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ART

PRELIMINARY ART PLAN
T&P CHIMES DEVELOPMENT PTY LTD -
POTTS POINT
26TH DECEMBER 2026

PHAR

TIME&
PLACE

MACY

A celebration of Potts
Point's crafted
materiality, expressed
through the enduring
rhythm of the Art Deco
curve.

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Art Pharmacy is a full service art and culture consultancy implementing creative projects for the public, corporate and private sectors.

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EXECUTIVE SUMMARY

ART PHARMACY IS ONE OF AUSTRALIA'S LEADING ART CONSULTANCIES IMPLEMENTING CREATIVE VISIONS AND CULTURAL PROJECTS.

We engage and collaborate with local artists at all points in their careers, from emerging to established, to deliver bespoke creative projects. **As one of Australia's leading Arts and Culture consultancies**, we take diversity seriously, not just in our artists but also in the clients we choose to work with and the projects we take on. We provide an end-to-end service, working across the conceptualisation, development and delivery of projects.

Throughout this process, consultation and communication are at the core of our practice. At every step, we work closely with our clients to ensure that their needs and ambitions are understood. Based on our expert knowledge, we aim to empower our clients to take bold and informed decisions to collaboratively implement **unique, innovative and impactful creative visions**. We believe in the importance of site-specificity and locality, and deliver projects in correspondence with the community and location's unique attributes.

As independent consultants, we source and collaborate with contemporary artists on custom commissions, tailored specifically for the projects. We pride ourselves in taking a holistic approach to all projects and translate our clients' visions into artists' creative solutions.

Some of our partners include Place Management NSW, Dexus, Deloitte, Goodman, Parramatta City Council, Roads and Maritime Services, City of Sydney, GPT Group, Lendlease, Transport NSW and more. Recently Art Pharmacy have been working with our partners and First Nations consultants to create an **'Indigenous Protocols for Engagement Guidelines'** document and we are currently compiling a **Reconciliation Action Plan** that will be employed to effect a social and cultural outcome in Public Art strategy, plans and activation, and on a national level.

Art Pharmacy is pleased to have been invited by T&P Chimes Development Pty Ltd to join the project team and to present this Art Strategy.

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(CH2)

PROJECT AND SITE OVERVIEW

- PROJECT OVERVIEW
- SITE OVERVIEW
- SITE HISTORY
- ARTS & CULTURE SNAPSHOT



STREET VIEW OF THE MACLEAY STREET ELEVATION RENDER



SITE LOCATION PLAN

THE CHIMES

PROJECT OVERVIEW

The Chimes is a new **16-storey residential development** in Potts Point by **T&P Chimes Development Pty Ltd**, comprising 44 apartments including 23 affordable dwellings, alongside ground-floor retail, communal amenity and landscaped open space. The project offers a significant opportunity to embed **integrated, place-responsive public art** that speaks to the cultural depth and architectural character of Macleay Street.

This Public Art Strategy explores how artworks can enrich daily experience, create moments of connection and reflection, and contribute to the enduring creative identity of Potts Point. Grounded in the **City of Sydney’s design excellence principles**, the strategy seeks to cultivate **a meaningful dialogue between art, architecture and landscape**.

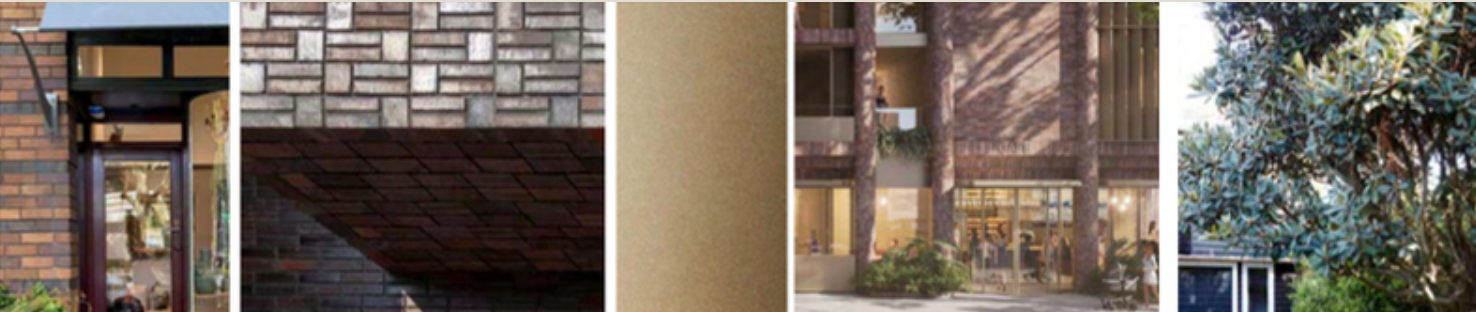
SITE OVERVIEW

Situated at **45–53 Macleay Street**, the site sits within one of Sydney’s **most vibrant and culturally layered neighbourhoods**, defined by its Art Deco heritage, intimate village character and proximity to the harbour, Woolloomooloo and Elizabeth Bay. The local landscape of cafés, small bars, theatres and boutique retail shapes a precinct with a strong sense of identity.

The landscape design introduces **endemic planting** and a lush, textured palette anchored by **Livistona australis**. Deep soil opportunities and organic pathways support an **immersive garden environment** that remains refined, open and visually permeable, reinforcing safety and creating a sense of quiet retreat within the urban setting.



STREET VIEW OF THE MACLEAY STREET ELEVATION RENDER



KHA DESIGN PROPOSAL

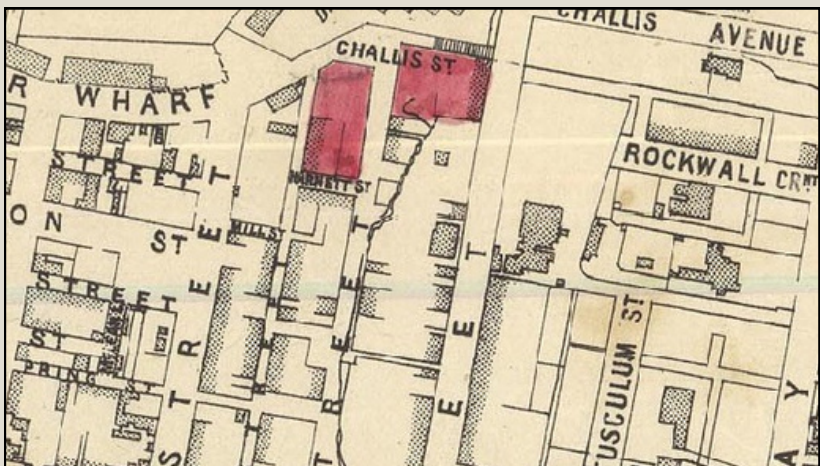
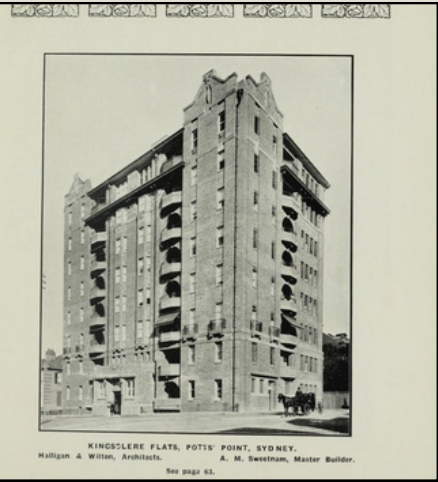
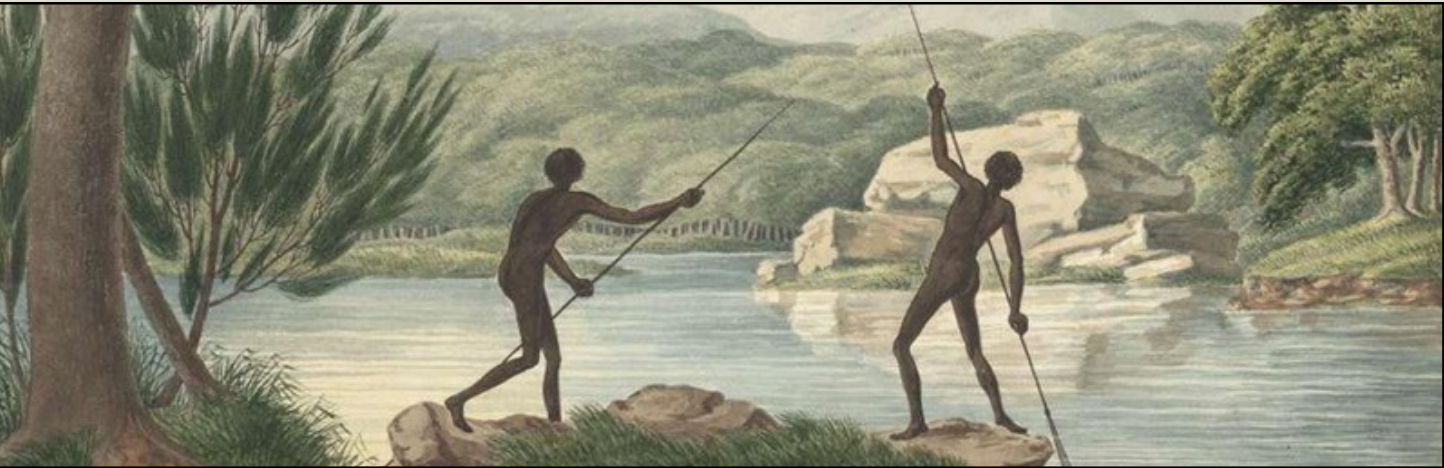
THE CHIMES

DESIGN OVERVIEW

The architectural vision is shaped by a **strong sense of place**, drawing from the rich material and cultural history of Potts Point. A **finely crafted brick podium, integrated with planting** and **bronze detailing**, grounds the building in the established character of Macleay Street.

Above the podium, a **glazed terracotta tower** rises in gently stepped, curved forms that reference the area’s **Art Deco heritage**. **Vertical fins** frame views, support privacy and introduce a refined rhythm across the façade. A dedicated **amenities level**, surrounded by lush planting, provides a garden, pool and gym that strengthen the building’s connection to landscape and wellbeing.

The design draws from two key local characters: **dark, detailed masonry buildings** and **light, reflective Art Deco and contemporary forms**. These complementary conditions shape the architectural response and establish a meaningful foundation for integrated, site-specific public art that enriches the identity of the development and its relationship to Potts Point.



SITE HISTORY

FIRST NATIONS HISTORY

The site of 45–53 Macleay Street sits on a sandstone ridge that extends into what is now Sydney Harbour, characterised by a mixture of sandstone and silty soils. This area forms part of the traditional lands of the **Gadigal people of the Eora Nation**, who lived along the harbour foreshores for thousands of generations. Country here provided abundant food, access to the shoreline, and pathways across the ridgeline. The broader Potts Point precinct contains multiple known archaeological sites, reflecting its long-standing cultural significance prior to colonisation.

COLONIAL HISTORY

With European settlement, Potts Point underwent rapid transformation. In 1828, **Governor Ralph Darling** established what is considered Australia’s first deliberately planned suburb, granting large parcels of land to Sydney’s military and administrative elite. **Grand Georgian villas** - such as Rockwall and Tusculum - were built along the ridge, taking advantage of the elevated harbour views.

Throughout the late 19th century, these estates were progressively subdivided as the area urbanised and new streets and retaining walls reshaped the **natural sandstone topography**.

IMAGE:

- 1. THE GADIGAL PEOPLE, EORA COUNTRY
- 2. KINGSCLERE FLATS, POTTS POINT 1912
- 3. MINERVA THEATRE OPENING, 1939
- 4. POTTS POINT NSW, 1880
- 5. POTTS POINT MAP, 1903

SITE HISTORY



EARLY 20TH CENTURY TRANSFORMATION

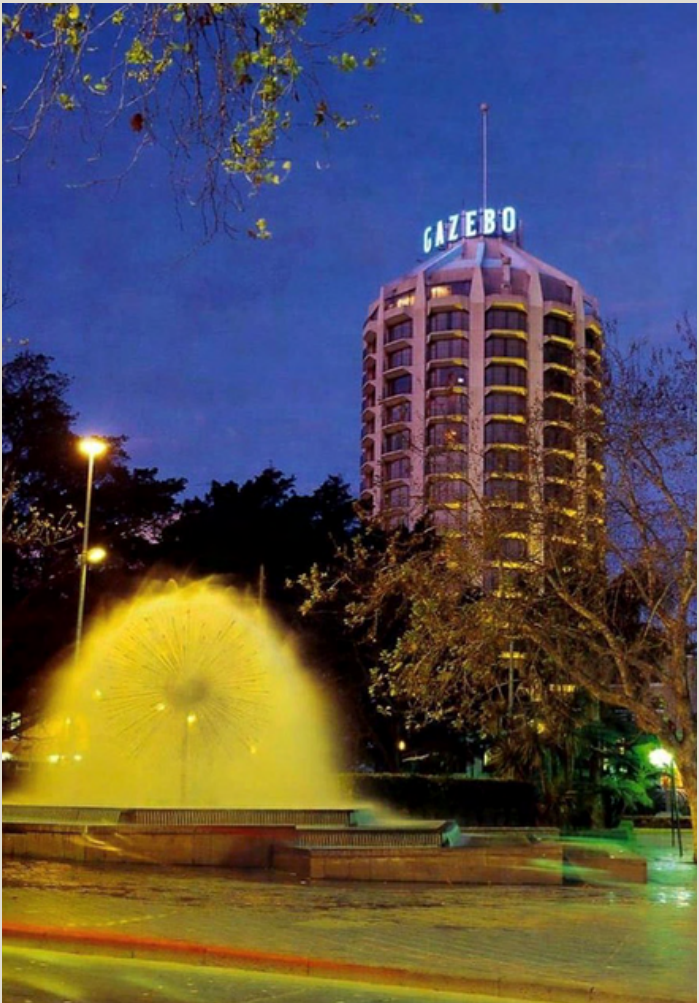
In the early 20th century, the large harbour estates of Potts Point were progressively subdivided as the suburb shifted toward a new model of urban living. This period saw the emergence of some of Australia’s earliest Art Deco and Interwar apartment buildings, defined by **curved forms**, **crafted brickwork** and **fine metal detailing**. These buildings established much of the character that still shapes Macleay Street today.

Through the mid-century, Potts Point became a centre for **creativity**, **nightlife** and **cultural experimentation**. Galleries, restaurants and public artworks contributed to a lively urban atmosphere that attracted artists, performers and diverse communities. The area developed a reputation for social energy and **architectural sophistication**, blending historic layers with an evolving cultural identity.

Today, Potts Point reflects this rich progression from First Nations Country to colonial estates to early apartment living, forming one of Sydney’s most distinctive and culturally layered neighbourhoods.

IMAGE:

- 1. 1965 - MURALS BY JOHN OLSEN AT THE TERRY CLUNE GALLERY, 59 MACLEAY STREET.
- 2. 1960 - MISS K. OWENS, A PRIVATE EYE PICTURED IN VARIOUS SPOTS AROUND KINGS CROSS.
- 3. EL ALAMEIN FOUNTAIN & FITZROY GARDENS.
- 4. 1970 - DETAILS OF A VACANT ELIZABETH BAY HOUSE
- 5. 1940S - INTERIORS OF THE BOULEVARDE RESTAURANT AT 50 MACLEAY STREET, POTTS POINT.



ARTS & CULTURE SNAPSHOT

A VIBRANT HUB OF GALLERIES, THEATRE AND PUBLIC ART

Potts Point sits within one of Sydney’s most creatively active precincts, surrounded by major arts institutions, independent theatres and iconic public artworks. Nearby in Darlinghurst, the **National Art School** brings a steady presence of emerging artists, while the **Griffin Theatre Company** and the **Old Fitz Theatre** showcase new Australian writing, local performers and contemporary theatre.

A short walk away, the **Art Gallery of New South Wales** anchors the area with world-class exhibitions spanning Australian, First Nations, Asian, European and contemporary art. Its programs draw audiences from across the city and reinforce the neighbourhood’s strong cultural identity.

Potts Point is also home to several significant artworks and heritage sites. The **El Alamein Fountain**, affectionately known as the “dandelion,” remains one of the most recognisable landmarks in Kings Cross. On Macleay Street, the iconic **Yellow House** reflects the area’s artistic legacy, once housing artists such as Brett Whiteley and Martin Sharp. Today it continues its creative life as a gallery and restaurant, featuring a major commissioned artwork by **Matthew Johnson**.

Together, these cultural spaces and public artworks help define Potts Point as a neighbourhood rich in creativity, history and ongoing artistic expression.

IMAGE:

- 1. MINERVA THEATRE
- 2. EL ALAMEIN FOUNTAIN
- 3. BRETT WHITELEY MATCHSTICKS
- 4. ELIZABETH BAY HOUSE
- 5. ART GALLERY OF NEW SOUTH WALES



(CH3)

CURATORIAL APPROACH

- PUBLIC ART BEST PRACTICE
- COUNCIL GUIDELINES, POLICY AND OBJECTIVES
- CURATING WITH COUNTRY
- ART NARRATIVES
- ART OPPORTUNITIES

IMAGE:
ROCHELLE HALEY
NURSES' WALK
2021 FOR PLACE
MANAGEMENT NSW



PUBLIC ART BEST PRACTICE

WHAT MAKES MEANINGFUL AND EFFECTIVE PUBLIC ART?

Best practice for **T&P Chimes Development Pty Ltd** involves taking a **holistic and integrated methodology** that is in line with community values, historical appreciation and project objectives. At Art Pharmacy, we aim to assist developers in the delivery of quality artworks, accessible in public space that really add value to the community and are **in line with local government objectives**.

As part of this process, our best practice includes reviewing all relevant public art guidelines and policies, including the **Sydney Development Control Plan 2012 (Sydney DCP 2012)**, the **City of Sydney Public Art Policy**, and the **Interim Guidelines for Public Art in Private Developments**, to ensure the project meets the requirements of the **Concept SSDA consent condition**. We undertake a site analysis and collaborate closely with the architect to ensure objectives and placement are aligned before moving into developing the methodology for art placement, artist procurement and implementation. The most successful public art initiatives occur when all relevant project members are aligned on an overarching narrative that reflects council guidelines, placemaking objectives, community value, cultural sensitivity and historical significance.

THE ART NARRATIVE

An art narrative forms the grounding of the curatorial direction or theme for the artwork. It is site specific and informs the decision making around art, activates, and aids a consistent place identity while addressing and incorporating the relevant community and context appropriately. A narrative provides cues to the audience about their sense of belonging in the space, providing an overlay to a place that is rich in meaning and provides opportunities for **community engagement and participation**.

While the narrative is there for guidance we always encourage **First Nations artists to not be restricted** by this and to uncover their own version of the narrative or story of place and aid in this development. Taking into account all the contextual factors, including **local Council objectives, the findings from the site analysis and feedback from the community**, Art Pharmacy have proposed an art narrative for T&P Chimes Development Pty Ltd.

In order to ensure best practice is maintained when engaging First Nations consultants and artists, Art Pharmacy has a ‘Indigenous Protocols for Engagement’ policy which will be followed closely.

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CURATING WITH COUNTRY

INDIGENOUS PROTOCOLS FOR ENGAGEMENT

Within the policy is a **checklist to guide all consultative and collaborative initiatives**. These protocols are also in line with **City of Sydney Aboriginal and Torres Strait Islander protocols (2012)**, **Safe Work NSW** and any other important stakeholder guidelines. In Aboriginal and Torres Strait Islander culture, Country is more than a place; it is the core of identity that guides the culture physically, emotionally, spiritually, and socially. Public Art projects are fortunate to be working with artists to help preserve Country, while also recognising the role we all play in understanding, protecting, and maintaining all aspects of culture.

ALL PUBLIC ART PROJECTS SHOULD CONSIDER:

— RIGHTS TO INDIGENOUS CULTURAL AND INTELLECTUAL PROPERTY (ICIP)

Under **Article 31 of the United Nations Declaration on the Rights of Indigenous People**, which Australia has endorsed, affirms that:

“Indigenous peoples have the right to maintain, control, protect and develop their cultural heritage, traditional knowledge and traditional cultural expressions, as well as the manifestations of their sciences, technologies and cultures, including human and genetic resources, seeds, medicines, knowledge of the properties of fauna and flora, oral traditions, literatures, designs, sports and traditional games and visual and performing arts. They also have the right to maintain, control, protect and develop their intellectual property over such cultural heritage, traditional knowledge, and traditional cultural expressions.”

— RIGHTS TO CONSULTED ON AND APPROVE PROJECTS AFFECTING INDIGENOUS LANDS

Under **Article 32 of the United Nations Declaration on the Rights of Indigenous People**, which Australia has endorsed, affirms that:

“Indigenous peoples have the right to determine and develop priorities and strategies for the development or use of their lands or territories and other resources. States shall consult and cooperate in good faith with Indigenous peoples concerned through their own representative institutions in order to obtain their free and informed consent prior to the approval of any project affecting their lands or territories and other resources.”

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CURATORIAL PILLARS

CURATORIAL PILLARS

The curatorial pillars form the conceptual foundation for the public art approach at The Chimes. They distil the character of Potts Point into three interconnected lenses - **People, Place, and Form**.

PEOPLE

- COMMUNITY & BELONGING
- THRESHOLDS & TRANSITIONS
- CRAFT & MAKING

PLACE

- HERITAGE & CONTINUITY
- NATURE IN THE CITY
- URBAN INTIMACY

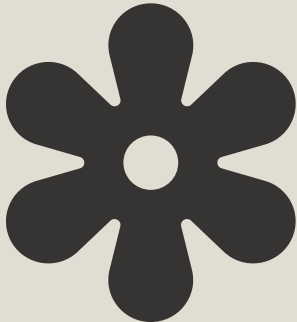
FORM

- ART DECO REIMAGINED
- MATERIAL HONESTY
- LIGHT & PERSPECTIVE

THEMATIC THREADS

THEMATIC THREADS

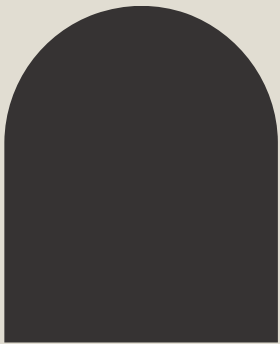
The thematic threads translate the pillars into tactile, visual concepts that guide the development of an **Art Narrative**. These threads express how artworks might engage with the site through form, material, and atmosphere.



BOTANICAL THRESHOLDS:

FOLIAGE, SHADOW + FORM CONVERSE

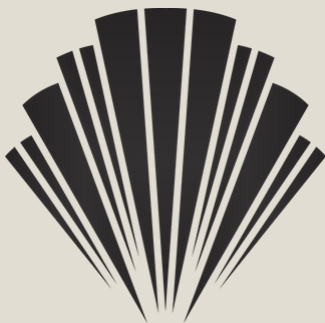
Exploring the interplay between architecture and landscape through shadow patterns, organic geometry and transitional spaces.



MATERIAL STORIES:

BRICK, BRONZE, TERRACOTTA + STONE

A grounding palette inspired by Potts Point’s masonry tradition and crafted architectural character.



ART DECO CURVE:

CURVE, RHYTHM, CRAFT

Drawing from the sculptural geometry and refined detailing of the precinct’s Art Deco legacy.

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(CH3)

CURATORIAL APPROACH

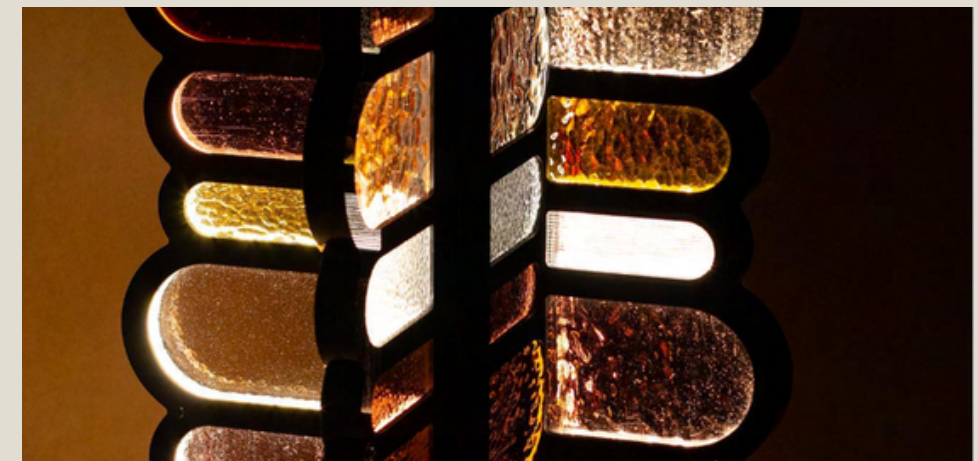
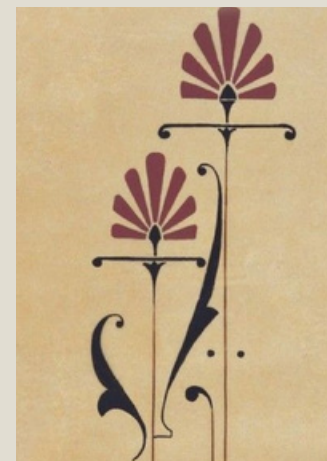
Curved Horizons listens to the quiet resonance of Potts Point, tracing the textures, histories and shifting light that give the neighbourhood its distinct character.



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ART NARRATIVE: CURVED HORIZONS (01)

CURVED HORIZONS

This public art vision gathers the area's layered memories and reimagines them within the architecture of The Chimes.

Drawing from the suburb's intimate streets, its sculptural Art Deco heritage and the warm play of harbour light across bronze, terracotta and brick, the artworks emerge as refined extensions of place. Their forms echo the tower's soft curvature, the crafted detail of the podium and the tactile richness of the surrounding landscape.

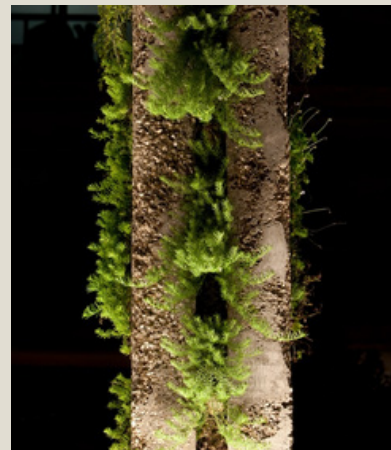
Material choices ground the work in memory, bronze with its enduring patina, terracotta with its earthy resonance, while contemporary sculptural gestures introduce a new rhythm to the streetscape. Gentle in presence yet rich in meaning, the artworks invite moments of pause, recognition and connection.

Holding the neighbourhood's past close while opening to a luminous new horizon, Curved Horizons shapes a sense of belonging for residents and visitors alike: a quiet echo of Potts Point, carried forward in curve and light.

(CH3)

CURATORIAL APPROACH

Verdant Passage weaves nature, material and movement together to soften the edge between city and landscape.



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ART NARRATIVE: VERDANT PASSAGE (02)

VERDANT PASSAGE

This public art vision is shaped by the living rhythms of the peninsula and the lush planting that defines The Chimes.

Drawing inspiration from the site's pre-colonial ecologies, the shadows of Livistona palms and the gentle geometries found in natural growth, the artworks emerge as subtle markers of transition. Their forms echo the organic curves of the tower and the layered texture of the gardens, using bronze, clay and stone to anchor each piece in the site's sensory landscape.

As light, seasons and time shift, the artworks respond, quietly alive within the communal spaces. Grounded, restorative and attuned to their surroundings, they guide people through the site with a sense of ease.

In this union of nature and architecture, the artworks cultivate a soft, welcoming environment, one that enriches daily life and offers a moment of connection at every threshold.

(CH3)

CURATORIAL APPROACH

ART OPPORTUNITIES - SUMMARY

 = ART OPPORTUNITIES


STREET VIEW OF THE MACLEAY STREET ELEVATION RENDER

ART OPPORTUNITIES

The precinct offers **four key exterior art opportunities**, each visible from street level and contributing to a cohesive, place-led identity. Together, these interventions have the potential to shape a memorable character for the precinct while enhancing the pedestrian experience.

OVERVIEW

- 01. INTEGRATED SOFFIT ARTWORK
- 02. FREESTANDING SCULPTURE / INTEGRATED FENCEWORK
- 03. INTEGRATED PAVING ARTWORK
- 04. ARCHITECTURAL FACADE INTEGRATION

(CH3)

CURATORIAL APPROACH



STREET VIEW OF THE MACLEAY STREET ELEVATION RENDER



GROUND FLOOR PLAN

ARTWORK OPPORTUNITIES

01. INTEGRATED SOFFIT ARTWORK

DESCRIPTION

A large-scale artwork integrated into the building soffit or undercroft. This highly visible location allows for a bold, site-specific installation that activates the entry threshold and strengthens the character of the precinct.

ARTWORK ROLE AND FUNCTION

- Create a sophisticated and welcoming arrival experience for tenants and visitors
- Offer opportunities for site-specific storytelling and cultural expression
- Complement and enhance the architectural design through integrated artistic treatment
- Support place identity and establish a memorable entry moment
- Introduce a sense of scale and refinement within the double-height entry space

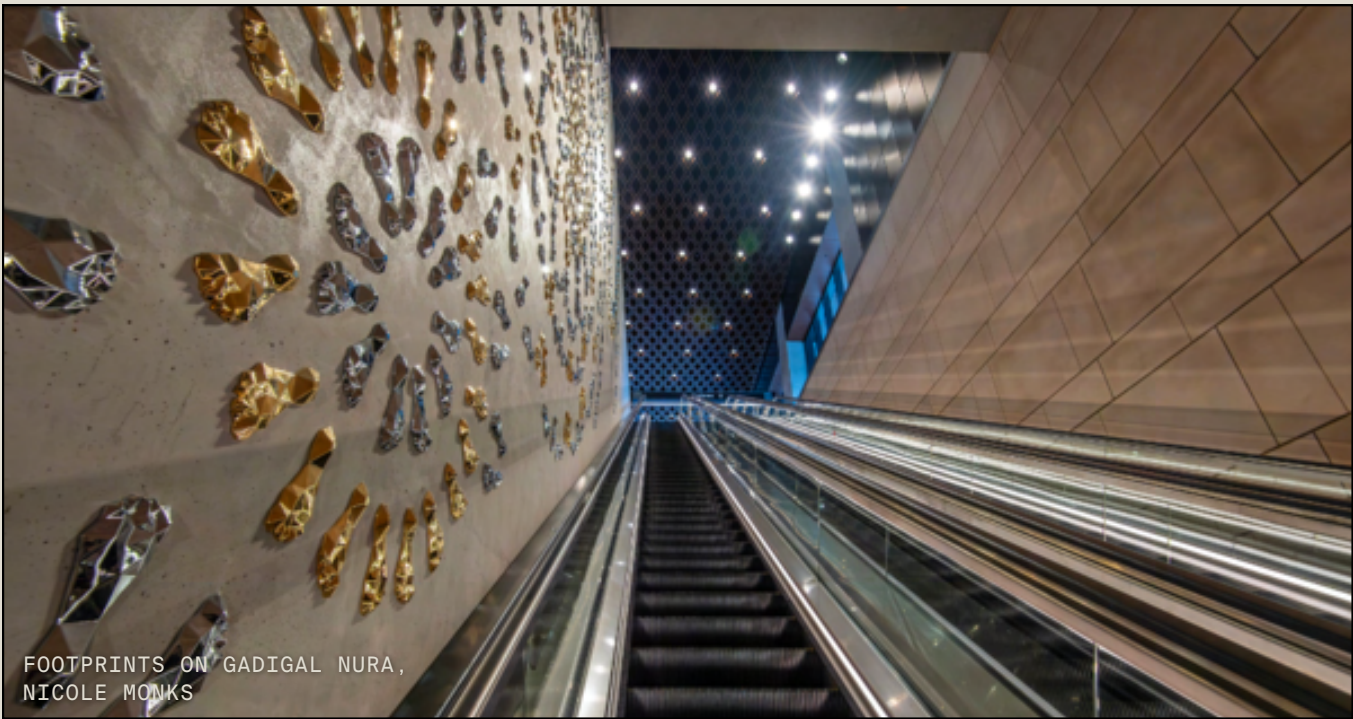
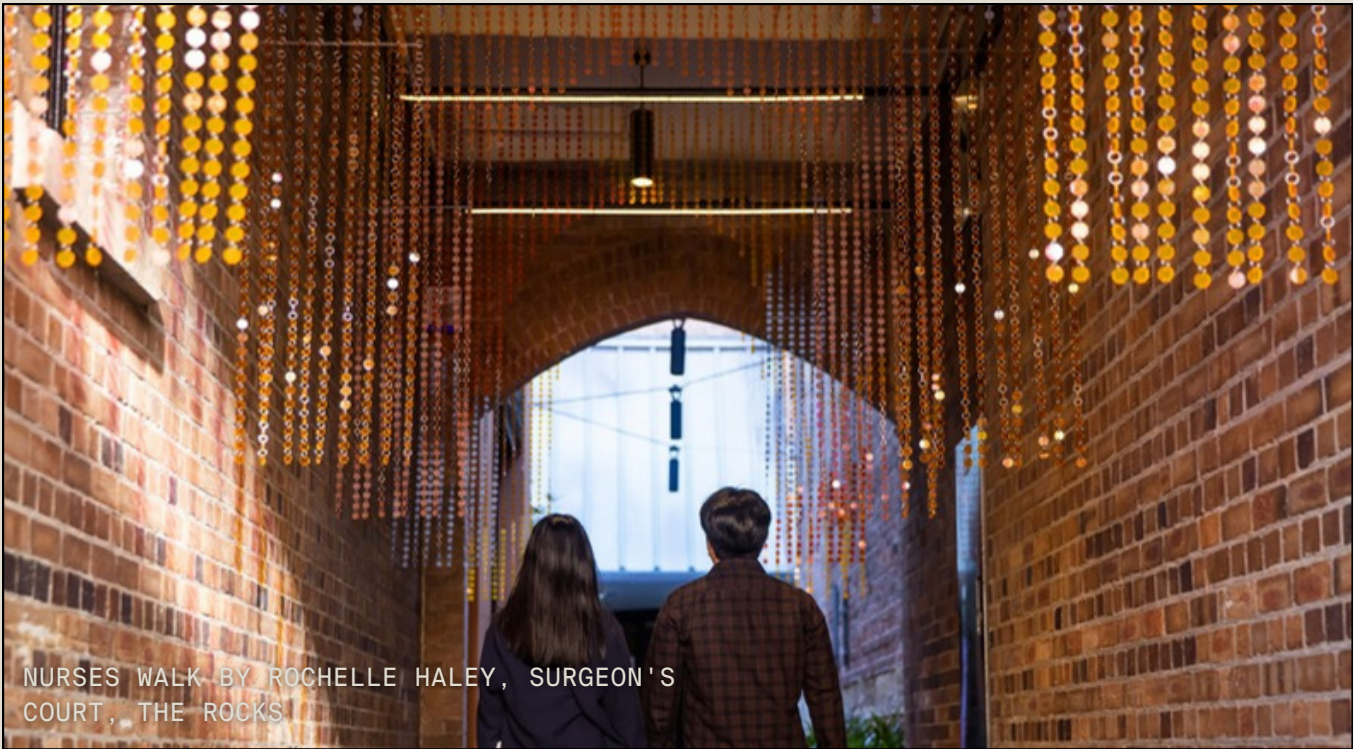
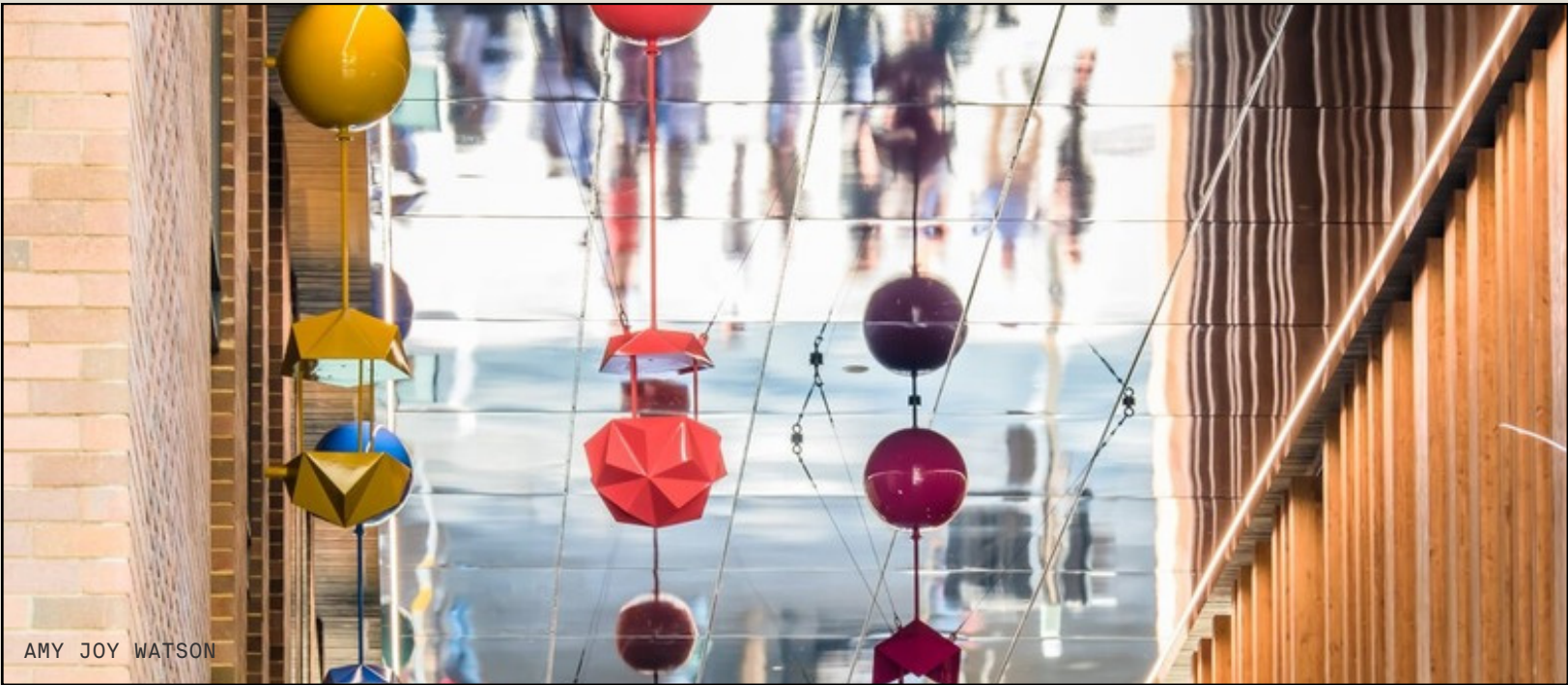
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01. INTEGRATED SOFFIT ARTWORK

BENCHMARKING

(CH3) CURATORIAL APPROACH



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(CH3)

CURATORIAL APPROACH



STREET VIEW OF THE MACLEAY STREET ELEVATION RENDER



GROUND FLOOR PLAN

ARTWORK OPPORTUNITIES

02A. FREESTANDING SCULPTURE

DESCRIPTION

A sculptural work embedded thoughtfully within landscape areas or garden zones. This piece may act as a signature artwork or character marker, creating a strong visual anchor for the precinct and inviting interaction.

ARTWORK ROLE AND FUNCTION

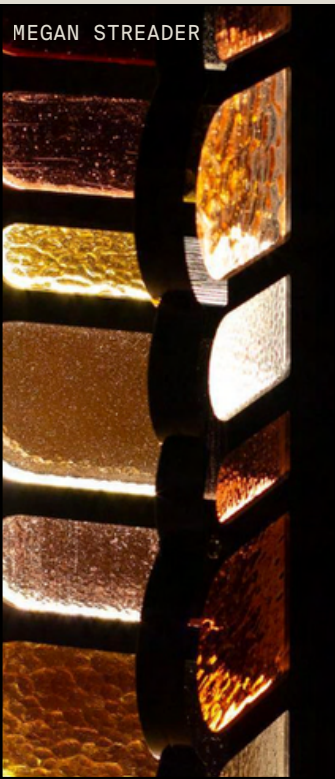
- Create an art journey that connects various parts of the precinct
- Offer moments of discovery that reveal themselves over time
- Encourage pause, interaction, and reflection within the public realm
- Extend or expand site narratives introduced elsewhere in the development
- Strengthen the overall creative identity of the precinct

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02A. FREESTANDING SCULPTURE BENCHMARKING

(CH3) CURATORIAL APPROACH



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(CH3)

CURATORIAL APPROACH



STREET VIEW OF THE MACLEAY STREET ELEVATION RENDER



GROUND FLOOR PLAN

ARTWORK OPPORTUNITIES

02B. INTEGRATED FENCING ARTWORK

DESCRIPTION

A perforated or patterned fence that incorporates artistic motifs into the boundary line. Using cut-out patterns, sculptural panels or layered metalwork, the fence becomes both functional and visually expressive, adding texture and detail to the precinct edges.

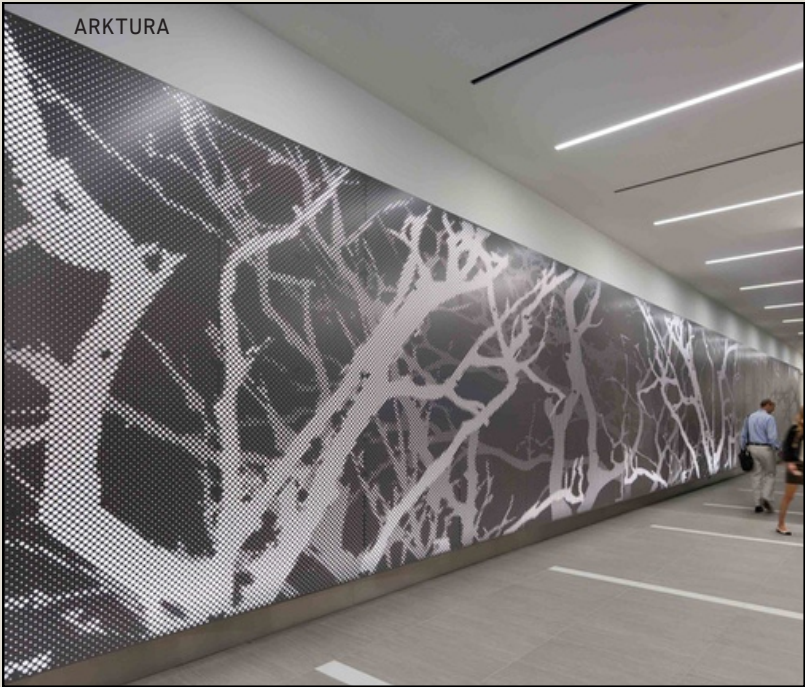
ARTWORK ROLE AND FUNCTION

- Provide a refined, visually engaging boundary
- Introduce Art Deco curves, geometric rhythm or crafted patterning
- Enhance transparency, safety and material coherence
- Add movement and interest through light and shadow play
- Extend the site's narrative through subtle, integrated detailing

(CH3)

CURATORIAL APPROACH

ARTWORK OPPORTUNITIES
02B. FENCING



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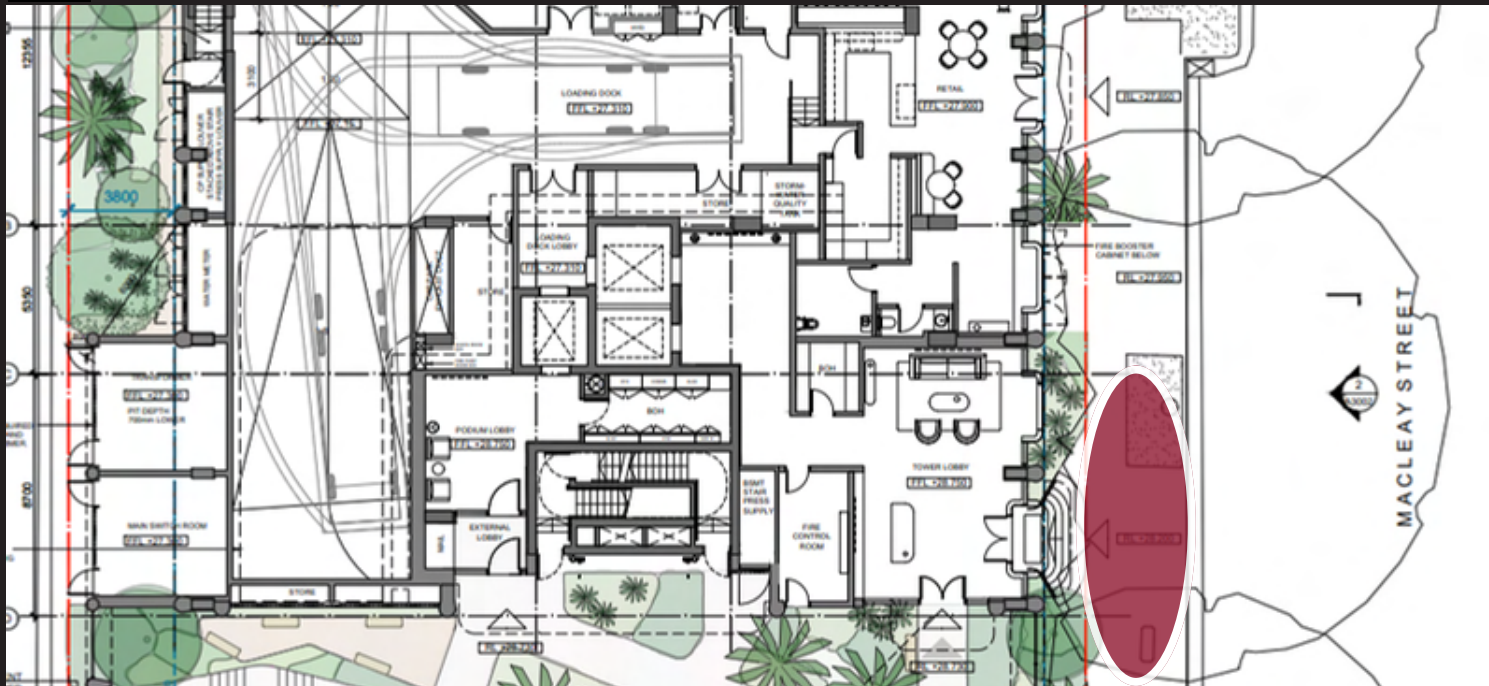
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(CH3)

CURATORIAL APPROACH



STREET VIEW OF THE MACLEAY STREET ELEVATION RENDER



GROUND FLOOR PLAN

A

ARTWORK OPPORTUNITIES

03. INTEGRATED PAVING ARTWORK

DESCRIPTION

An artwork incorporated directly into the ground plane through paving patterns, inlays or embedded materials. This creates a subtle, immersive experience that enriches pedestrian movement and contributes to wayfinding.

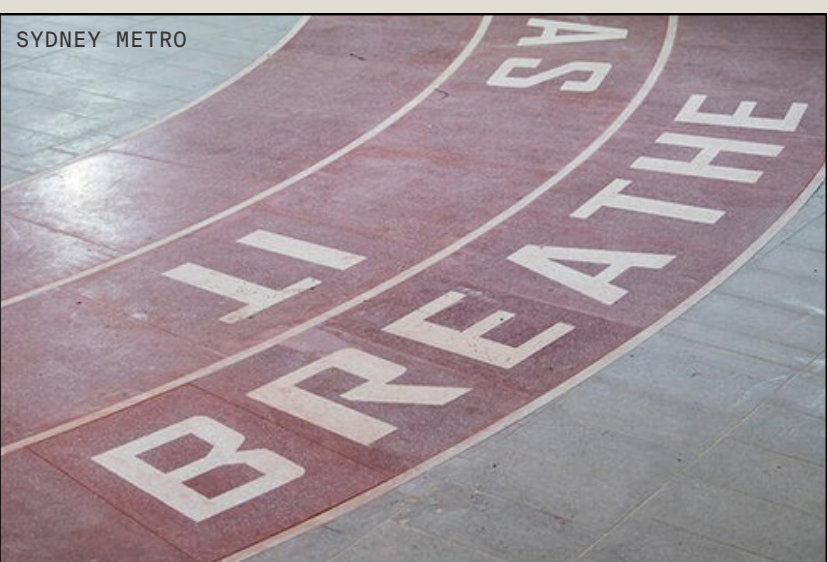
ARTWORK ROLE AND FUNCTION

- Extend the artist's concept across the site in a new and unexpected typology
- Create moments of surprise and delight along the pedestrian journey
- Embed cultural stories, histories or local narratives into the site fabric
- Encourage curiosity and interaction at the scale of the everyday

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03. INTEGRATED PAVING ARTWORK BENCHMARKING

(CH3) CURATORIAL APPROACH



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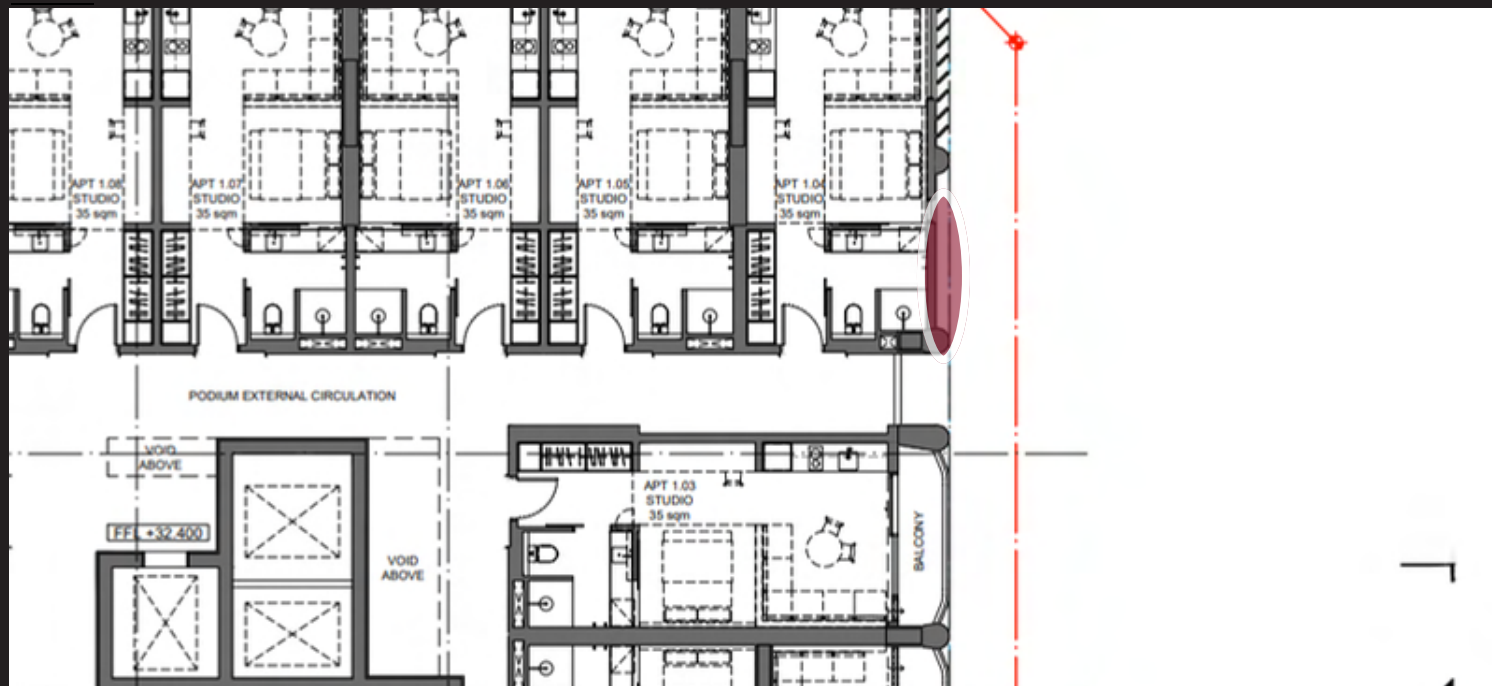
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(CH3)

CURATORIAL APPROACH



STREET VIEW OF THE MACLEAY STREET ELEVATION RENDER



FIRST FLOOR PLAN

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ARTWORK OPPORTUNITIES

04. ARCHITECTURAL FACADE INTEGRATION

DESCRIPTION

An artwork woven into the architecture through façade treatments, patterned screens, relief elements or integrated lighting. This approach ensures the creative expression becomes a permanent and durable component of the built form.

ARTWORK ROLE AND FUNCTION

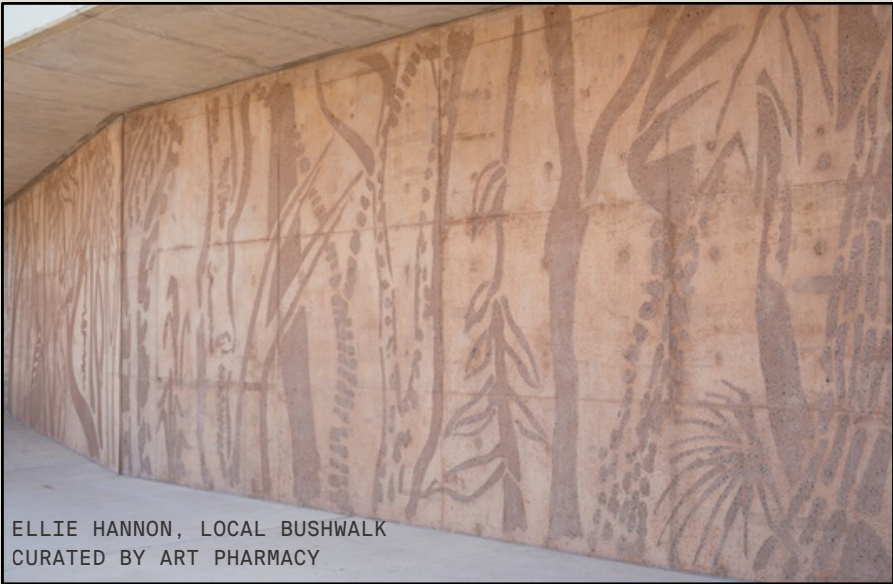
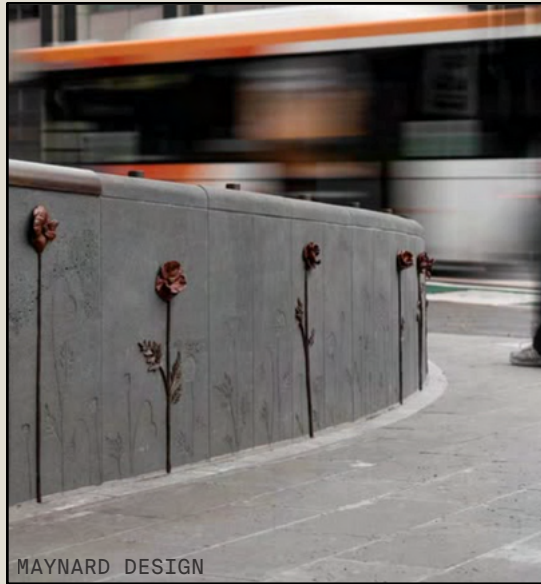
- Merge artistic expression with architecture for a cohesive design outcome
- Create a striking visual presence from the street
- Reinforce the precinct identity through materiality, texture and pattern
- Contribute to long-term placemaking through integrated, enduring design

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04. ARCHITECTURAL FACADE INTEGRATION

BENCHMARKING

(CH3) CURATORIAL APPROACH



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(CH4)

METHODOLOGY

- PROCESS OF ART PROCUREMENT
- EXTENDED ENGAGEMENT
- FUTURE MAINTENANCE

Art Pharmacy follow a series of strong processes for commissioning artists on projects.

METHODOLOGY

(1) STRATEGY, VISION, NARRATIVE

Based off the site analysis and the strategic goals of the development, Art Pharmacy curates an overarching theme for all artworks.

(2) LONG LIST

Following a comprehensive strategy, Art Pharmacy compiles a selection of qualified, local, price appropriate and suitable artists. These artists will be from a diverse range of backgrounds, from emerging to established, with strong ties to the local area.

(3) SHORT LIST

Following the presentation of the long list to the client, Art Pharmacy requests the client to provide a short list of artists from which to commission concepts for review and feedback.

(4) ARTIST BRIEF

Following the shortlist, an artist brief will be issued. This will include the art narrative and a description of the curatorial theme as well as any community and location insights.

(5) CONCEPT

The artist commissioned to provide high quality concepts, detailing the proposed size of the artwork, an artist statement, their response to the narrative, materials used and maintenance considerations.

(CH4)

METHODOLOGY

IMAGE:

BERNADETTE
MURRAY AND
VICTORIA
HEMPSTEAD
ETERNAL GAZE
2020

FOR DEXUS



BUDGET

An allocation equivalent to 1% of the overall development cost has been set aside by T&P Chimes Development Pty Ltd for the public art program for The Chimes, Potts Point.

BUDGET ALLOCATION TO ART

The allocated budget meets the **1% requirement for public art in private developments**. There is opportunity to increase this if the concept demands it and to work in collaboration with other budgets.

RELATIONSHIP OF PROGRAM TO BUDGET

The overall program and budget for art need to be developed in unison to one another.

At the design development stage, details such as **materials, fabrication, delivery and installation** will be confirmed. The artist's program for inclusion of art will need to be in keeping and aligned with the larger construction and design program. This is inclusive of aspects such as lighting, landscape architecture, architecture, interior design and wayfinding.

The art consultant should ensure that the artwork is considered at all levels of the project and that the art program aligns with the overall program of the build. This is done through full cooperation with all parties and should be a collaborative and transparent process.

IMAGE: PATRIZIA
BIONDI A MOMENT
IN TIME AND
MEMORY, 2024

PHOTOGRAPHY BY:
CLAIRE ARMSTRONG

FOR CHARTER
HALL: LIGHT
HORSE LOGISTICS
HUB



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FUTURE MAINTENANCE

MAINTENANCE

Upon completion of the Artwork, **Art Pharmacy in collaboration with the artist will provide a comprehensive maintenance and repair manual** including the below information, considerations specific to the artwork and the materials to use for touch ups. It is much more cost effective at the start of a project to **select materials that are designed to withstand the environment** and to begin a schedule of regular maintenance that can cost a fraction of a complete restoration.

In addition, a well maintained Artwork is less likely to be a target for vandalism. Regular inspections should be assigned to one or more parties. **Guidelines about who may make repairs should be defined**, and if it is not to be the artist, they should specify if the artist or their representative should be contacted for advice and / or permission.

OWNERSHIP AND ENGAGEMENT

With the **artist engaged through a comprehensive contract**, we set the dates for delivery, installation and / or production of the artwork and coordinate with on-site facilities management, site managers etc for the smooth implementation of the project. We complete **OH&S procedures** and confirm that the **artwork has been delivered as briefed and to a high quality**. Rectifications and adjustments are arranged by Art Pharmacy and made by the artist and/or other suppliers if required.

We protect clients and artists from issues related to **licensing, copyright and moral rights disputes** that might arise from the removal, relocation or repurposing of artwork through a clear artist contract, and guidance that is provided to the client if requested. The artist contract usually includes a requirement on the part of the artist to provide a maintenance manual. **A maintenance and handover package is always provided** with handover in order to best protect the work for future reference and uses. **Maintenance is best undertaken by suitable personnel** who have been briefed on the artwork and its requirements, materials and details.

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(CH5)

PROJECT PROGRAM

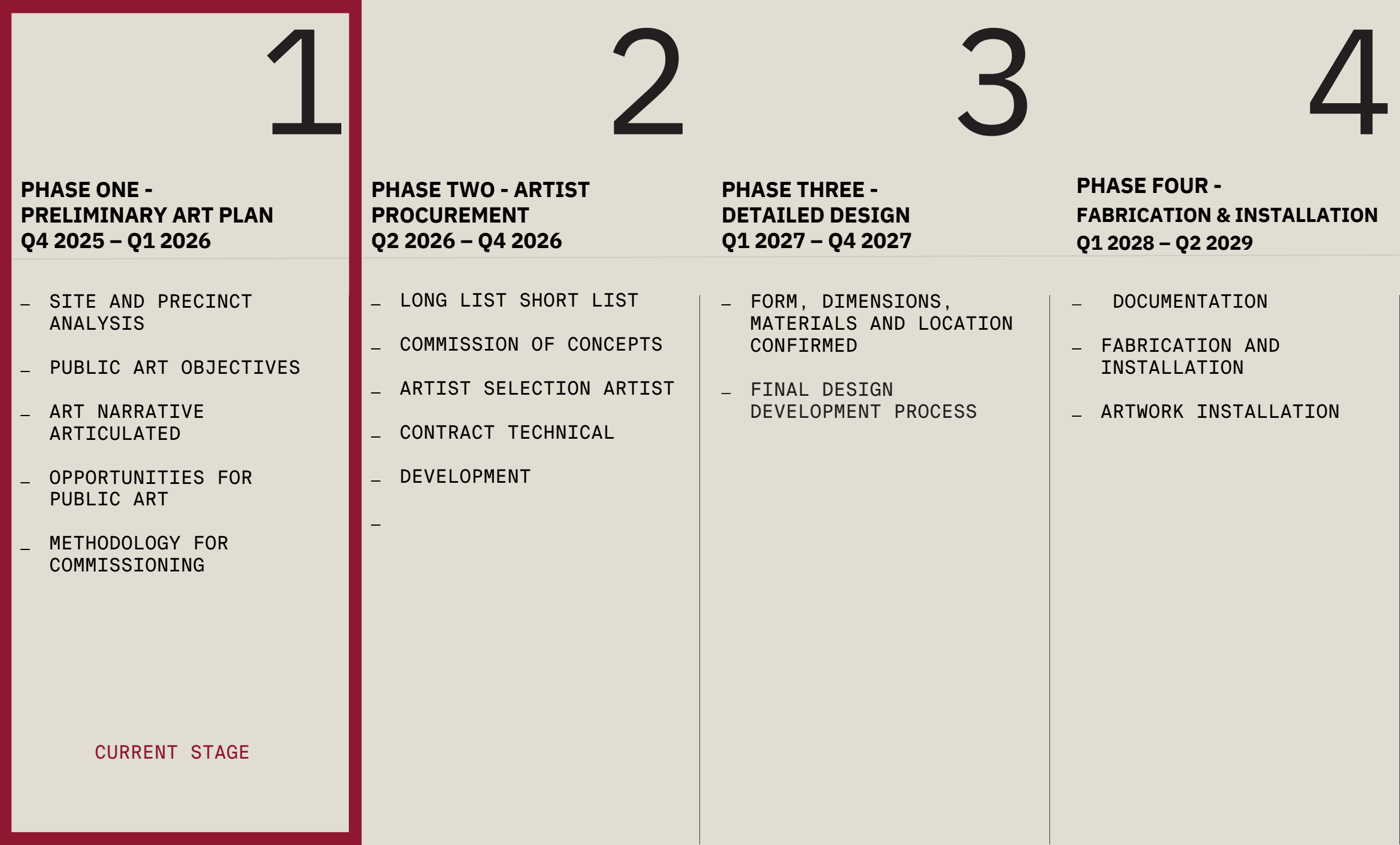
- PROCESS OF ART PROCUREMENT

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METHODOLOGY

PROCESS OF ART PROCUREMENT



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TIME& PLACE

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