

creative road + FULLERTON CREATIVE

Placemaking + Laneway Beautification
Lateen Lane Byron Bay

ELYSIUM
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ELYSIUM



ELYSIUM

Project Summary

ELYSIUM dramatically transformed an unattractive Byron Bay CBD laneway through bold contemporary art, turning a generic service thoroughfare into a vibrant place with a unique identity.

Featuring artwork by local nationally recognised artists, ELYSIUM showcases the Shire's exceptional creative talent. Sydney and Berlin artists also participated, collaborating with the local team, developing new creative alliances and opportunities. Five aspiring artists were also provided with professional development skills through a mentorship program.

Over 40 businesses and individuals supported the project, providing financial and in-kind contributors with \$70,000 of funds raised paid to local suppliers. An estimated \$125,000 of in-kind support was donated by curators, project managers, engineers, builders, electricians and artist volunteers.

ELYSIUM creates a unique sense of place for Lateen Lane, improving safety, amenity and creating a light, bright and happy atmosphere. A transformation project of this scale and calibre is a first for Byron Bay. It intentionally moved away from traditional imagery to provide something entirely different – an immersive contemporary art experience.

"For us, supporting initiatives such as Elysium, fosters culture, creativity and inclusivity in our local community. It has brought together the community through art and a shared space to enjoy and be proud of in our town. The project has reinvigorated the lane, benefitting locals, business and those who come to this part of the world to experience Byron Bay's uniqueness."

**Jasmin Daly, Stone & Wood Brewing Co.
Community and Creative Development**

A dirty smelly lane is now a talked about and regularly visited connector in our town. Great work everyone. I particularly like the road design and I feel a little naughty when I walk through the lane like I should not be there. Congratulations.

**Chris Hanley
Byron Bay First National Real Estate**









Background

From the Byron Bay town master plan came a strong call to activate, beautify and revitalise our streets and neglected spaces. Byron Shire Council heard this call and established the innovative Placemaking Seed Fund to support creatives who wished to answer this call and generate partnerships beyond council.

Twenty-eight submissions were received and the evaluation panel recommended five projects to start the program. The evaluation panel was an independent panel of nine and consisted of one council staff member, one councillor and local business and community leaders. The biggest project was ELYSIUM - a fully curated public art transformation project of Lateen Lane.

The installation of Byron's first permanent Placemaking Seedfunding project, ELYSIUM was completed in March 2017 in Lateen Lane in Byron's CBD. The project included artwork installations by five Byron Shire artists – Christina Waterson, Kellie O'Dempsey, Max Beaur, Harley Graham and Colleen DaRosa. They were joined by Sydney artists Andrew Dennis, Sonia van de Haar and Berlin artist Danny Gretscher.

ELYSIUM was planned over 12 months and was delivered by local art design professionals, Jane Fullerton and Rebecca Townsend. Both volunteered their time to this large scale project and raised \$80,000 through local business and philanthropists to cover supplier and material costs. Acclaimed Australian street art filmmaker Selina Miles documented the project installation process with local musicians TORA providing the soundtrack.

'Here in Lismore, through the Back Alley Gallery project, we've seen just how much laneway activation can change perceptions of previously drab urban spaces. Well done ELYSIUM team, and all the artists, for producing a bit of magic for Byron.'

Brett Adlington
Director LISMORE REGIONAL GALLERY

FULLERTON CREATIVE

creative road

Jane Fullerton

Jane graduated from Interior & Exhibition Design at Swinburne University in Melbourne with first class honors.

Her thesis explored the opportunities for inhabiting the spaces between buildings, a passion that she has pursued through the development of her practice in interior design and landscape architecture. She uses her sensitivity of architecture to develop and explore innovative links between landscape and living spaces.

Community projects are a passion of Jane's and the development of her design practice. She has worked on: Sculpture by the Tree, Artscape, Byron Bay Writers Festival, Mullumbimby Music Festival and designed the courtyard for the Mullumbimby Civic Hall.



Rebecca Townsend

With post graduate qualifications in Arts Management, Rebecca Townsend has acquired and commissioned hundreds of artworks for private, corporate and government clients.

As Director of Sales at Sculpture by the Sea for five years, Rebecca oversaw the substantial growth of public artworks in Australia and has since managed the delivery of numerous public art projects in locations across Australia and internationally.

Rebecca's curatorial and project management experience have resulted in innovative and cost effective approaches to the design of public spaces and private developments, strengthening identity and sense of place.



Community Engagement

ELYSIUM incorporated mentorships with visual art students and three emerging artists who are part of the SHIFT project which assists local women at risk of homelessness. All worked alongside ELYSIUM artists in the delivery of artworks to gain valuable skills and professional experience.

ELYSIUM Curator Rebecca Townsend and filmmaker Selina Miles gave talks to groups of SAE film and design students during the installation of ELYSIUM. Students and lecturers were grateful for the real world advice provided, asking questions about the project and documentary film making in general. The collaboration between SAE and Creative Road is set to continue with film students keen to produce their own video featuring ELYSIUM and local creatives.

The ELYSIUM team will be facilitating a street art lecture and practical art making session for HSC visual art students at Byron Bay High School in late 2017.

"Love the work, love the vision. I am so encouraged by this youthful, contemporary and vibrant art. Can we have more of this? It makes Byron Bay look like the creative and energetic community it claims to be."

Karen Preston
Community Member





Andrew Dennis

Formerly known as Jumbo, Andrew Dennis is a commercial artist, illustrator, painter and sign maker based in Sydney. Drawing from a diverse range of influences including modern 20th century art, low-brow comic art, 90's skateboarding and graffiti culture and everything in-between, Dennis has been actively making his vibrant and engaging artwork in public spaces around Australia and the world for well over a decade.

One of Sydney's most prolific street artists, Dennis' graphic, brightly coloured and geometrically patterned artworks conjure up curious scenes from abstract dreamscapes and kaleidoscopic natural environments. Over the years Dennis has been commissioned by a range of high profile clients including Dell, Absolut, Billabong and fashion designer Therese Rawsthorne. He has also exhibited his work at the National Gallery of Australia.

ELYSIUM Artwork

- Murals on Fletcher St entry building façade + nearby garage
- Mural on rear garage of chemist building

"It's quirky, colourful, stimulating and interesting. Super ugly lane activated! Yes! Thanks to the hard work of all involved especially the volunteer coordinators. There would have been soooo many hours of unpaid admin on that job. A massive effort. Thank you!!"

Jenni Cargill-Strong
Community Member



Artwork by Andrew Dennis



"I've just come back from my first stroll down Elysium Lane. Soooo much work! It looks great. I love the treatment of the road, it really pulls a hodge podge lane way together, and the bank wall...so cool. I can't wait to see the treatment of the Nomads building, that will really pack a punch."

Prue Mitchell
PM3Design



Christina Waterson

Christina Waterson finds beauty in repetition. She employs a rich palette of materials to realize intricate three-dimensional surfaces and forms that extend our spatial perception and enrich public spaces. Waterson's public artworks are site-specific and respond to the scale and natural history of their locale. The materiality and form of Waterson's surfaces subtly reflect changes in light and shadow and beautifully frame their surrounding environment.

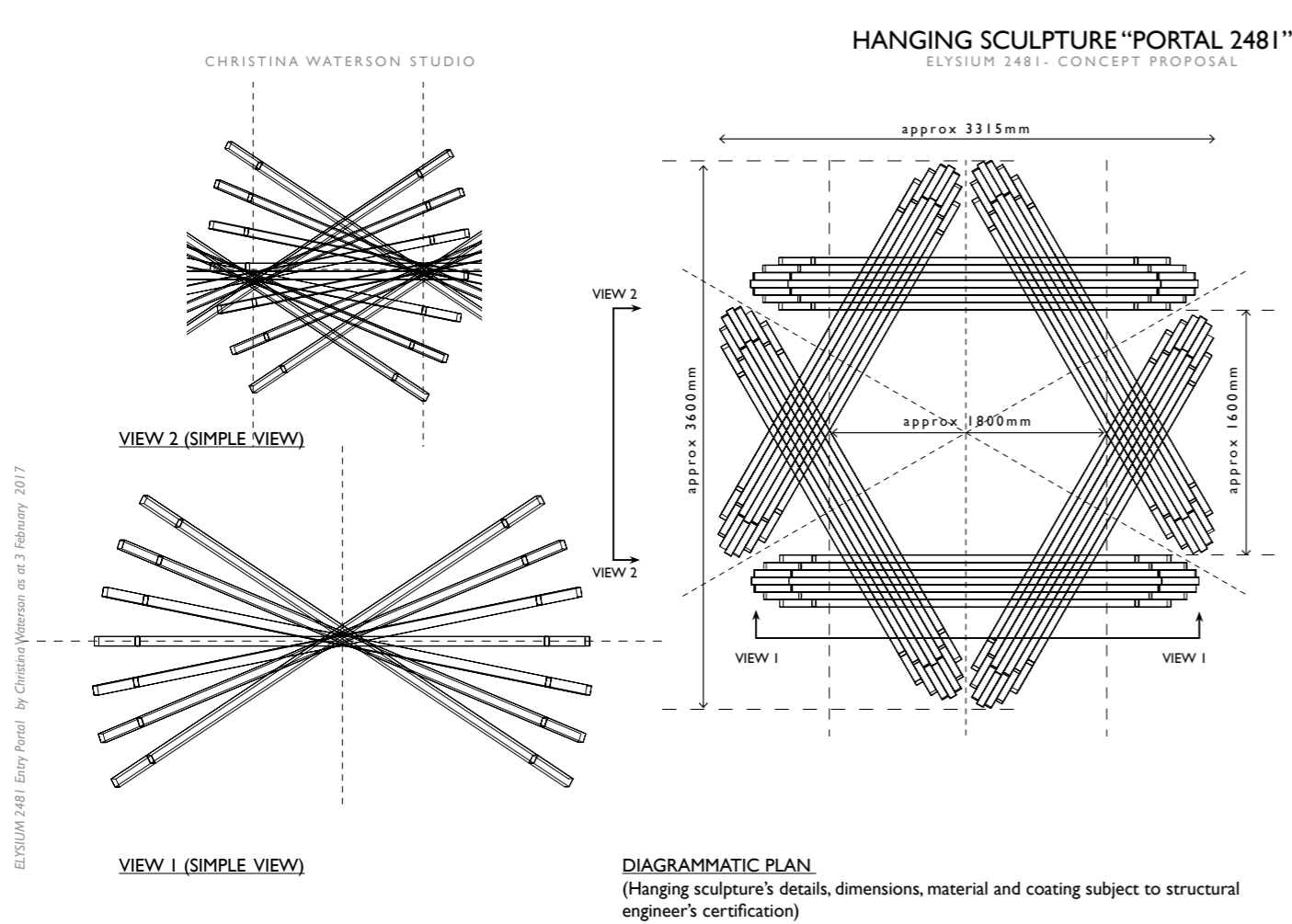
Trained as an architect, she also studied art and design; practicing for more than ten years across these fields before establishing her own studio in 2007. Waterson's projects are imbued with her passion to make meaningful places and objects that are cherished. Her works have been exhibited throughout Australia and the Asia Pacific Region. She lives in Myocum near Byron Bay.

ELYSIUM Artwork

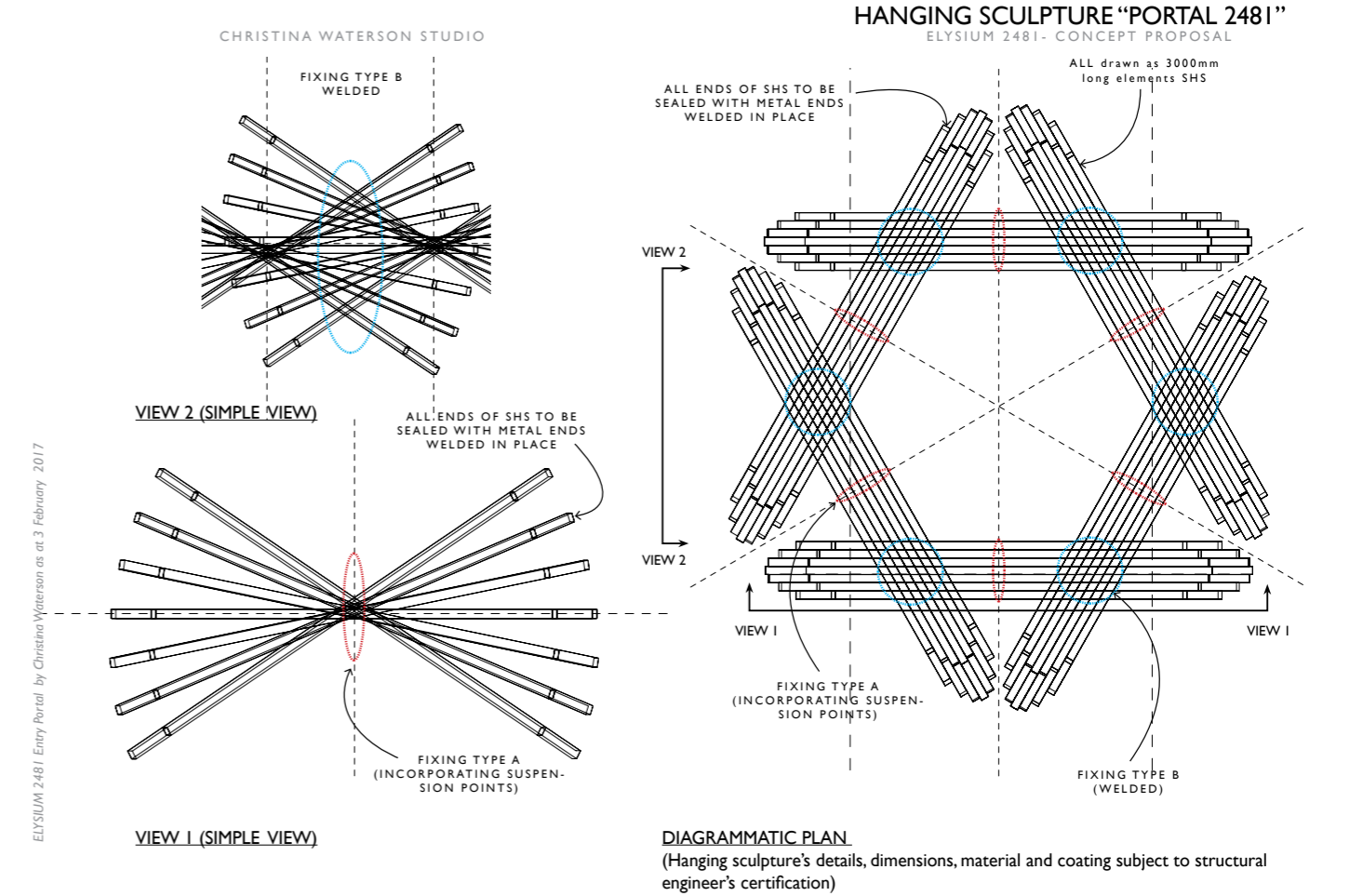
Christina's suspended sculpture was designed for the Fletcher St entry to Lateen Lane. Unfortunately it was not realised in March 2017 due to available funds and issues with building owner approvals. Our goal is to install this artwork as stage two of ELYSIUM - stay tuned!

"Just wanted to say 'You Guys Rock'. You've only just started and already Byron is feeling like a better place to live."

Brandon Saul
Habitat



Artwork by Christina Waterson





Colleen DaRosa

DaRosa's practice is a study in the contemplation on the essence of light and her works are intended to offer the viewer a more palpable experience of light at play. Her current Slow series investigates the subtle glow of refracted and reflected colour – an illusion of slowing down the speed of light.

Colour is visible as a reflection and diffusion and no actual paint is seen, though a subtle glow appears around the edges and through the cut paper depending on the angle from which it is viewed. Like light itself, Colleen's work changes before your eyes.

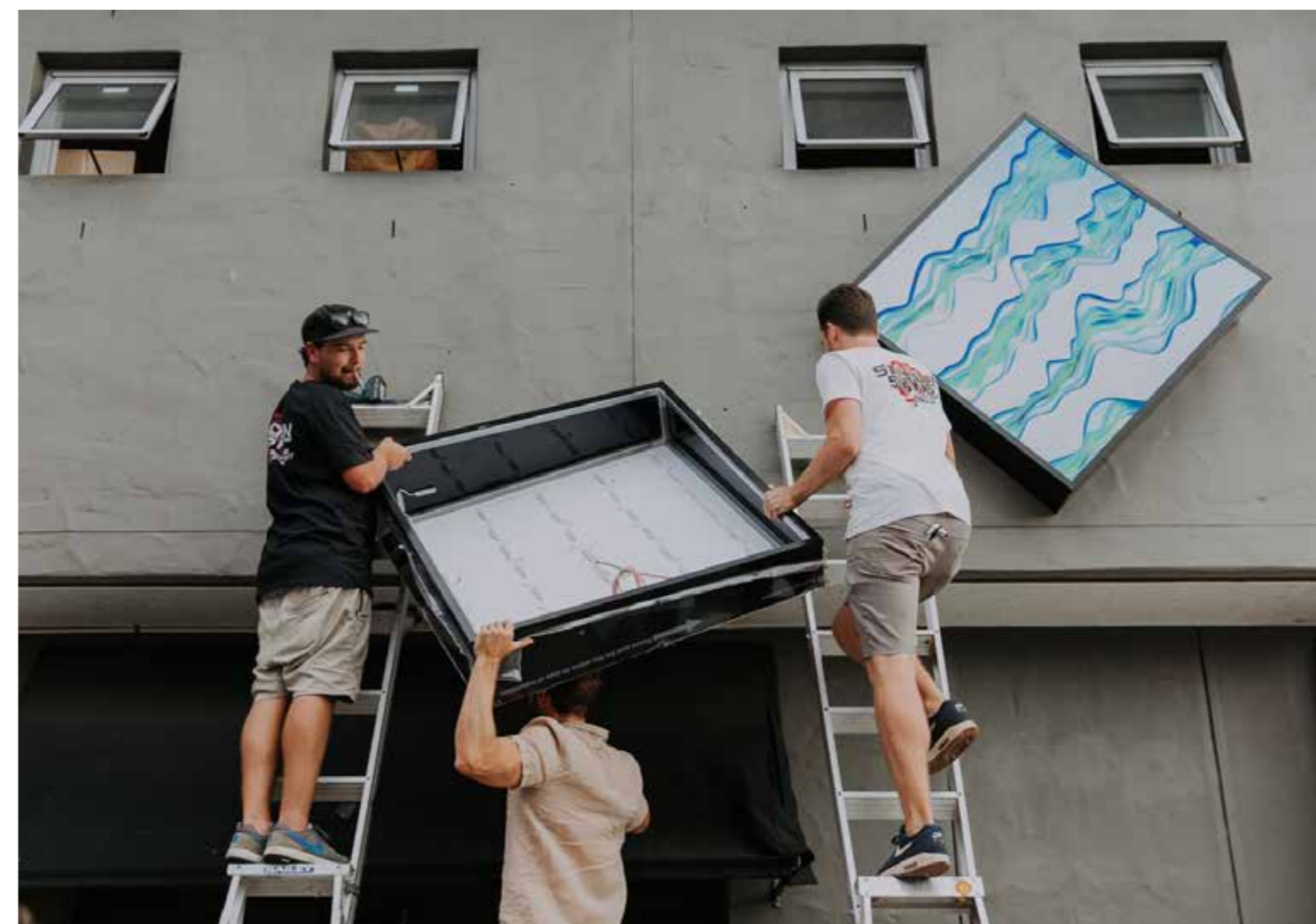
Colleen spent time in Scandinavia during several northern summers, which has ignited her passion for the powerful yet transient and transforming qualities of light. Colleen received a Bachelor of Visual Art (Honours) from Southern Cross University. Colleen DaRosa lives in the hills of northern New South Wales, just outside Byron Bay.

ELYSIUM Artwork

- Lightbox sculptures above Barefoot Roasters
+ Barbalou in Lateen Lane

"Very proud of of this creative project that Byron really needed, thanks for actually making it happen!."

Rory Twomey
Year 12 Byron High Student



Artwork by Colleen DaRosa





Danny Gretscher

Berlin artist Danny Gretscher's work consists of elements that are often reduced and mostly not clearly separated from each other. They are at same time abstract and concrete, generating atmospheric visual worlds that are without time and space.

It is an old tradition to study mysterious entities, their meanings and powers. Their impact on the visible and the invisible is what inspires Danny Gretscher. His essential struggle is to defy limitations and conceptualizations. The tensions arising from the deliberate clash of different powers reveal a multitude of emotions and by exploring their intersections question our understanding of what is normal.

ELYSIUM Artwork

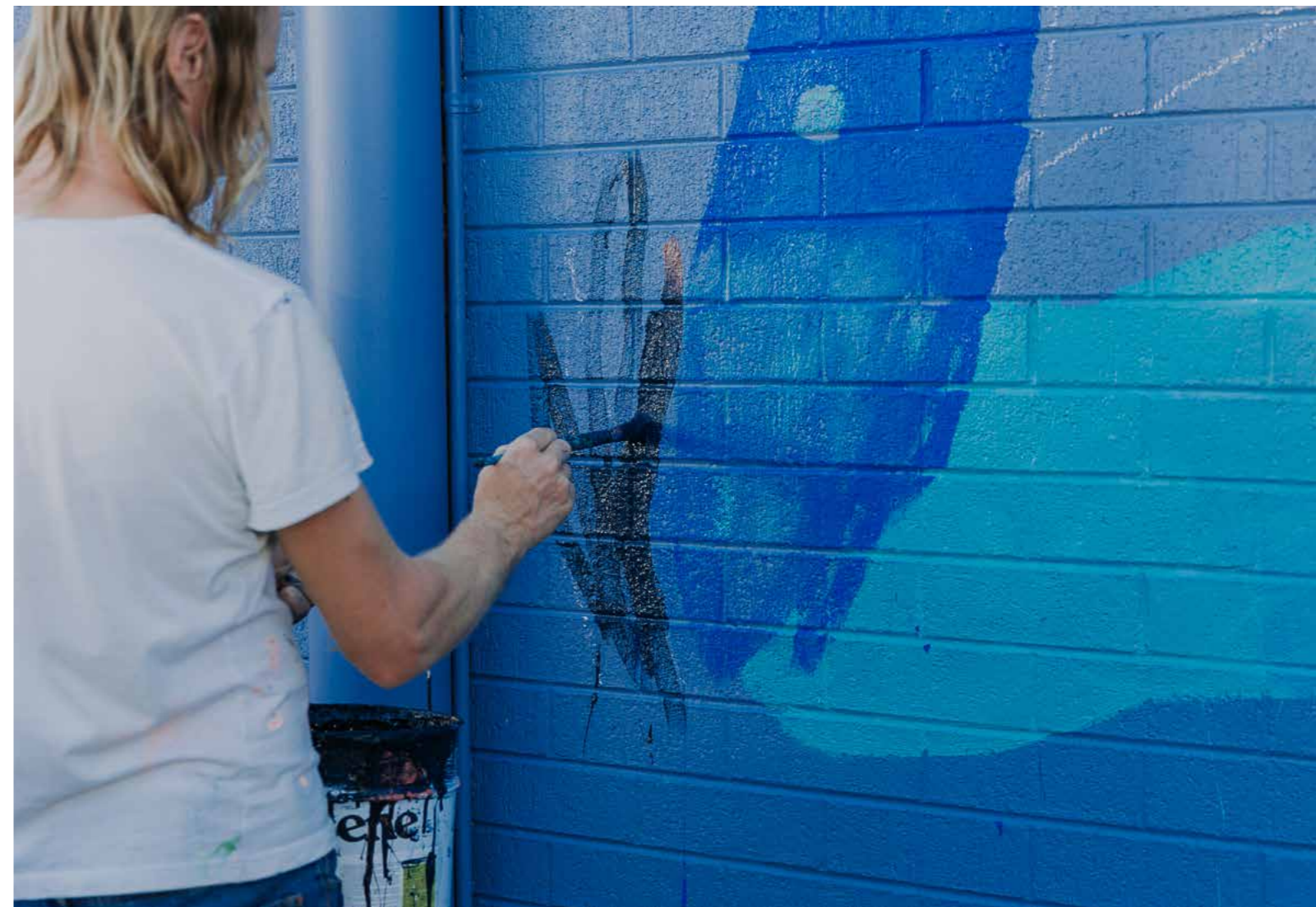
- Mural on rear façade of Surfshop facing Feros Arcade carpark

"I took a wander down the lane....it looks great!! Congratulations on a super effort in getting this project up and running."

Elise Huntley
General Manager Splendour in the Grass



Artwork by Danny Gretscher





Harley Graham & Max Beaur

Harley Graham and Max Beaur work on art and architecture projects within the award winning Byron Bay based architectural firm - Harley Graham Architects (HGA). They collaborate and work with a diverse range of artists and designers to add unique layers to their architectural projects.

Graham graduated from UNSW in Architecture and received the Board of Architects Prize. He went on to work with Lend Lease Design on projects in Australia and the USA. Later travelling to Berlin, he worked with internationally renowned architects Studio Daniel Libeskind on cultural projects in Switzerland, UK and China.

Beaur was born in France but grew up in Tahiti and the Reunion Islands. He studied at the National Architecture School of Toulouse and has been a graffiti inspired artist since he was a teenager. Max joined HGA in Byron Bay in 2012.

ELYSIUM Artwork

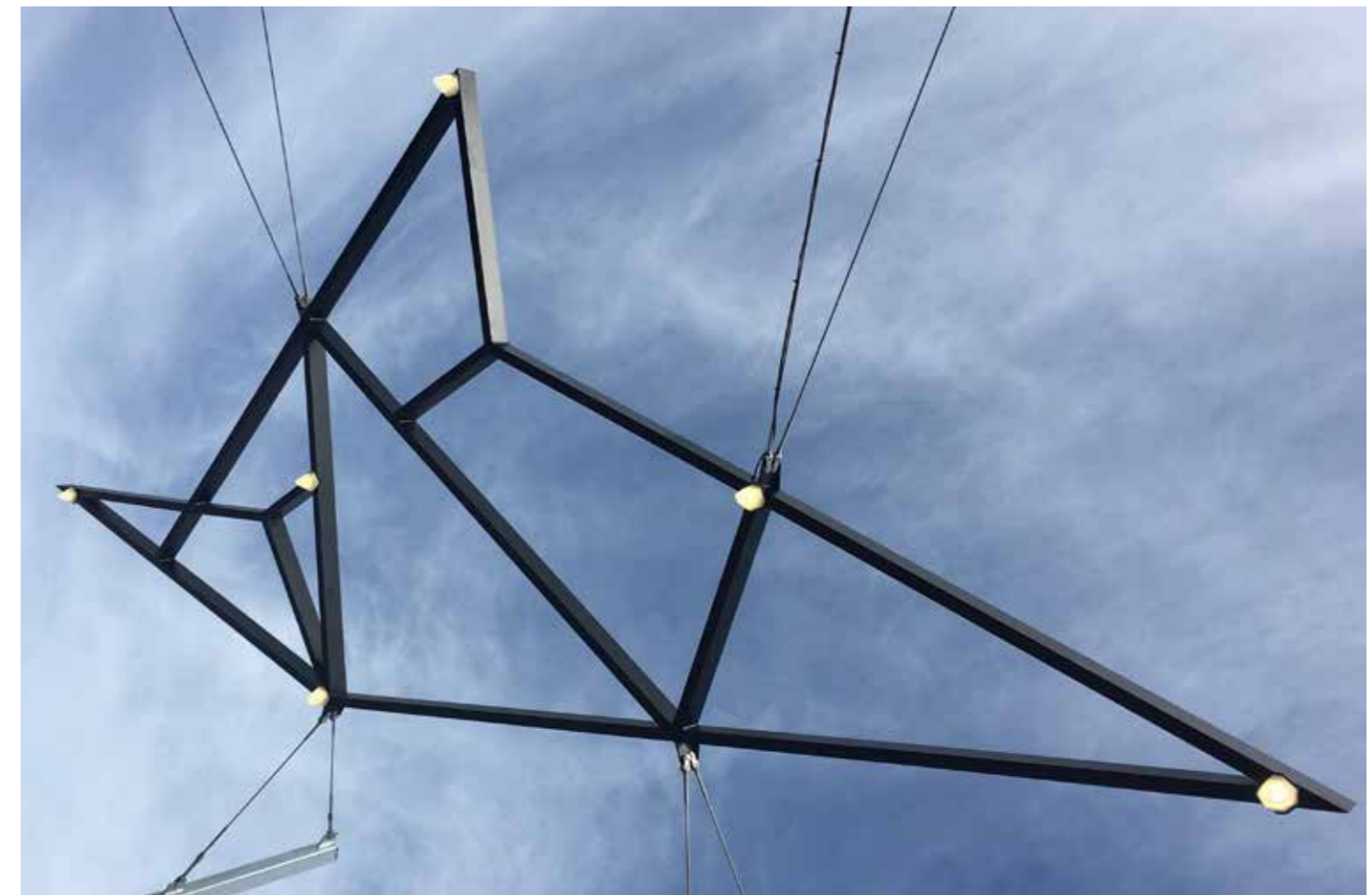
- Murals on NAB + LiveLife façades
- Suspended lighting sculpture at Jonson St entry

"It looks amazing, the floating crystal sculpture is really special! Love it - well done!"

Peggy O'Neill
General Manager Base Backpackers

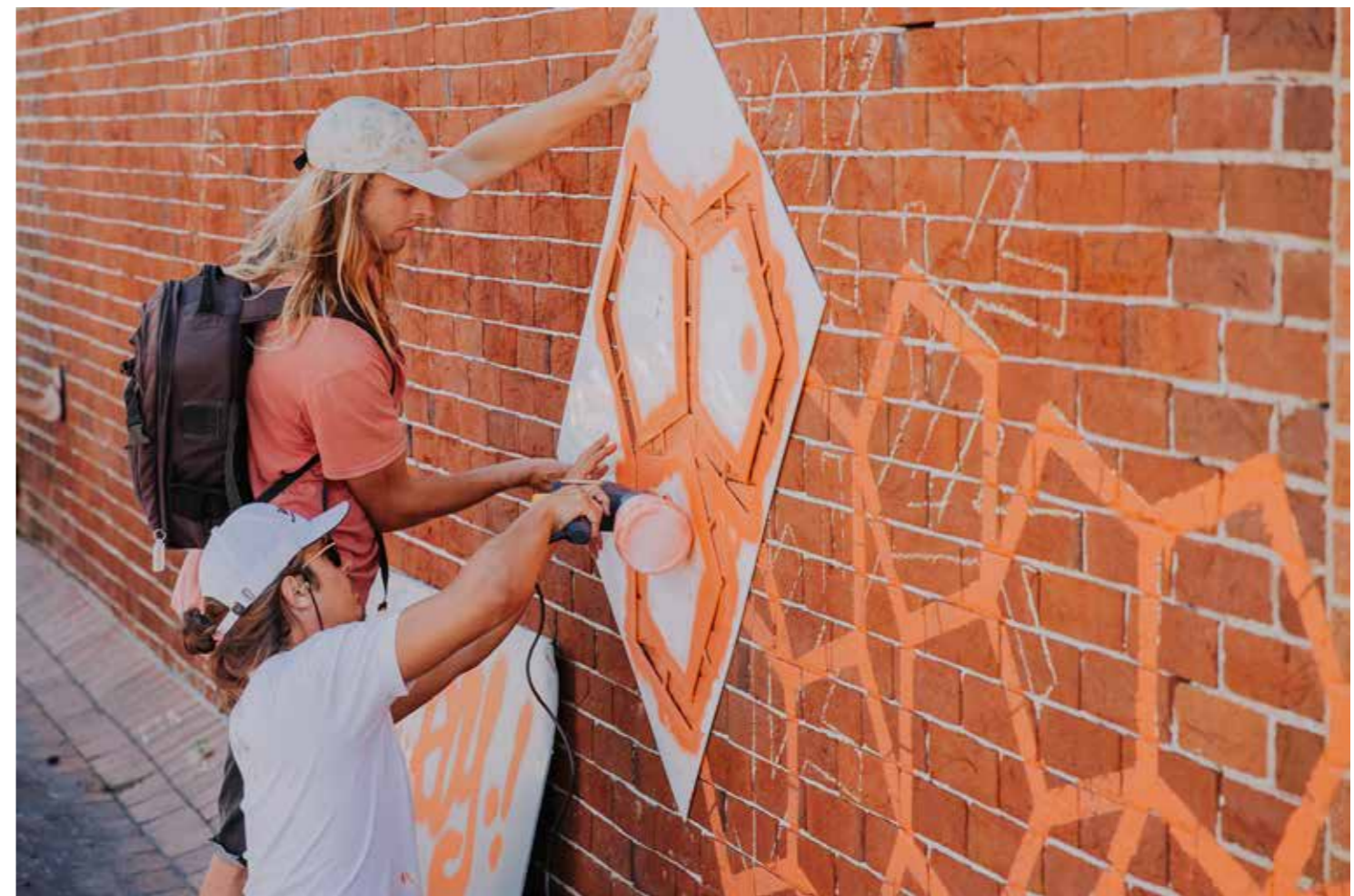
"It is such a positive for any small town to have contemporary street art as part of the local landscape. You have done just that with the recent laneway, transforming a dark, back lane of Byron Bay to a place of interest and where art comes to the people. This is the wonderful exchange of outdoor art that becomes a part of the everyday experience. I personally love that this laneway has been transformed with a mix of wall and road art. It is so much more interesting for me and my family to walk down this road. And it is always a topic of conversation as we walk it!"

Sabine Pick
Community Member



Artwork by Harley Graham and Max Beaur





Artwork by Harley Graham and Max Beaur





Kellie O'Dempsey

Hybrid in form, incorporating projection, video, collage, architectural space, gestural line, performance and digital drawing O'Dempsey describes her work as Performance Drawing. This diverse practice investigates notions of transformation through improvisation and happenstance.

O'Dempsey's performance drawing works have featured at Art after Dark, The 18th Biennale of Sydney, MONA FOMA Hobart, The Firehouse New York and White Night Melbourne. Kellie lives between Byron Bay and Brisbane and is currently completing a Doctorate in Visual Arts at Queensland College of Art in Brisbane.

ELYSIUM Artwork

- Mural on Feros Arcade façade
- Mural on Doctor's surgery building rear façade

"When I saw the laneway I felt happy. And I liked those fish with the ladies feet. And I liked the big flower."

Tilly Snow-Wisse
K1 Coorabell Primary Student



Artwork by Kellie O'Dempsey





Sonia van de Haar Lymesmith

Sonia van de Haar / Lymesmith works between colour, architecture and art, creating inventive and sensitive architectural colour concepts and painted interventions for buildings, infrastructure, walls, street scapes, public places, landscapes and interiors. Colour (understood as a property of every material in the built environment), assumes atmospheric, constructive, destructive, dynamic, decorative, contextualising and camouflaging functions in her work.

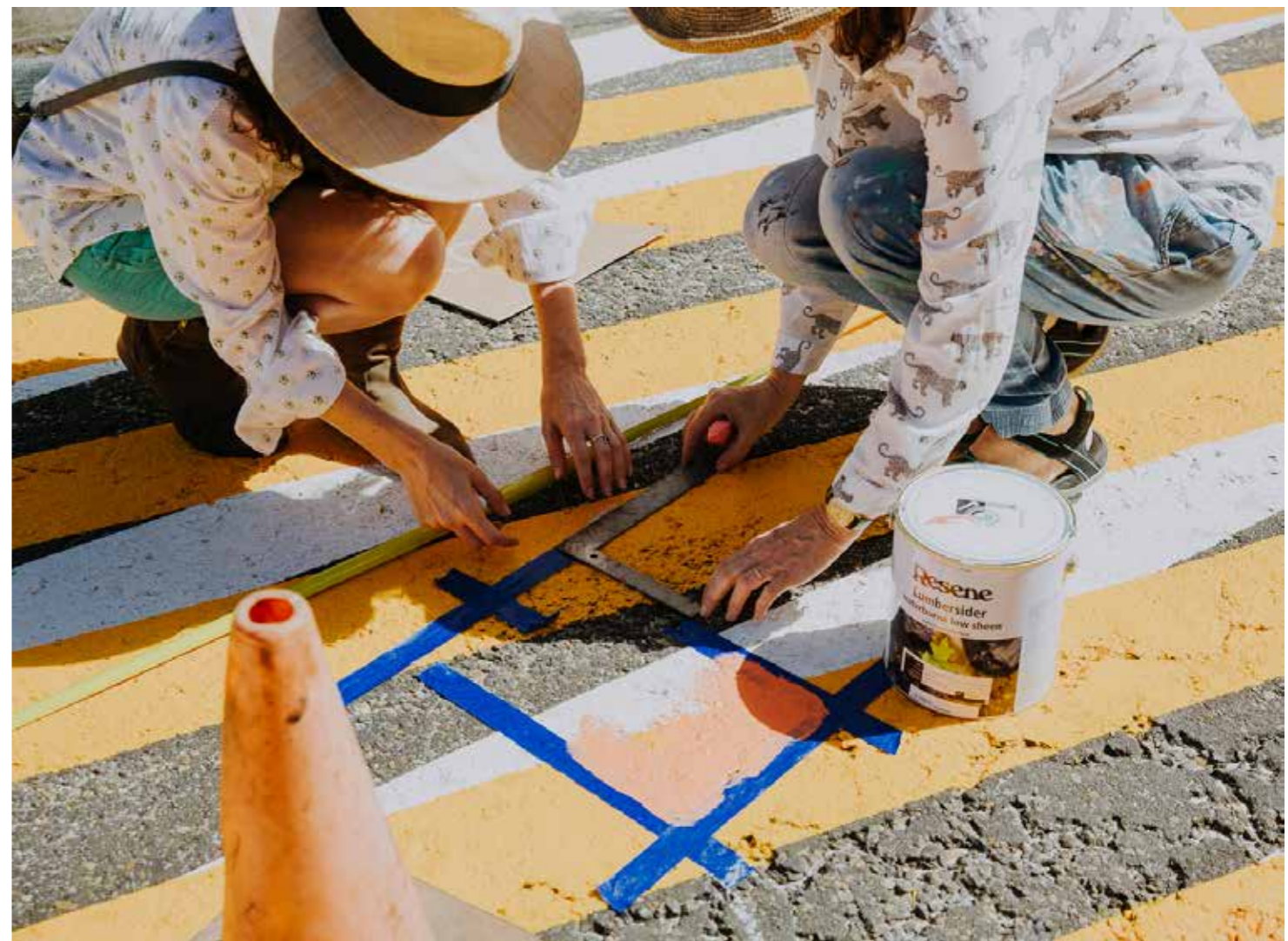
Lymesmith specialises in working with colour to; Develop site specific colour and material palettes which express and enhance our understanding of place, amplify or camouflage built form, signify cultural and historical connections, reinforce wayfinding strategies, create new identities and regenerate places in transition.

This specialisation and approach to colour and public art has resulted in ongoing relationships with some of Sydney's leading architecture and design firms, and to multiple awards.

Road artwork "The Runnel" between Jonson and Lawson St. Lymesmith also designed the Elysium colour palette.

Artwork Location

- Road artwork between Jonson and Lawson St.



Artwork by Sonia van de Haar of Lymesmith



INCOME

ITEM	DESCRIPTION	AMOUNT
Council Funding	Byron Shire Council Placemaking Seedfunding	\$20,000
Business Sponsorship	Cash contributions from 9 businesses in exchange for sponsorship benefits: BASE Backpackers, Splendour in the Grass, Stone & Wood, Habitat, Feros Arcade, Byron Cellars, Creative Road Art Projects and SAE QANTM.	\$67,500
Private Donations	Cash donations from 14 individuals and local businesses - Alan Heathcote, Lisa Joel, Peter Farrell, Graham Packham, John Weller, John Welch, Nicolette van Wijngaarden, Michael + Jo Chaseling, Colleen DaRosa + Paul Roberts, Laurel + Michael Judell, Dawn Standfield + Chris Hanley, Sonya + Carl Wilkin, Richard Bolton + Simone Phillips, Espressohead Café + Byron Bay First National Real Estate.	\$11,500
	CASH SUB TOTAL:	\$99,000
Volunteers	Creative volunteers worked with our artist team assisting with painting of artwork murals over our 10 day installation period. Our volunteers included Michelle Dawson, Jacqui Fitzgerald, Deb Jorgensen, Andrew McNeil, Georgi Milln, Anjila Singh + Jodi Woodward.	\$5,000
In-kind Sponsorship	Free or discounted services provided by 15 businesses in exchange for sponsorship benefits: Creative Road Art Projects, Fullerton Creative, Harley Graham Architects, Resene Paints, Shogun Signs + Print, Selina Miles, Byron Shire Echo, Westera Partners, PM3 Design, PLANIT, Byron Palms Guesthouse, Andrew Swain Building, Packham Electrical + Lucid Metal Architectural Imaging.	\$120,000
	CASH + IN-KIND TOTAL:	\$224,000



EXPENDITURE

ITEM	DESCRIPTION	AMOUNT
Artwork Fabrication	Suspended lighting sculpture, lightbox wall sculptures, road artwork and NAB wall.	\$38,000
Artist Fees	Fees paid to artists: Sonia van de Haar, Kellie O'Dempsey, Andrew Dennis, Danny Gretcher and Christina Waterson for attending design workshops, concept design, design development and artwork fabrication (with volunteer assistance). Colleen DaRosa, Max Beaur and Harley Graham donated their time to the project.	\$15,000
Project Management	Creative Road engaged experienced local project manager Marisa Snow to oversee the project between July 16-April 17. Marisa also donated a portion of her time to the project.	\$14,000
Materials, Suppliers + Equipment	Fees paid to local suppliers inc. Byron Bay Painters, Altus Traffic Management, Byron Hire, Full Circle Refinishing, Green Ghost Signs, Shogun Signs + Print + PLANIT.	\$13,500
Project Documentation	Fees paid to Selina Miles + Callie Marshall for video and still project documentation. Local photographer Taojones donated his time to the project.	\$6,500
Travel + Hospitality	Flights and AIRBNB for non-local artists Andrew Dennis, Sonia van de Haar and Danny Gretcher. Byron Palms Guesthouse provided in-kind accommodation for videographer Selina Miles in exchange for sponsorship benefits.	\$6,000
Administration	Fees paid to Creative Road support staff July 16-April 17 to co-ordinate Oct 16 launch event and provide administrative support to the project (inc. web updates, social media management).	\$5,000
Insurance	Public Liability and Volunteer Workers Compensation Cover	\$2,000
Gifts	Fine art printing for partner and patron gifts, cases of Stone & Wood/ Wine for trade suppliers and artists.	\$1,000
Miscellaneous	Various costs such as garbage removal, radio hire, first aid kits, stationery and printing.	\$1,000
	TOTAL:	\$103,000

PARTNERS

Principle Partner



Government Partner



Major Partner



Gold Partners



Silver Partners



Bronze Partners



PATRONS

Mike + Jo Chaseling	Nicolette van Wijngaarden	John Welch	Alan Heathcoate	Peter Farrell
John Weller	Lisa Joel	Chris Hanley + Dawn Standfield	Richard Bolton + Simone Phillips	
Colleen DaRosa + Paul Roberts	Sonya + Carl Wilkin	Laurel + Michael Judell	Espressohead Cafe	
Andrew Swain Building	Byron Bay First National Real Estate	Lucid Metal Architectural Imaging		
Packham Electrical				



TEAM

Curators

Rebecca Townsend
Public Art Curator
Creative Road Art Projects

Fullerton Creative
Landscape Architect
Fullerton Creative

Project Manager

Marisa Snow

Artists

Andrew Dennis
Christina Waterson
Colleen DaRosa
Danny Gretscher
Harley Graham & Max Beaur
Kellie O'Dempsey
Sonia van de Haar / Lymesmith

Volunteers

Michelle Dawson
Jacqui Fitzgerald
Deb Jorgensen
Andrew McNeil
Georgi Milln
Anjila Singh
Jodi Woodward

Project Documentation

Film:

Selina Miles

Soundtrack:

TORA

Photography:

Callie Marshall
Tao Jones
Selina Miles

Further Information

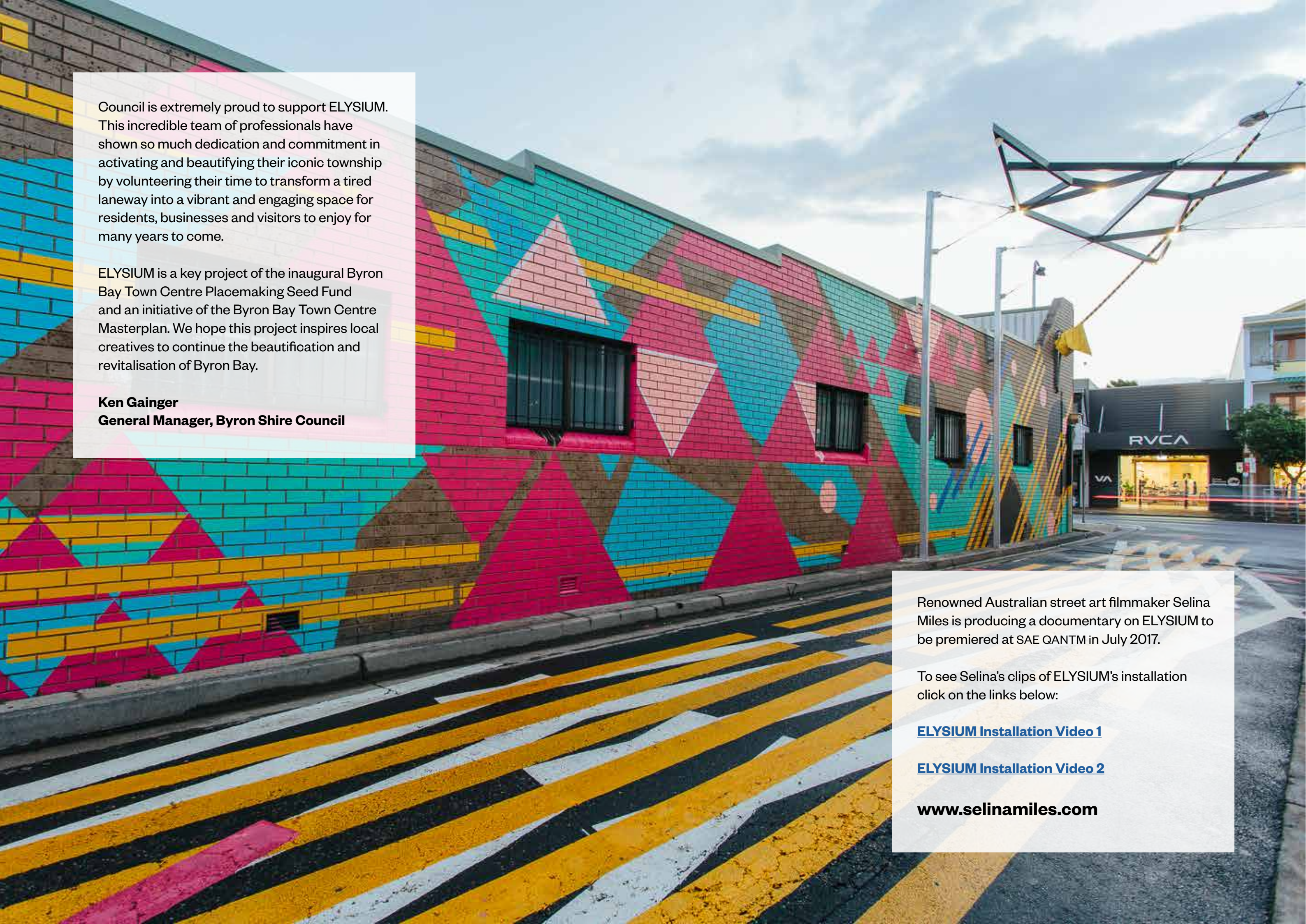
[www.creativeroad.com.au/
project/elysium/](http://www.creativeroad.com.au/project/elysium/)

"You have gone above and beyond to give more than simply colours and shapes to Lateen Lane. Your creation comes to life and leaves everyone who walks through it feeling equally alive and inspired. Congratulations to the whole team for their involvement with the project. Count on SAE for future cultural adventures like this one."

Andre Comaru

National Campus Marketing Manager SAE QANTM





Council is extremely proud to support ELYSIUM. This incredible team of professionals have shown so much dedication and commitment in activating and beautifying their iconic township by volunteering their time to transform a tired laneway into a vibrant and engaging space for residents, businesses and visitors to enjoy for many years to come.

ELYSIUM is a key project of the inaugural Byron Bay Town Centre Placemaking Seed Fund and an initiative of the Byron Bay Town Centre Masterplan. We hope this project inspires local creatives to continue the beautification and revitalisation of Byron Bay.

Ken Gainger
General Manager, Byron Shire Council

Renowned Australian street art filmmaker Selina Miles is producing a documentary on ELYSIUM to be premiered at SAE QANTM in July 2017.

To see Selina's clips of ELYSIUM's installation click on the links below:

[ELYSIUM Installation Video 1](#)

[ELYSIUM Installation Video 2](#)

[**www.selinamiles.com**](http://www.selinamiles.com)