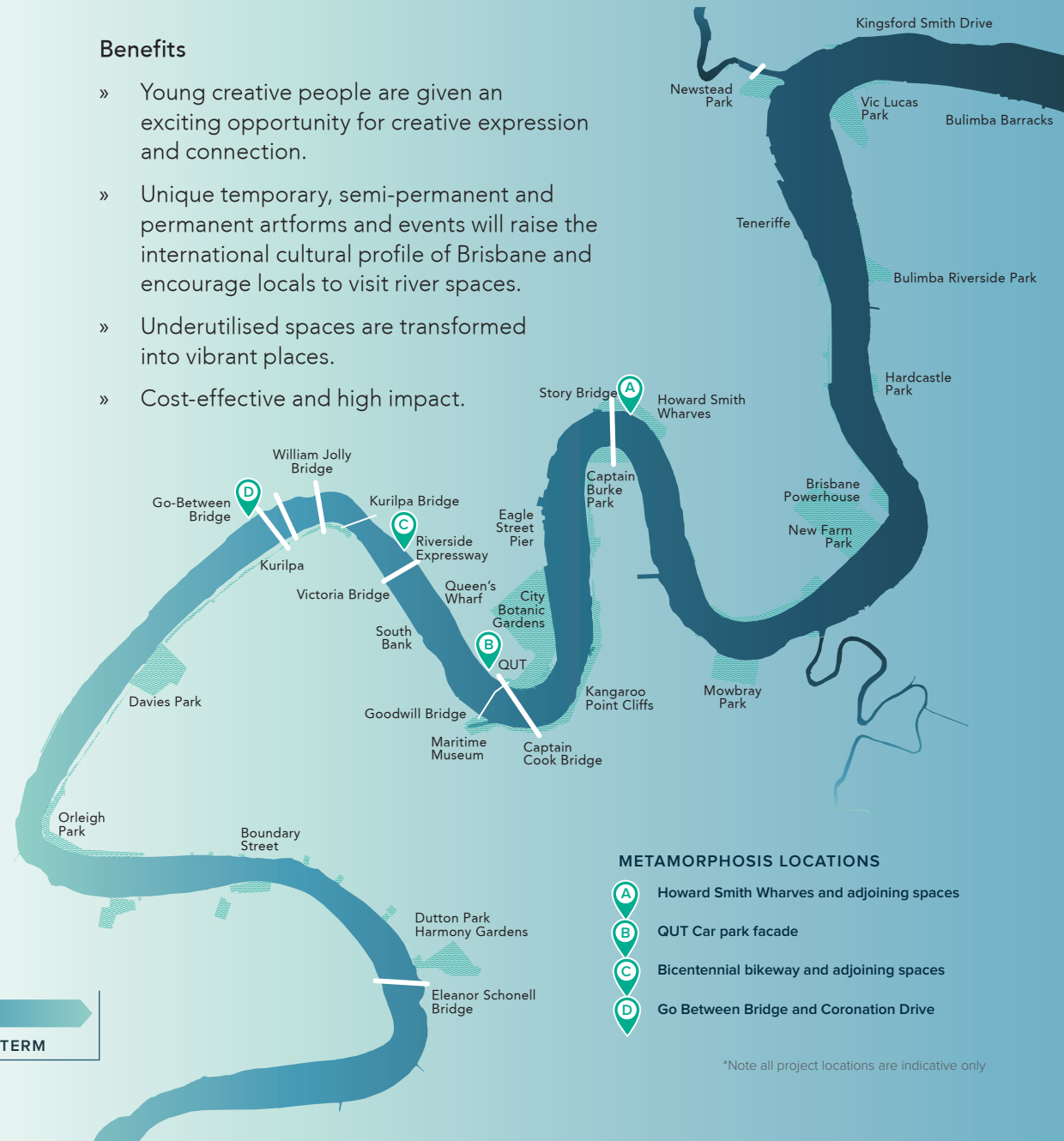
Dynamic spaces that include high-impact street art, light installations and art and cultural events provide a cost effective and accessible way to leave a lasting creative impact. These art forms also appeal to youth. *Creative Brisbane Creative Economy 2013-22* highlights the need for Brisbane to retain young creatives.

Target audience

Cyclists and pedestrians accessing the pathways along the river will have an up-close experience of these works. CityCat users, including interstate and international tourists, might take a ferry to view artworks from the river or easily visit events. Brisbane’s residents will also benefit in seeing their riverside spaces transformed and uplifted.

Benefits

- » Young creative people are given an exciting opportunity for creative expression and connection.
- » Unique temporary, semi-permanent and permanent artforms and events will raise the international cultural profile of Brisbane and encourage locals to visit river spaces.
- » Underutilised spaces are transformed into vibrant places.
- » Cost-effective and high impact.



- METAMORPHOSIS LOCATIONS**
- A** Howard Smith Wharves and adjoining spaces
 - B** QUT Car park facade
 - C** Bicentennial bikeway and adjoining spaces
 - D** Go Between Bridge and Coronation Drive



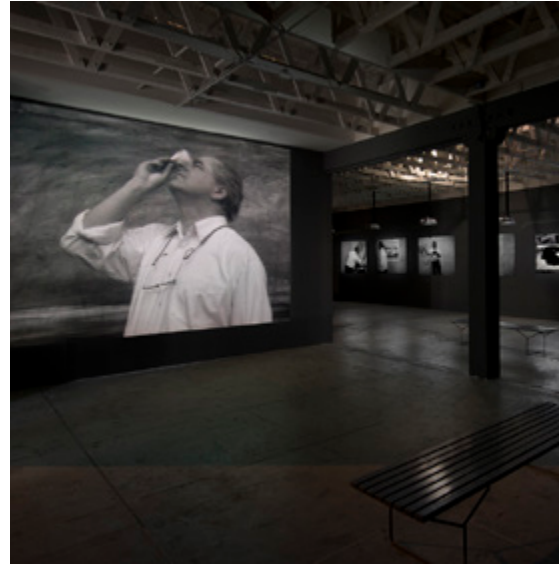
Timeframes and delivery mechanisms are indicative only

*Note all project locations are indicative only

4

DEMONSTRATION PROJECT 4 METAMORPHOSIS

EXEMPLAR PROJECTS

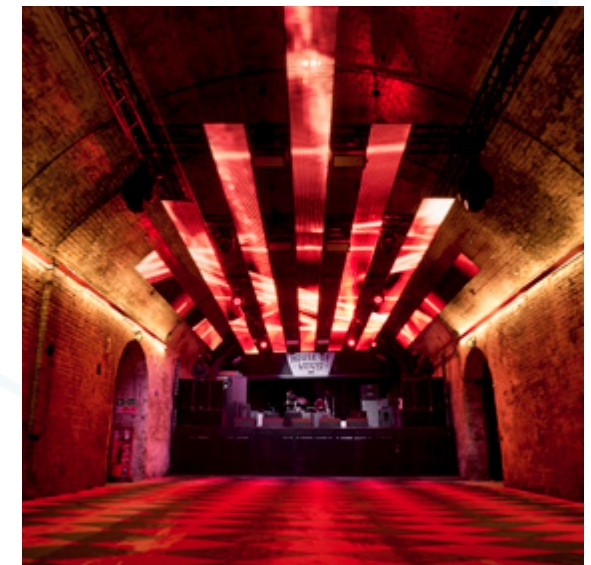


TOP LEFT: Installation image of William Kentridge at The Underground Museum in Los Angeles, a space for exhibitions, events and artist collaborations in the working class neighbourhood of Arlington Heights.

TOP RIGHT: Guido van Helten created four, 30-metre high portraits on disused wheat silos in the tiny, drought-stricken community of Brim in country Victoria.

BOTTOM LEFT: In the Sham Shui Po district of Hong Kong, Okuda San Miguel created the Rainbow Thief on the facade of a narrow residential building. Completed for the 2016 Hong Kong Walls, an annual street art festival.

BOTTOM RIGHT: US skatewear company Vans transformed London Waterloo's Old Vic Tunnels into a multi-purpose event space with skateparks, galleries and a music venue.



5

DEMONSTRATION PROJECT 5 ARTPLAY

Riverside art events designed to activate suburban parks and increase cultural participation of Brisbane’s children.

Artplay is an annual rotating program of child-centred visual and performing art events in suburban riverside parks.

Rationale

A core focus of other projects in the River Art Framework is to attract visitors to Brisbane. However, Artplay is largely designed to increase cultural participation of Brisbane’s youngest residents (and future artists) as well as activating underutilised river’s edge spaces.

Artplay is a series of events with a curated troupe of professional artists delivering a unique program of high-quality outdoor visual and performing art experiences, specifically designed for children.

Target audience

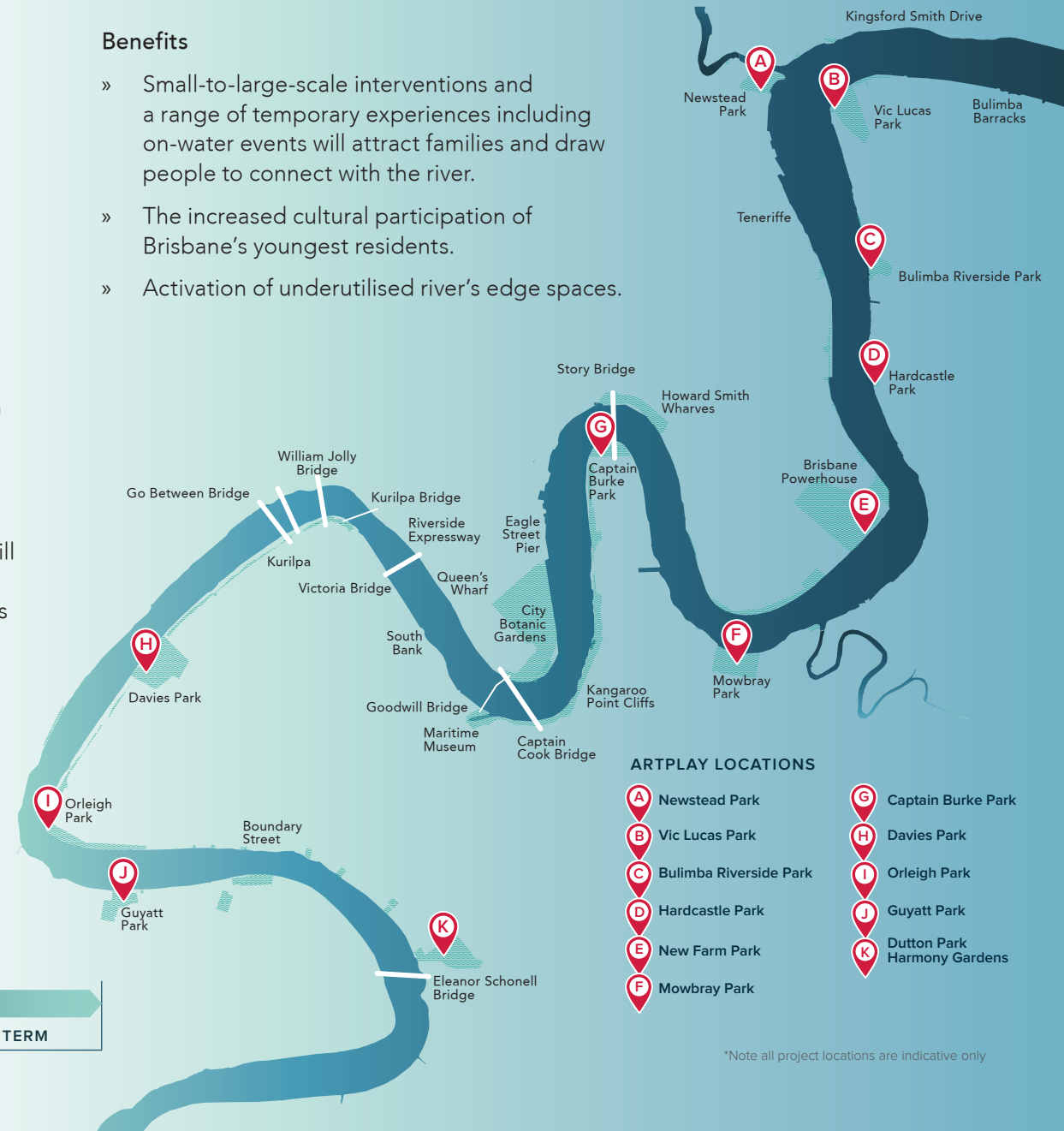
Young children (2-10 year olds) and their families will be able to actively participate in and contribute to Brisbane’s art and cultural experiences. Artplay has the potential to become a valued and anticipated annual event for families living in the riverside suburbs of Brisbane.

Benefits

- » Small-to-large-scale interventions and a range of temporary experiences including on-water events will attract families and draw people to connect with the river.
- » The increased cultural participation of Brisbane’s youngest residents.
- » Activation of underutilised river’s edge spaces.



Timeframes and delivery mechanisms are indicative only



ARTPLAY LOCATIONS

- | | |
|--------------------------|-------------------------------|
| A Newstead Park | G Captain Burke Park |
| B Vic Lucas Park | H Davies Park |
| C Bulimba Riverside Park | I Orleigh Park |
| D Hardcastle Park | J Guyatt Park |
| E New Farm Park | K Dutton Park Harmony Gardens |
| F Mowbray Park | |

*Note all project locations are indicative only

5

DEMONSTRATION PROJECT 5
ARTPLAY

EXEMPLAR PROJECTS



TOP LEFT: Kids colouring activities by The House That Lars Built.



TOP RIGHT: Art Camp for Kids Vancouver, Canada.



BOTTOM LEFT: Woods of Net by Tezuka Architects and Toshiko Horiuchi-MacAdam installed at the Hakone Open-Air Museum in Kanagawa-Prefecture, Japan.



BOTTOM RIGHT: Into Dreamland, The Buddhist Bug, a project of Studio Revolt Performance and concept by Anida Yoeu Ali was also part of APT8 at GOMA.

6

DEMONSTRATION PROJECT 6 PLAY OF LIGHT

Contemporary light artworks will illuminate and transform land and water sites along the river.

Play of light is an annual program of semi-permanent lighting and projection artworks by renowned Australian and international artists.

Artists will design site specific artworks to be located on and around the river. There is the potential to do projections from ferry terminals onto nearby buildings, structures or vegetation.

Rationale

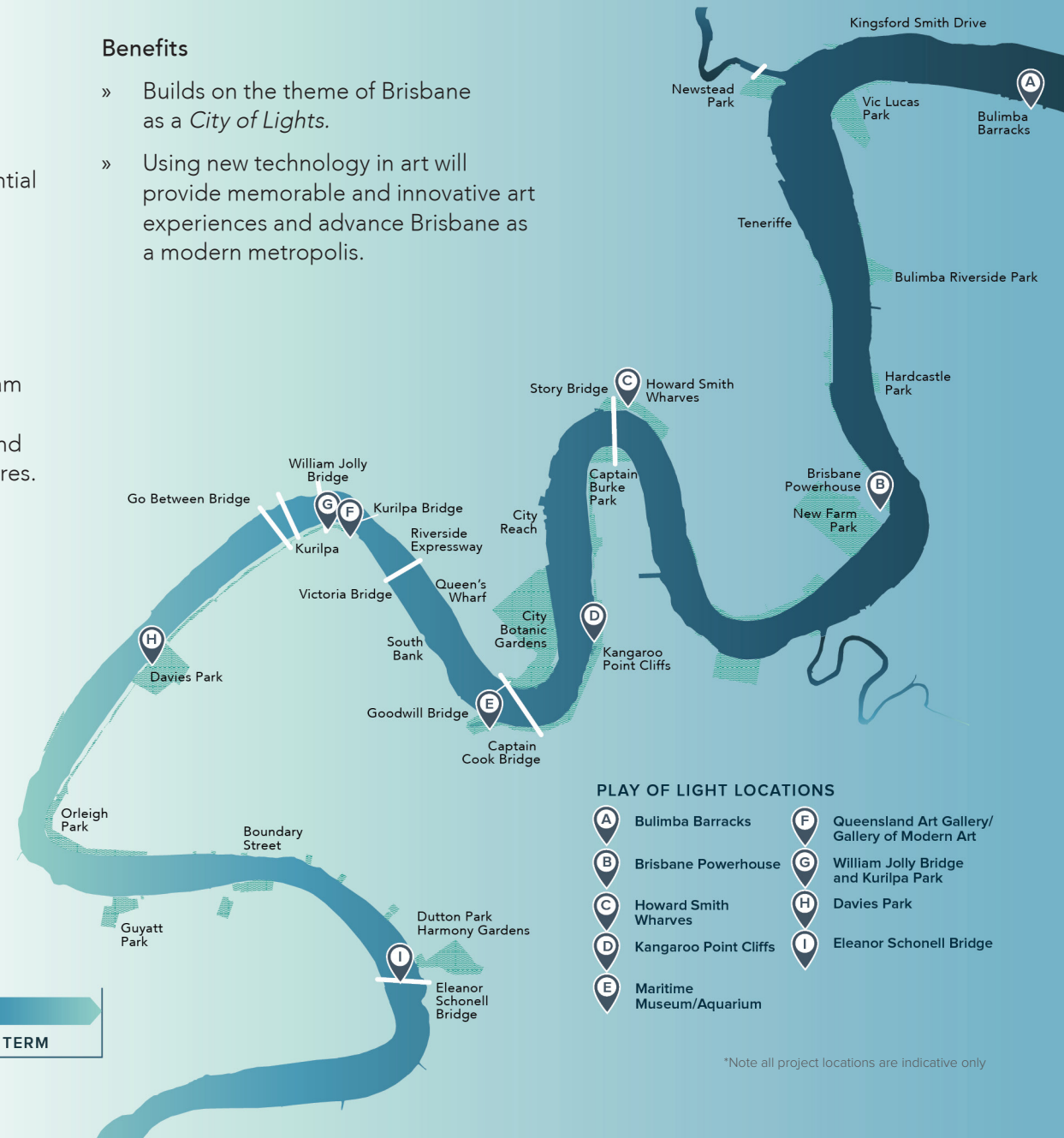
Creative platforms and the use of new technology in art will provide unique and memorable art experiences. This project creates an annual program of temporary lighting artwork installations and projections to illuminate sites along the river on land and water and including bridges and other structures. These artworks would be created by experienced Australian and international artists working with light as a medium.

Target audience

This project has the potential to become a major recurrent tourist attraction and is targeted at an audience of tourists and visitors to Brisbane.

Benefits

- » Builds on the theme of Brisbane as a *City of Lights*.
- » Using new technology in art will provide memorable and innovative art experiences and advance Brisbane as a modern metropolis.



PLAY OF LIGHT LOCATIONS

- A** Bulimba Barracks
- B** Brisbane Powerhouse
- C** Howard Smith Wharves
- D** Kangaroo Point Cliffs
- E** Maritime Museum/Aquarium
- F** Queensland Art Gallery/Gallery of Modern Art
- G** William Jolly Bridge and Kurilpa Park
- H** Davies Park
- I** Eleanor Schonell Bridge



Timeframes and delivery mechanisms are indicative only

*Note all project locations are indicative only

6

DEMONSTRATION PROJECT 6 PLAY OF LIGHT

EXEMPLAR PROJECTS



TOP LEFT: Transcendent Vision (of life, death and resurrection) by Danie Mellor projected on the William Jolly Bridge, Brisbane, for Maiwar 2016.

TOP RIGHT: Murujuga in the Pilbara is a collaborative projection artwork by Craig Walsh with Murujuga Aboriginal Corporation, Museum of Contemporary Art Australia and Rio Tinto. Located in the Dampier Archipelago, Pilbara region of Western Australia.

BOTTOM LEFT: The Field of Light art installation by Bruce Munro features more than 50,000 slender stems crowned with frosted-glass spheres that bloom as darkness falls and Uluru is thrown into silhouette, gentle rhythms of colour light up the desert.

BOTTOM RIGHT: Romania-based architecture collective visualSKIN created a three-dimensional projection of a 17-century ship against a backdrop of water for the Amsterdam Light Festival. Ghost Ship makes use of two intersecting images projected onto perpendicular curtains of water that can be viewed from multiple angles.



NEXT STEPS

Important next steps in the development and implementation of the River Art Framework include:

Funding

A firm commitment by Council to contribute to the funding of the inaugural Botanica contemporary art exhibition as the first priority of the River Art Framework.

Botanica 2018 will run in conjunction with Festival 2018, a city-wide celebration for the XXI Commonwealth Games, produced by Brisbane City Council and supported by the Queensland Government.

Partnerships

Partnerships with business and institutions are fundamental to the implementation of the River Art Framework. Negotiation and agreement of shared costs and responsibilities is key to realising these projects.

Delivery

To ensure high quality visual art outcomes, it is recommended that each project team includes experienced visual art professionals. A project team may include Council staff, partner employees, business and/or specialist public art and/or event consultants.



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