



Photo: Silversalt Photography

**CRE
ATI
VER
OAD**

PUBLIC ART, PLACEMAKING +
CULTURAL STRATEGY



The Creative Road team have more than two decades of specialist curatorial and project management experience.

Our clients include The National Capital Authority, Brisbane City Council, Westfield, Australian National University, Melbourne Docklands, The Royal Children's Hospital, The City of Sydney and Melbourne Airport Corporation.

Our team has wide national experience in public art, cultural tourism, creative community consultation, placemaking and activation for urban renewal. We offer specialist skills as experienced curators and project managers, overseeing strategy, design and construction processes through to installation.

We are passionate about the value of art in public spaces. We work with clients to identify their needs and aspirations, developing strategies and delivering projects which express their unique character and values.

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NORTH SYDNEY PUBLIC ART TRAIL MASTERPLAN

Creative Road developed the North Sydney Public Art Trail Masterplan, an extensive review and recommendation process comprising 18 sites over 4km. Our role involved identifying key sites for new commissioned artworks, creative themes, budgets, staged programming, trail signage and potential artists.

Throughout this process the different integrated layers and requirements of the project were considered; heritage interpretation, placemaking, wayfinding, cultural development, cultural tourism and economic development.



Missing Corners was commissioned as the first new artwork and is a striking entrance statement for North Sydney's CBD. The prominent painted metal and reclaimed timber sculpture welcomes commuters off the Sydney Harbour Bridge and provides a place of solace for passing pedestrians at this busy intersection.



Photos: Silversalt Photography

MISSING CORNERS

ARTIST:
Daniel Templeman
MATERIAL:
**Australian hardwood
and painted aluminium**
DIMENSIONS:
8.1 x 2.9 x 3.1 m
LOCATION:
North Sydney CBD Entry

A second commissioned artwork is located at Victoria Cross, a significant and high profile intersection within the CBD. The work is made from digitally coloured safety glass, stainless steel and LED light and is inspired by the shape of a quartz grain from the sandstone beneath. By continuously reflecting its changing surrounds the artwork becomes an active participant in the landscape.

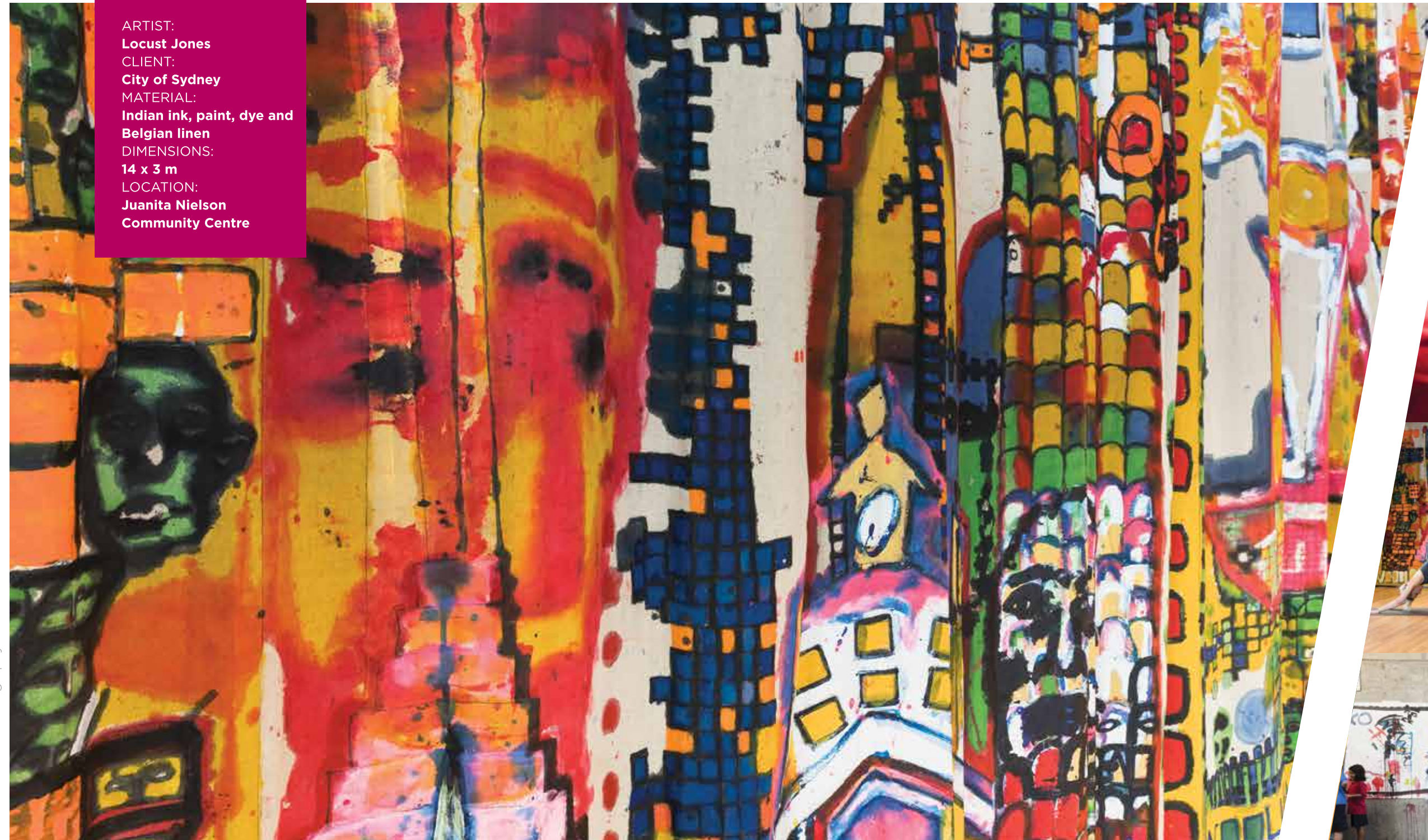


Photos: Richard Glover

ANGLES OF INCIDENCE

ARTIST:
**Warren Langley
and Julia Davis**
MATERIAL:
**Digitally coloured safety
glass, stainless steel and
LED light**
DIMENSIONS:
6 x 2.4 x 2.2 m
LOCATION:
**Victoria Cross
North Sydney**

ARTIST:
Locust Jones
CLIENT:
City of Sydney
MATERIAL:
**Indian ink, paint, dye and
Belgian linen**
DIMENSIONS:
14 x 3 m
LOCATION:
**Juanita Nielson
Community Centre**



WOOLLOOMOOLOO

This community inspired artwork was designed for the refurbished Juanita Nielson Community Centre. The artwork is a hand painted Belgian linen curtain which covers the community hall mirror when not in use. Imagery for the curtain was inspired by a series of artist led community collaborative drawing workshops, as well as historical narratives including the centre's namesake Juanita Nielson.



ARTIST:
**Christina Waterson, Andrew Dennis,
 Sonia van de Haar, Kellie O'Dempsey,
 Danny Gretsch, Max Beaur and
 Harley Graham**
 CLIENT:
Byron Shire Council
 LOCATION:
Lateen Lane, Byron Bay

ELYSIUM

The *Elysium* laneway transformation project was Council's first permanent large scale placemaking project which involved the delivery of 11 individual artwork installations by 8 local, national and international artists.

Implemented over 10 days, the project dramatically transformed a laneway through bold contemporary art, turning a generic service thoroughfare into a vibrant place with a unique identity. The project uplifted a key CBD site through a curated application of colour, pattern, light, form, texture – integrated with existing structures and in collaboration with tenants and building owners.



Photos: Taojones + Callie Marshall

ARTIST:
Jade Oakley
CLIENT:
Woolworths Ltd.
MATERIAL:
**Powder coated
aluminium**
DIMENSIONS:
144 sqm
LOCATION:
Double Bay NSW



Photo: Carolyn Price. Produced in collaboration with M. Morrison

THE BAY

'The artwork creates a sense of mapping through the aerial view of the Bay's topography, to engender a strong sense of place. The boat-studded water cradled between the two great trees is a reminder of the harbour, so close yet not visible from the heart of Double Bay.' **Jade Oakley**

TEAM



Rebecca Townsend – Creative Director

With post graduate qualifications in Arts Management and wide professional experience working across the creative industries, Rebecca has developed and implemented a diverse range of creative projects for corporate and government clients.

Regularly engaged as a curatorial strategist, advising on artist selection, materiality and scale, Rebecca is also a highly experienced public art project manager, managing bespoke and large contractors to deliver memorable artworks on time and on budget. Her experience includes working in teams on complex projects and engaging with stakeholders and communities in the public art commissioning process. Her curatorial and project management experience have resulted in innovative and cost effective approaches to the design of public spaces, strengthening identity and sense of place.



Darren Taitoko – Technical Director

As a registered Landscape Architect, Darren brings over 30 years of experience in project management of large scale design projects. His projects have won local, state, national and international awards from the Urban Development Institute of Australia, Planning Institute of Australia and the Australian Institute of Landscape Architects.

Darren has extensive experience in managing design development, fabrication and installation of public art elements, integrated with landscape and architectural project outcomes. He aims to create design solutions that capture the character of a project site, while responding to the functional, cultural, social and recreational requirements of people. He recognises that the delivery of design solutions into 'built reality' relies on close attention to technical detail, cost benefit considerations and well managed resources.



Bronwen Colman – Project Curator

Bronwen is an experienced project manager, curator and arts administrator, implementing visual art strategies for organisations in both the corporate and public sectors. As Director of Urban Art for Melbourne Docklands Authority Bronwen developed a masterplan to guide the commissioning of public art integrated with the Docklands development. She managed a \$50 million budget which saw the commission of 35 large scale art commissions.

Bronwen's stakeholder management is a key aspect of her skills and central to each successful project. Her particular interest is in ensuring commissioned public art is integrated with and responds to its environment as an important part of place creation.

ARTIST:
Digby Moran
CLIENT:
Woolworths Ltd.
MATERIAL:
Corten steel
DIMENSIONS:
6 x 2.2 x 3 m
LOCATION:
Ballina NSW



Photo: Tadjones. Produced in collaboration with M. Morrison

SOMEONE'S ALWAYS WATCHING YOU

'As a boy growing up on an island in the Richmond River a wise old spiritual man once told me 'no matter what you do someone's always watching you'. The painting means a lot to me spiritually, I feel the presence of my spiritual ancestors in this painting. These spirits watch over our mob in times of trouble.' **Digby Moran**

Photos: Possum Creek Studios

SERVICES

ART STRATEGY + PLANNING

Working with clients to identify their needs and aspirations

- Researching the art, history and culture of a site
- Recommending procurement models
- Producing cultural and heritage interpretation frameworks
- Engaging with stakeholders and the community
- Collaborating with design teams to develop site specific art concepts
- Recommending artist selection based on aesthetic suitability, site, material, capability, budget and timeframes
- Advice on international best practice



CURATORIAL DEVELOPMENT

Collaborating with artists to develop innovative art concepts

- Presenting a range of art concepts in terms of style, scale, function, longevity and budget
- Working across diverse mediums; glass, steel, lighting, kinetics, textiles and digital art
- Preparation of artist design briefs and facilitating artist site briefings
- Management of artist presentations, judging panels and selection processes
- Facilitating artist mentorships and capacity building initiatives
- Staging artist-led creative community consultation events
- Client and stakeholder presentations

DESIGN DEVELOPMENT

Turning great ideas into buildable projects

- Producing maquettes, prototypes, samples and artwork visualisations
- Developing artistic concepts which can be accurately costed, easily transported and safely installed
- Sourcing suppliers and contractors – access to our extensive database of fabricators, transporters, installers and other specialist contractors
- Facilitating engineering design and construction drawings
- Consideration of artwork maintenance requirements
- Addressing safety and risk management issues
- Providing a seamless interface between design team and artist



CONSTRUCTION MANAGEMENT

Rigorous project management in artwork realisation

- Defining project roles, responsibilities and timeframes
- Negotiating supplier contractual obligations
- Working closely with designers and fabricators to deliver bespoke elements
- Trouble shooting in fabrication and installation phases
- Management of supplier costs and artwork budgets
- Inspecting artwork fabrication progress and client reporting
- Managing communication between artist, client and suppliers
- On time and on budget delivery

INSTALLATION MANAGEMENT

Seamless installation processes

- Overseeing professional packing of artworks
- Managing freight, insurances and delivery processes
- Documentation of installation plans
- Facilitating installation site safety documentation
- Liaison with onsite contractors
- Management of artwork defects
- Preparation of artwork materials for use in client marketing
- Negotiating agreements for commercial reproduction of artworks



MAINTENANCE & CONSERVATION

Expert advice on maintaining artworks for longevity

- Developing realistic and appropriate artwork maintenance requirements
- Preparation of maintenance manuals
- Facilitating arrangements for local maintenance contractors
- Providing appropriate advice for clients on specific artwork repairs
- Decommissioning procedures for significant artworks

GEOFFREY BARTLETT

is regarded as one of Australia's most important sculptors. He is widely known for both his studio-based sculptures and major public and corporate commissions, working predominately within the language of abstraction.

Creative Road works in partnership with Geoffrey Bartlett, assisting with project delivery and continuing his reputation for delivering robust public artworks of immense beauty.

Bartlett has undertaken public sculpture commissions for the National Gallery of Victoria, the City of Auckland, the City of Melbourne, the Australian National University and Melbourne Docklands.

He is represented in the National Gallery of Australia, the National Gallery of Victoria, the Art Gallery of New South Wales, Parliament House Art Collection, Heide Museum of Modern Art and in many regional, institutional, corporate and private collections.

Since the early 1970's, Bartlett has been developing his sculptural form, honing down the essence of fluidity and tension present in his works, and further revealing and enhancing the striking union of textures and materials that characterise his evocative structures.

AURORA, 2006

MATERIALS:
Painted steel and stainless steel
DIMENSIONS:
12 x 12 x 12 m
LOCATION:
Melbourne Docklands



Photo: Emily Bartlett



'Someone once referred to my work as being refined. Now that's a word that can often be misconstrued when it comes to art-making... refinement is an inevitability but you need to use it as you would a powerful tool. One of the great challenges for an artist is to harness the inevitable refinement that a work requires, without diminishing the complexity and potency of the ideas embodied in the work.' **Geoffrey Bartlett**



TWO POINTS OF VIEW, 1984

MATERIAL:
Painted Steel
DIMENSIONS:
2.8 x 4.1 x 2.5 m
LOCATION:
Parliament House, Canberra

ARTISTS

Creative Road are committed to engaging artists in meaningful ways, fostering positive relationships with emerging artists through to those who are world renowned. We work alongside artists to realise their artistic vision – from concept development through to installation.

Our focus is on finding the best artist for each project. Our capacity includes a readiness to work with new artists and respond to community expectations to employ local artists. We also work with gallery represented artists at the forefront of contemporary art practice in Australia and internationally.

Creative Road has a significant artwork image library, featuring emerging and established Australian and international artists working across a diverse range of styles and mediums.

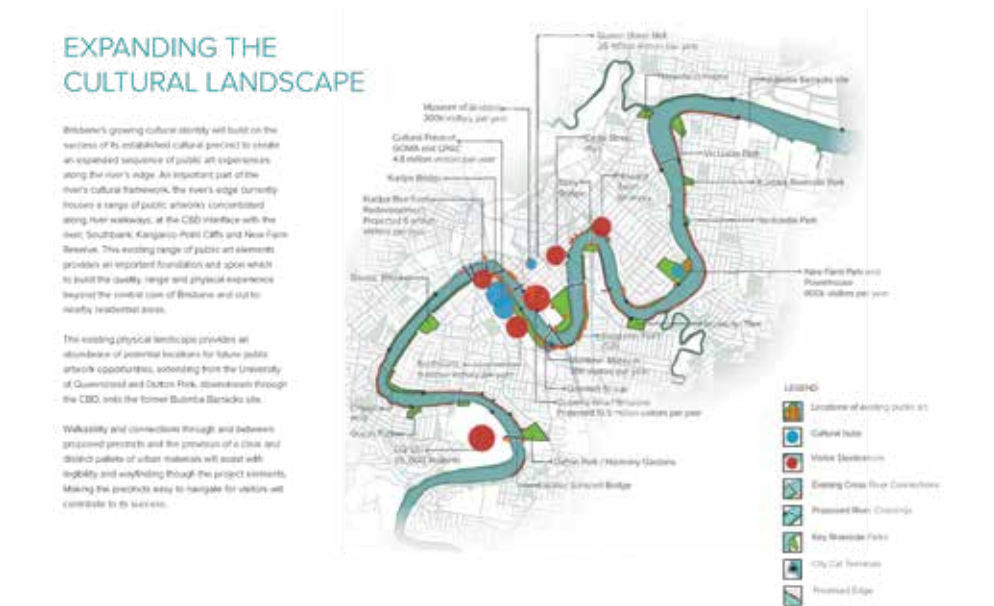
We understand how to get the best out of artists, providing them with the skill set they need so they can concentrate on the creative process. We support artists in ways which deliver efficiencies and reduce risk for our clients.





ART STRATEGY + PLANNING

CONCEPT DEVELOPMENT



Creative Road regularly undertakes cultural planning and strategy work encompassing policy development, public art strategy's and plans, benchmarking studies, stakeholder consultation, masterplanning and concept development.

Our recent projects include:

- Creative Place Activation Strategy, National Capital Authority ACT
- North Sydney Public Art Trail Masterplan, North Sydney Council NSW
- Brisbane River Art Framework, Brisbane City Council QLD
- Dubbo Hospital Redevelopment Arts + Culture Strategy, Health Infrastructure NSW
- Aboriginal and Torres Strait Islander Engagement Program, Bendigo Hospital VIC
- Urunga Activation + Consultation, Bellingen Shire Council NSW



1. PIL

Concept for the readaptation of the Sydney Harbour Control Tower by Wolfgang Buttress

2. INTERPLAY

Maquette of concept for Waverley Mall by Jade Oakley

3. SKIPPING STONES

Concept for Lachlan's Square, Ryde NSW by Jade Oakley

4. VOLARIS

Concept for Airport Drive Melbourne Airport by Matthew Harding



BYRON CENTRAL HOSPITAL

Creative Road worked with Health Infrastructure NSW to deliver a program of site specific artworks for the newly built hospital. The intention was to deliver a complimentary series of contemporary artworks designed to inspire healing and convey a love of the natural environment.

The Gratitude of Being is an outdoor seating artwork at the hospital's main entrance by Aboriginal artist Francis Belle Parker. Its imagery reflects the local landscape as well as honouring the importance of Arakwal country.

A large oil painting called *Bush Healing* is a feature of the main reception area. In it artist Hobie Porter depicts a wetland at Tyagarah Nature Reserve and botanical portraits of bush medicines from the Byron Shire.

Virginia Reid and Nicky McLaughlan's *Seaglass* is a suspended multi-coloured glass sculpture inspired by the Euripides quote '*The sea washes away the ills of all mankind*'.

A laser cut corten steel sculpture by Belinda Smith sits proudly with the rear garden and staff amenity area. *Made of Stars* looks at the chemistry of the human body and what we share with the world and universe around us.

Whimsical and colourful large scale murals by Rachel Stone bring to life the paediatric gym walls and the emergency and main reception children's play areas.

Over 200 plant dye prints on paper were created by staff, patients and community members during workshops held with artist Anne Leon. Artworks were framed for public spaces throughout the hospital and translated into privacy film.

ARTISTS:
Belinda Smith, Frances Belle-Parker, Hobie Porter, Rachel Stone, Virginia Reid + Nicky McLaughlin and Anne Leon
CLIENT:
Health Infrastructure NSW



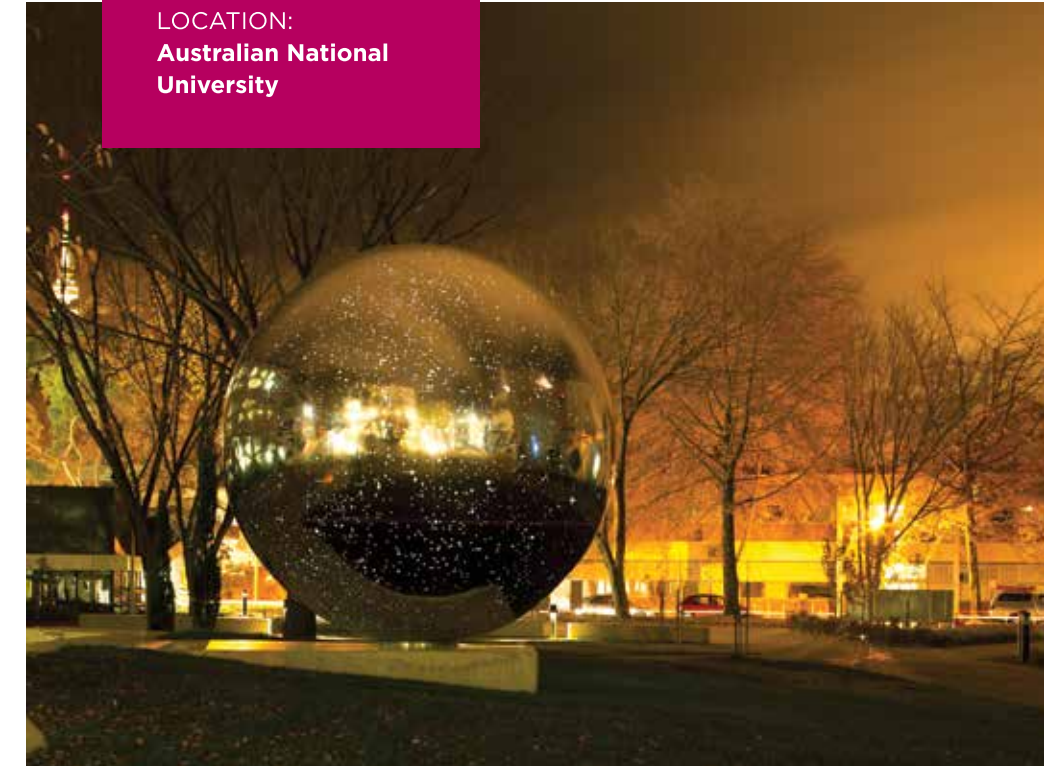
COMMUNITY ENGAGEMENT

Creative Road's expertise includes staging creative community engagement events. Our events are customised to each project and its needs – such as seeking community input into a public artwork or providing a forum for collaborative idea generation.

ARTIST:
**Wolfgang
Buttress (UK)**
CLIENT:
**Australian National
University**
MATERIAL:
**Stainless steel and
fibre optic**
DIMENSIONS:
4 x 4 x 4 m
LOCATION:
**Australian National
University**

ANU

Una is a stainless steel sculpture by UK artist Wolfgang Buttress commissioned for the new medical science precinct at the ANU in Canberra. The highly polished four metre diameter sphere features 9,000 laser and hand cut perforations which represent the stars visible to the naked eye in the Southern Hemisphere – laser cut according to their luminosity.



The magic of the sculpture is revealed once you look inside. Peering through the perforation of a single 'star' the viewer is suddenly captivated by a field of cosmic vision. The highly polished inner sphere reflects tiny rays of light filtering through the outer ball. Bouncing off the polished inner surfaces, the effect, at different times of the day, reveals a beautiful and entirely different universe.



Photos: Ben Wrigley & Samuel Townsend.
Produced in collaboration with M. Morrison



WINTERGARDEN

Jade Oakley's aim was to achieve a sense of lightness in *Wintergarden*, a dramatic mobile sculpture fabricated from acrylic, paint and steel and measuring 20m long.

The mobile's design echoes the splayed feathers of a bird's wing or the shape of vine, fern, water and shell through pattern, repetition and variation of form. Like interlocking birds wings the mobiles suggest ascent and through joyful colours and flamboyant composition they hint at celebration.



ARTIST:
Jade Oakley
CLIENT:
Lend Lease
MATERIAL:
Acrylic, paint and stainless steel
DIMENSIONS:
20 x 7 m
LOCATION:
1 O'Connell Street, Sydney





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