



11 GIBBONS STREET, REDFERN

ART STRATEGY



INTRODUCTION

SGCH is proposing to develop 11 Gibbons Street, Redfern - an area that continues to hold great cultural significance for Aboriginal people and communities.

As part of the design excellence process SGCH have sought to incorporate the unique heritage and cultural values of the local Aboriginal community into the design of the building and its landscaping.

The process of identifying an experienced artist to work with is outlined in Artefact's report on the Integration of Aboriginal cultural heritage values (appended in the EIS).

The purpose of this document is to outline the:

- Art objectives for this project
- Art direction and location
- Methodology and timeline for delivery



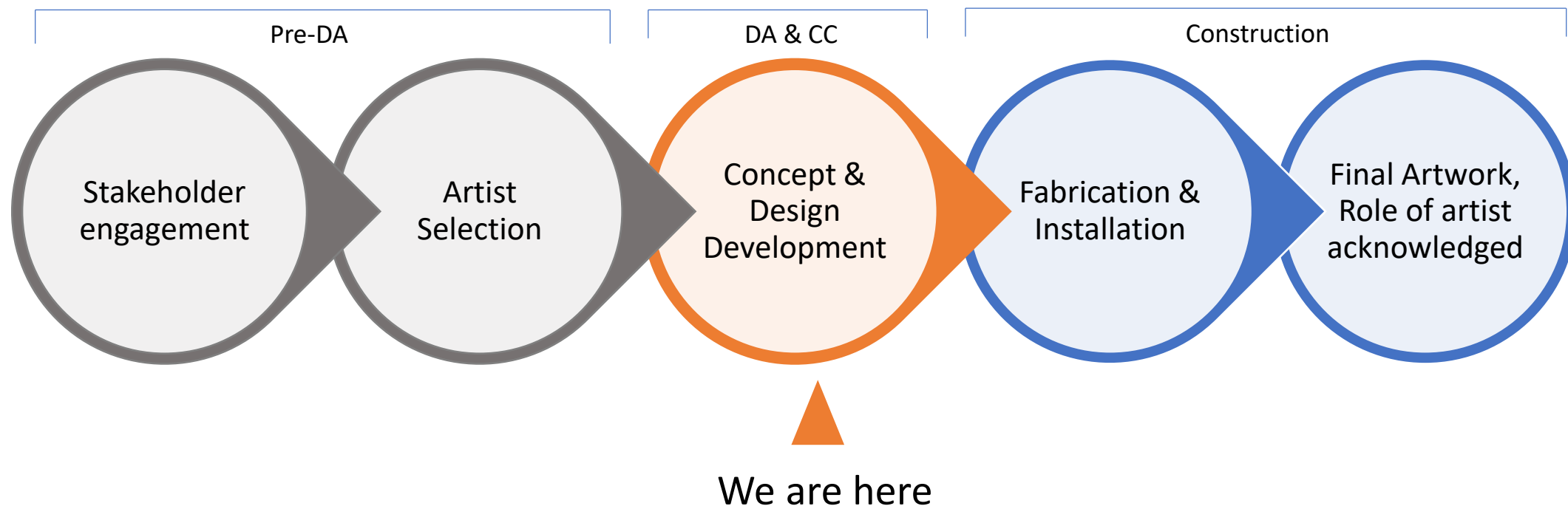
ART OBJECTIVES

- To respond to the Indigenous cultural heritage of Redfern and its locality
- To integrate art with architectural design & construction
- To be robust, durable and easy to maintain
- To activate the locality by making interactions with the street and public domain more enjoyable



ENGAGEMENT METHODOLOGY

Early engagement with key stakeholders including the NSW Government Architect and Metropolitan Aboriginal Land Council set the direction for art themes and outcomes for this project.



DESIGN THEMES & OBJECTIVES

Our **vision** is
'Great places for everyone'.

Our **purpose** is
'Connecting people to opportunity and collaboratively shaping great places through sustainable, safe and affordable housing'.

During our stakeholder engagement the key stories and themes that resonated with our vision and purpose were:

- The area is in a key position between the lands of three main groups - the Gadigal, Bidjigal and Wangal
- The area borders both wetlands and woodlands with an abundance of resources and water sources – a true meeting place
- The opportunity for the local community to reconnect with Redfern

Our design objectives for this project are to incorporate:

- A response to local Aboriginal culture and heritage through the design of the development
- Architectural/built design elements on ground level, where people are interacting with the building
- External surfaces which are visible and welcoming, with the objective of achieving connectivity with the community



ARTIST - JOE HURST



Boomali Aboriginal Artists Cooperative (Boomali).
Artist Joe Hurst.

Joe has completed commission pieces for the Department of Aboriginal Affairs (NSW Government), NSW Premiers Department and several set designs for TV stations as well as theatre companies, dance, drama and puppetry.

Project examples include the Sea of Hands for the Royal Botanical Park and many exhibitions both nationally and internationally.

Joe is a long time member of Boomalli Aboriginal Artists Co-operative.

SGCH is working with Joe Hurst, a multi-disciplined artist who works in design, construction, sculptures and painting.



CONCEPT DESIGN OUTCOME

We asked Joe Hurst to provide a range of concepts that show a connection between the culturally significant uses of the area, and the original landscape.

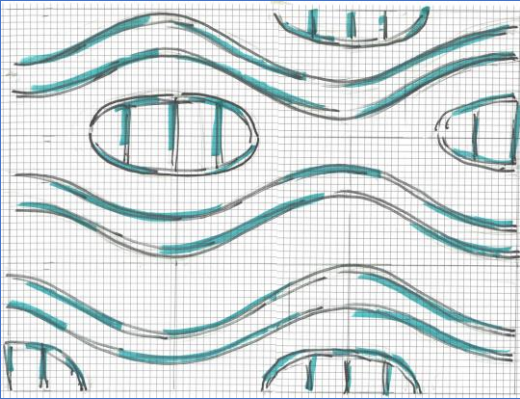
He focused on the importance of the waterways in the area, which borders both wetlands and woodlands. The area was abundant with natural resources and used by many groups in the past.

Joe's concepts were of a large scale, with abstracted design components that could be used on the facade and pavements.

The concept we have decided to progress to detailed design reflects the waterways and gathering activities of the past and this area as a meeting place.

This concept resonates with our objective of connecting with the local community and providing great places for everyone.

CONCEPT



Two integrated works are proposed based on the above concept to connect the development with its aboriginal cultural heritage and activate the locality, making interactions with the street and the public domain more enjoyable

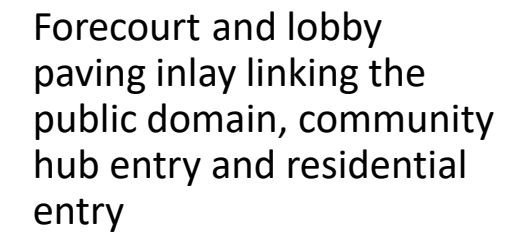


Location 1

Designed panels fixed to the soffit of the communal open space. Options being considered are laser cut metal sheeting. Potential back lighting also being explored

Location 2

Forecourt and lobby paving inlay linking the public domain and interior





DELIVERY PLAN

Stage	Milestone	Delivery Areas
DA	Art Strategy defined	Art direction and themes Stakeholder consultation Artist engagement Art concepts
Prior to CC	Detailed Art Plan	Detailed design of final concept with accompanying documentation of materials, finishes and construction methodology Documentation for fabrication Maintenance methodology (if required)
Construction	Fabrication and Install	Artwork installed on site
Occupation Certificate	Final inspection	Artwork handover