



12 Hassall St, Parramatta

Public Art Strategy

We acknowledge the traditional owners of the lands and the surrounds, the Barramattegal of the Darug Nation,

We acknowledge and honour the Ancestors and Elders of the Past, We honour the Elders that are Present and Those emerging Elders of the Future.

We acknowledge the stories and their traditions, and we create with a blessing over the lands, Water, Sky and winds that surround with heart to ensure to create beautiful outcomes for generations to come.

The Public Art Strategy has been developed in accordance to Parramatta Council Public Art Strategy

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Introduction

As part of the PTW award winning scheme for 12 Hassall Street Parramatta, FCAD have integrated the Public Art Strategy that has been developed that outlines the strategic approach to delivering interpretative public art.

This strategy outlines the context and principles that underpin the delivery of interpretative public art, and offers a framework to ensure it authentically contributes to reflecting and celebrating the rich stories of the site, the surrounding area and its people.

This document sets out a detailed and action-oriented approach for planning, implementing and delivering high-quality interpretative public art throughout the site.

Collaboration is central to the development of the Public Art Strategy. This includes collaboration between the heritage consultant, public domain designers, artists, local communities and stakeholders. This will include working with artists to think broadly about location, context and opportunities for integration with heritage interpretation.

‘It’s a hard conversation, there’s going to be every type of emotion, anger, hurt and intergenerational trauma, even tears. But it is a process, when you’re designing to ensure the healing voice comes through.’

Matt Fellingham
Artist -FCAD

“Warimi Gawi Bidja, Bayin Badu Nura”

“Hello, Come here – Cool Water”

Uncle James Carroll – Darug Elder - and Matt Fellingham

Bayin Badu Nura

Bayin Badu Nura, in the Darug language, means cool water country, which Hassell street is on and surrounded by. We have overlayed this into the narrative of the Landscape, Placemaking and wayfinding and strategy for this Public Art Document

What is interpretive public art?

Public art activates the imagination and encourages people to pay attention and perceive more deeply the environment they occupy. Public art stimulates learning and thought about art and society, about our interconnected lives, and about the social sphere as a whole.

Rather than simply stand alone without context, or designed as an element of beauty, interpretive public art authentically responds to the cultural heritage of the site.

It reflects the diversity of voices within the community and engages these diverse audiences through layered and relevant artwork that contributes significantly to the urban landscape.

The Hassell Street development has been thoughtfully designed through co-design with heritage overlays. This contributes to the overall layering of Cultural Heritage Story-telling that will help create an inclusive, cultural and social precinct.



Vision

Our vision is to create authentic narrative throughout the site, to ensure beautiful outcomes for future generation to come.

Our objective is to realise this vision, our objective is to develop an integrated approach to interpretive public art by;

1.

Connecting with Aboriginal concepts of place, being and knowing with reflection to Colonial Settlers and European History

2.

Providing a reflection of Parramatta's unique history, natural environment and culturally diverse communities

3.

Attracting audiences with landmark public art that becomes the heart of Hassell Street, Parramatta

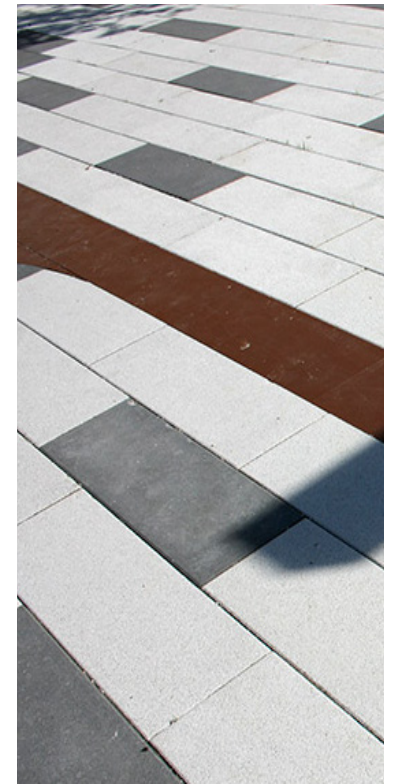
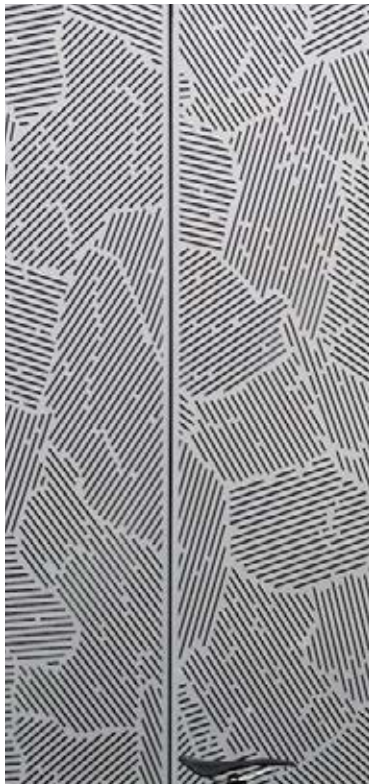
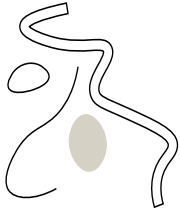
4.

Delivering public art that compliments the landscape and activates the site throughout the day and night



Public Art and Interpretation

Public Art and Interpretation



Guiding principles

The below guiding principles ensure there is a balance between the site, it's historical significance, and the local identity.

Our approach ensures that experiences of varying engagement levels are offered to a wide ranging audience.

Deliver meaningful and authentic interpretive public art that creates a sense of ownership, identity and civic pride.

Engage Parramatta's diverse Multicultural community with an inclusive and multi-layered approach to creative placemaking.

Encourage re-use of materials from the site. Materials to be robust and sustainable where possible

Engage with Aboriginal history, identity and culture; supporting Aboriginal visibility and celebrating Aboriginal knowledge and story, with .Colonial and First Settler History.

Ensure that the interpretative public art is of the highest quality and design standard to establish a vibrant civic space with iconic artwork and experiences.

The site

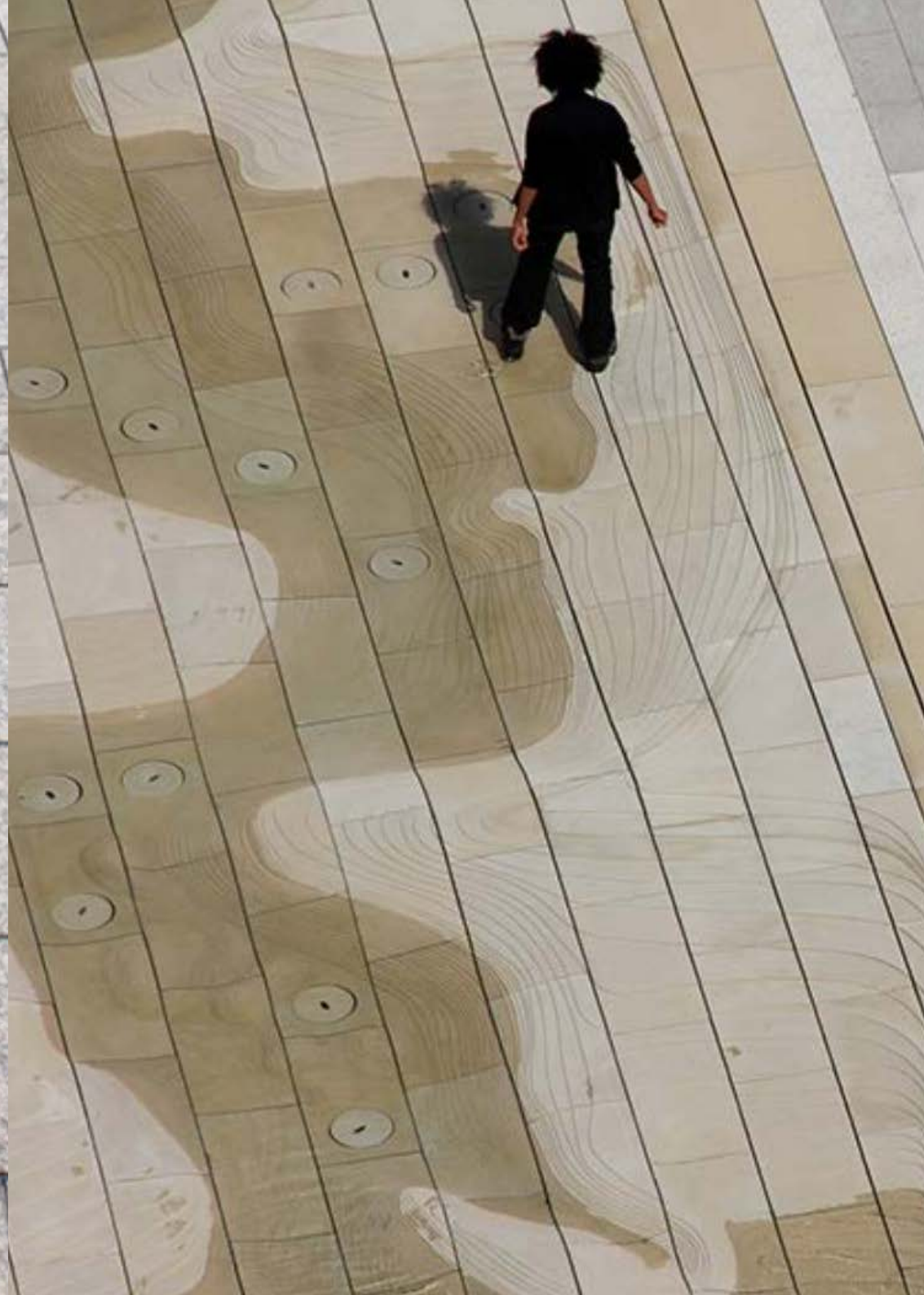
To ensure the interpretive public art responds to the site, it is important to understand the various factors that have shaped its development and surrounding area.

12 Hassall Street is located in the heart of Parramatta's CBD, a short walk from Parramatta Square and only 500 metres south of Parramatta River. Charles Street to the west and Harris Street to the south are the closest intersecting streets.

The implementation of a city-wide framework includes major public development and ultimate evolution of the city. This includes development of Parramatta Square, Parramatta Light Rail, the Metro and the Parramatta River foreshore. The site, nestled amongst a rich tapestry of public spaces and heritage commands considered integration back into the urban grid, established by the first European settlers. The new public domain will become the common ground to celebrate the land's history and bring it into the 21st century.

The vision for the site will be guided by the requirement for good physical connections to the wider urban environment. Cohesive pedestrian links between existing and developing social, cultural and educational facilities will be a focus to enhance the quality of urban life. And contribute to the city's aspirational social and economic growth.





Selection Criteria

The artworks will consider objective and desired outcome, budget, project scope, site limitations, technical requirements, and project management process.

Evaluation and approval of all artworks will be based on the following criteria:

- Relevance and appropriateness of the work to the context of its site
- Demonstrates through the artwork a grounded understanding of the site's significant cultural heritage layering over time
- Standards of excellence and innovation
- Integrity of the work
- The way in which people will experience, interpret and interact with the proposed artwork
- Consistency with current planning, heritage and environmental policies and Plans of Management
- Consideration of public safety and the public's access to and use of the public domain
- Consideration of maintenance and durability requirements

Potential public art opportunities

There are many potential opportunities for the fusion of cultural contemporary artwork throughout the Hassell Street project in both the public and residential thoroughfare, including potentially contemporary lighting sculpture.



Cundall, Burra Burawa Birrung Gili -
(Source: Matt Fellingham (FCAD & Cundall))

Potential public art locations

Public Art and Interpretation

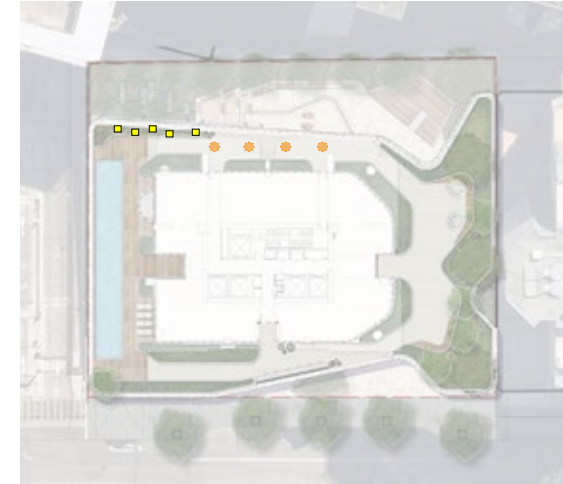
Public Domain and Level 4

Public Domain



Public art opportunities in the public and private domain to be read in conjunction with public art strategy and developed at DD phase

Level 4



- Paving Art - Brass Inlay**
Inlay to reflect the Parramatta river course
- Paving Art - Welcome**
Inlay of Uncle Jims words "Warimi Gawi Bidja, Bayin Badu Nura" which means "Hello, come here to cool water country"

- Feature Wall**
Green wall with incorporated perforated design installations
- Feature lighting as Art**
- Bee homes**

Artist brief

The artist's brief will contain the following items:

- the site brief
- a thematic framework to respond to specific themes and subjects
- a maximum budget per artwork
- preferred materials, fabrication and installation requirements if this is relevant
- artist selection criteria
- project management information
- timeframes
- lifespan of artwork and maintenance

Artwork Welcome inlay



Paving Art - Brass Inlay

Inlay to reflect the
Parramatta river course

Paving Art - Welcome

Inlay of Uncle Jims words
"Warimi Gawi Bidja, Bayin Badu
Nura" which means "Hello, come
here to cool water country"

ARTWORK BRIEF

Using the words from Uncle James Carroll
Welcome to cool water country. It should
correspond with topography of the river.

SPECIFIC THEME

Cool water country

BUDGET

Estimate \$150k

MATERIALS

Brass/copper inlay

DELIVERY REQUIREMENTS

Schedule TBC once DA has been lodged. The
delivery should not exceed 2024 to the schedule
of Gurner and the building stages.

LIFESPAN & MAINTENANCE

10 year lifespan

Materials robust to weather and foot traffic

Artwork Welcome inlay

Reference



Artwork Feature wall



Feature Wall
Green wall with incorporated
perforated design installations

ARTWORK BRIEF

The continuing narrative of underwater beauty and reflection of the Parramatta River and the constellation of stars and the journey of the Barramatigal.

SPECIFIC THEME

Cool water country, Metal , LED lighting backlit

BUDGET

Estimate \$250k

MATERIALS

Corten/metal

DELIVERY REQUIREMENTS

Schedule TBC once DA has been lodged. The delivery should not exceed 2024 to the schedule of Gurner and the building stages.

LIFESPAN & MAINTENANCE

10 year lifespan & 5 year international warranty of lighting - IK10, IP65+ RGBW
Materials robust to weather and foot traffic

Artwork Feature wall

Reference



Artwork



Artwork

Feature lighting -Ground & Level 4



 Feature lighting as Art

ARTWORK BRIEF

Projection lighting artwork and narrative to fit in with the narrative of Bayin Badu Nura and the beauty of Burratagl River to sit in with underwater and water project and duality.

SPECIFIC THEME

Cool water country

BUDGET

Allowance of 10 pieces of lighting \$3,500 each
Artwork to be confirmed allowance \$10,000

MATERIALS

GOBO Projection Lighting

DELIVERY REQUIREMENTS

Schedule TBC once DA has been lodged. The delivery should not exceed 2024 to the schedule of Gurner and the building stages.

LIFESPAN & MAINTENANCE

Lighting 5 year international warranty / RGBW 22W

Materials robust to weather , IP20 / IK10

Artwork Feature lighting

Reference



Artwork

Ground Floor public realm - NUWI



● Nuwi

ARTWORK BRIEF

Narrative around the Nuwi (Canoe). Light installation with references of the canoe. Homage to the Barramattagal that led colonists to the fertile soils of the Durag nation.

SPECIFIC THEME

Cool water country

BUDGET

Estimate \$200k

MATERIALS

Acrylic, Woven material, Fibreglass

DELIVERY REQUIREMENTS

Schedule TBC once DA has been lodged. The delivery should not exceed 2024 to the schedule of Gurner and the building stages.

LIFESPAN & MAINTENANCE

10 year lifespan

Materials robust to weather and foot traffic, suspended work resistant to Impact IK10, with IP65 / IK10 lighting RGBW

Artwork

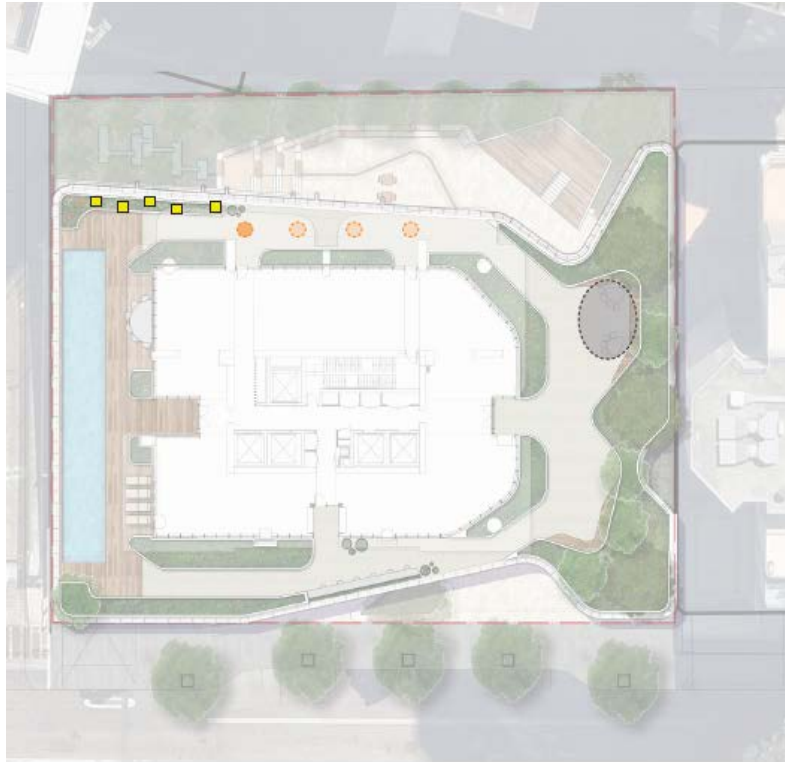
Ground Floor public realm

Reference



Artwork

Bee home - Level 4



 Bee homes

ARTWORK BRIEF

Beehives are to sustain life on level 4 with native non-stinging bees to pollinate the endemic flora and allowing the circle of life to continue.

SPECIFIC THEME

Native Bees sustaining the endemic species - these will home Native Sting-less bees

BUDGET

Estimate \$15k

MATERIALS

Cement / prefab

DELIVERY REQUIREMENTS

Schedule TBC once DA has been lodged. The delivery should not exceed 2024 to the schedule of Gurner and the building stages.

LIFESPAN & MAINTENANCE

10 year lifespan

Materials robust to weather and foot traffic

Artwork

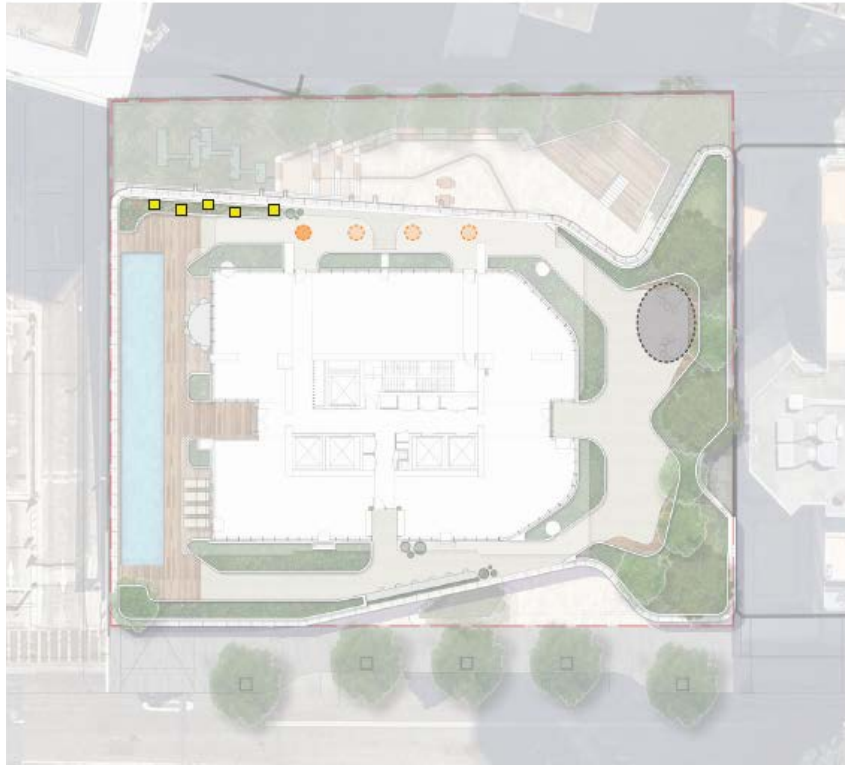
Bee home - Level 4

Reference



Artwork Shade Structure / Level 4

Level 4



Shade Element

To take inspiration from a native bee's spiral nest

ARTWORK BRIEF

Paying homage to the intricate patterning of the Native bee hive, paving and shade cover will replicate the patterning. This will become a place to sit, reflect and yarn together

SPECIFIC THEME

Cool water country / Bees and Hive

BUDGET

Estimate \$80K

MATERIALS

Cement / prefab / Steel and Paving

DELIVERY REQUIREMENTS

Schedule TBC once DA has been lodged. The delivery should not exceed 2024 to the schedule of Gurner and the building stages.

LIFESPAN & MAINTENANCE

10 year lifespan

Materials robust to weather and foot traffic

Artwork Shade Structure - Level 4

Reference



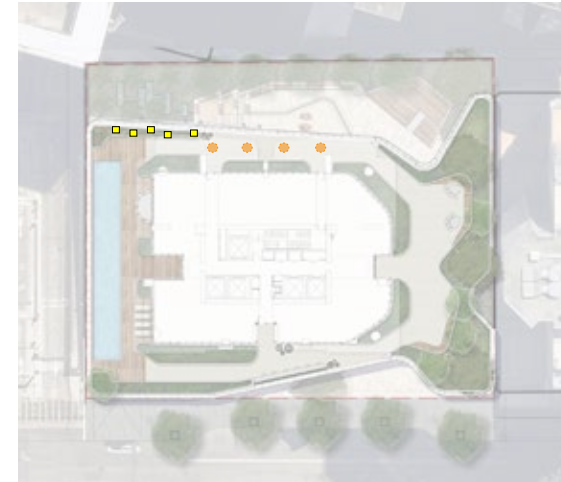
Wayfinding Throughout site / Signage

Public Domain



Public art opportunities in the public and private domain to be read in conjunction with public art strategy and developed at DD phase

Level 4



- **Paving Art - Brass Inlay**
Inlay to reflect the Parramatta river course
- **Feature Wall**
Green wall with incorporated perforated design installations
- - - **Paving Art - Welcome**
Inlay of Uncle Jims words "Warimi Gawi Bidja, Bayin Badu Nura" which means "Hello, come here to cool water country"
- **Feature lighting as Art**
- **Bee homes**

Wayfinding Throughout site / Signage



ARTWORK BRIEF

Signage as wayfinding and placemaking to overlay the site, to navigate and learn of the sites rich history. QR Codes will allow story telling of place and be able to be updated as required.

SPECIFIC THEME

Signage, Wayfinding and exploration of site

BUDGET

Estimate \$70K

MATERIALS

Copper Printed signage overlay onto facades and steel structures

DELIVERY REQUIREMENTS

Schedule TBC once DA has been lodged. The delivery should not exceed 2024 to the schedule of Gurner and the building stages.

LIFESPAN & MAINTENANCE

10 year lifespan

Materials robust to weather and foot traffic

Procurement & Implementation

To aid the selection of artist/s and artworks to be commissioned, FCAD will be a part of the team to design and implement the artwork.

The artist/s will work with the project's selected design team to undertake detailed design and the delivery of the work.

A selection criteria will be developed during the detailed design phase, but ideally should meet the below criteria:

- Locally based
- Representative of equity, diversity and inclusion
- Comfortable with the vision and principles of the project.

Artworks depicting Aboriginal story, motifs and/or themes are to be developed in collaboration with local Aboriginal knowledge holders.

Implementation

The design development of permanent public art work will take into consideration sustainability principles in their design, construction and ongoing maintenance. While the work will have a high visual impact in the public domain, it should be constructed to ensure that it requires minimal protection and maintenance.

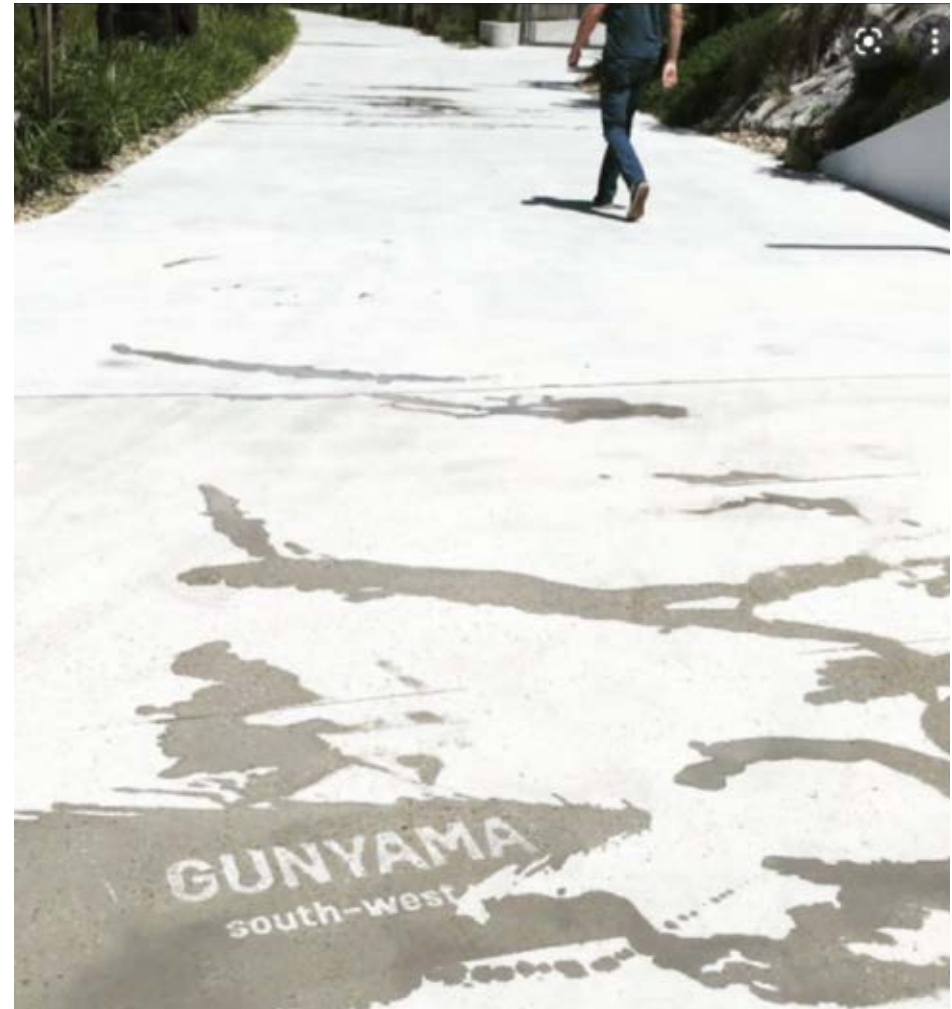
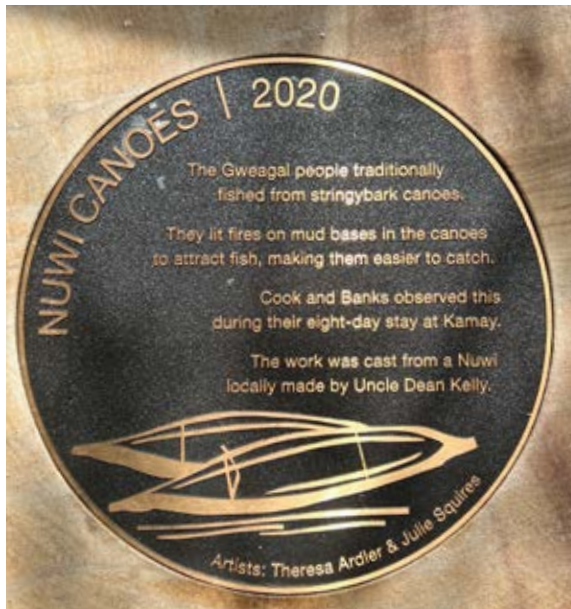
Budget & Maintenance

Budget

The budget for the public art work in the proposed public forecourt of Hassell Street is 0.5% of total construction costs at \$155 million. Total public art budget is therefore \$775,000.

Maintenance

Ongoing management of interpretive public art on the site will be developed in collaboration with Gurner.



Conclusion

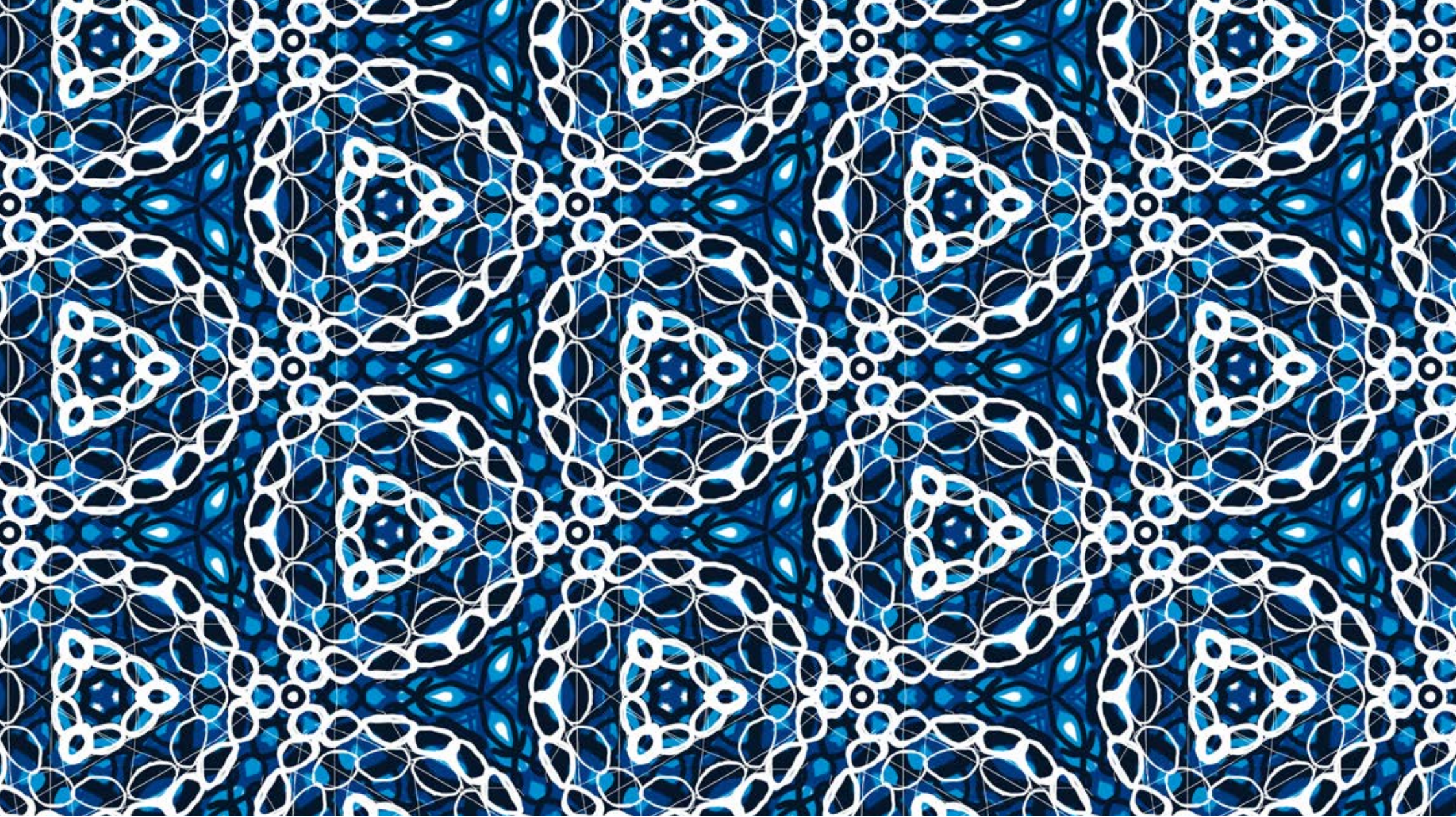
Together with the architecture and landscape, Aboriginal Co-Design and Heritage Interpretation, the Public Art will ensure the importance of the Hassell Street site's context and provide an exciting opportunity to connect with the existing cultural landscape of Parramatta City.

Interpretive public art is essential to tell the stories of people and place. It will provide an interesting, stimulating, accessible and holistic approach to storytelling, contributing to the overall visitor experience.

Interpretive public art will enhance the built form of Hassell Street and provide a sense of place that will provide a destination for visitors and residents of 12 Hassell Street.

Interpretive public art throughout Hassell Street will provide;

- opportunity for Aboriginal artists to tell their stories and the importance and connection to the land
- locals and visitors with relevant art that will generate pride, ownership and a sense of belonging
- new audiences with a multi-layered and accessible approach to storytelling that engages people of all ages and backgrounds
- unique and engaging stories of people and place that evoke discussion
- the public realm with attractive, safe and enjoyable spaces that are uniquely Parramatta



FCAD
Fellingham Consultancy and Design

curio
P R O J E C T S