



Place2

A three year Public Art Program for Caloundra

Indigenous Acknowledgement

Sunshine Coast Council acknowledges the traditional Country of the Kabi Kabi and the Jinibara Peoples of the coastal plains and hinterlands of the Sunshine Coast, and recognises that these have always been places of cultural, spiritual, social and economic significance. We wish to pay respect to their Elders – past, present and emerging and acknowledge the important role Aboriginal and Torres Strait Islander people continue to play within the Sunshine Coast community.

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Place2 Program

*bringing arts and heritage into the everyday lives of the community and visitors
a place where people want to gather, visit and live*

The Place2 Program is a creative heritage and cultural activation project for Division 2. Developed in response to the Caloundra Public Art Curatorial Framework, It builds on the division's existing rich cultural, heritage and natural assets to further articulate the unique narrative of the broader Caloundra area with Downtown Caloundra at its heart. Place2 draws on cultural development and international creative place making approaches to achieve creative community-driven activation with local relevance and authenticity. Arts and creativity are drivers of liveability, diversity and economic development and the foundations of creative regions and cultural sustainability.

This project was initiated by Division 2 Cr Tim Dwyer with the aim of engaging arts and creativity to celebrate and share the distinct stories and identity of Division 2, which stretches from Pelican Waters in the south and to Dicky Beach in the north. Cr Dwyer invites residents and visitors to rediscover and reconnect with the division's richness and diversity and delve into what the area has to offer today.

Division 2 has rich significant coastal and natural assets and an urban precinct that offers many opportunities for creative exploration and re-imagining. The Place2 project is a visionary three-year initiative with the potential to create significant change. Beginning at the heart with ARTdowntown in Caloundra and extending over years two and three into the natural and coastal fringes of the division with Place2DISCOVER and Place2REFLECT.

Background

Division 2 has been the focus of council's localised activation approach for a number of years with a significant number of strategy and planning documents informing the division's development. A list of referred planning and development documents is at the end of this document.

Caloundra's master plan identifies it as place with cultural precinct potential, "a renowned creative industries destination" for attracting "new creative, design and entertainment industries which add to the vibrancy of the centre". Caloundra has an active Chamber of Commerce, one of the densest populations of creative and cultural industry workers on the Sunshine Coast (Sunshine Coast Arts & Culture Snapshot (Urbis 2017) and is home to the coast's regional art gallery, Caloundra Music Festival, Caloundra Film Festival, Caloundra Arts Centre, The Events Centre and numerous cultural organisations.

Place2.....

Place2 be

Place2 create

Place2 play

Place2 explore

Place2 visit

Place2 connect

Place2 Program Overview

Year 1

ARTDowntown

Central Caloundra Focus

1. **Place2PAINT**- Street Art activation in laneways
2. **Place2PLAY** - Temporary / pop-up interactive installations, curated from creative community submissions
3. **Place2CONNECT** – Creative activation of the Caloundra Transit Centre terminal

Estimated cost: \$210,000

Year 2

1. **Place2DISCOVER** Ephemeral / Permanent Public Art installations in four precinct areas
 - a. Moffat Beach
 - b. Shelly Beach
 - c. Ben Bennett Park
 - d. Golden Beach foreshore park and boardwalk

Estimated cost: \$100,000 - \$150,000

Year 3

1. **Place2REFLECT** Permanent Public Art installations in three recommended precinct areas:
 - a. Dicky Beach
 - b. Ma and Pa Bendall Park
 - c. Golden Beach foreshore park and boardwalk

Cost to be confirmed - dependant on internal and external funding sources.

Year 1

ARTdowntown

“Where culture meets the coast” (*Invigoration Strategy p. 21*)

Referencing the recommendations made in the Invigoration Strategy for Downtown Caloundra, ARTdowntown is a contemporary and playful activation that will enliven the streets and laneways of Caloundra during significant street-scaping works with lasting community connections and public art outcomes. Artists will inhabit laneways and take over walls and corners of the town to engage, inspire and stimulate new conversations and connections through contemporary art, pop-up interactions and immersive augmented reality works. ARTdowntown will invite people to experience, interact and discover some of Caloundra’s hidden urban wonders by wandering on a different path.

This document introduces the framework and approach for ARTdowntown.

ARTDowntown comprises of three main activation elements;

1. **Place2PAINT**- Street Art activation on the walls in the laneways and backs of buildings
2. **Place2PLAY** - Temporary or pop-up interactive installations, curated from creative community submissions
3. **Place2CONNECT – ART Terminal Lounge** - Creative activation of the Caloundra Transit Centre



Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody
Jane Jacobs



Activation 1: Place2PAINT - Street Art

After the success of the Williamson Lane Street Art activation in 2016 we have invited FirstCoat founder Grace Dewer to lead a multiwall Street Art activation, **Place2PAINT**, through Lamkin Lane and linking to Williamson Lane via Knox Ave and the walkways leading across Bulcock Street in the centre of the CBD. **Place2PAINT** is aimed at engaging and appealing to the youth and young adult audience and providing a backdrop for activation with additional augmented reality layers and performance space opportunities, linking to Activation 2 of this project plan.

It is intended that the **Place2PAINT** outcomes will also activate within the Transit Centre between Cooma Street and Williamson Lane. With the upper Bulcock St precinct undergoing a street scape development during 2018, the activation will ensure that businesses maintain an active flow of customers to the main shopping district by drawing them to the precinct with the creative activation.

Approach: Engage professional street art curators, Lincoln Savage; Brisbane Street Art Festival OR Grace Dewer – FirstCoat Toowoomba Festival to deliver street art works on 10-15 walls identified in the precinct for **Place2PAINT**. Local, national and possibly international artists will be engaged with specific curatorial guidelines. These works will be layered and linked through a playful and interactive AR experience that invites audiences to rediscover and reimagine the laneways and forgotten corners of Downtown Caloundra. The engagement of skilled creatives to collaborate with street artists to produce these components would also present a professional development opportunity for local artists interested in working with creative technologies.

Image source: Visit Darling Downs, https://visitdarlingdowns.com.au/app/uploads/2017/09/FirstCoat_017-1-600x300.jpg

Image source: Ironlak, https://www.ironlak.com/wp-content/uploads/2014/03/FirstCoat59of135_zps2a2f669f.jpg

Image source: Trip Advisor <https://media-cdn.tripadvisor.com/media/photo-s/0e/3b/7c/9b/first-coat-festival-toowoomba.jpg>

Image source Travel insider QANTAS <http://travelinsider.qantas.com.au/trending/whats-on-in-may-2017>



“... it is intended that permanent artworks would form part of Caloundra’s unique identity”
Caloundra Centre Master Plan



Place2..... Paint and interact

Lamkin Lane – 6 great sites

Caloundra Bigscreen Cinema – 2 sites Lamkin Lane

Knox Street between Bulcock St and Williamson lane

Laneway from Bulcock St to Williamson lane



Images source: Melbourne,
<https://www.form.net.au/public2016/platform/>

- ✕ Existing Street art activation
- Activation area: Lamkin Lane through joining pathways to The Transit Centre
- ✕ Potential new Street Activation locations to be investigated



Images source: public2016,
<https://www.form.net.au/public2016/platform/>

Activation 2: Place2PLAY, ephemeral installations

Place2PLAY is a curated program of temporary or pop-up interactive installations created and delivered by community, business and local artists through a submission process. Drawing inspiration from significant community driven pop-up projects, including Perth's PUBLIC16, Melbourne's Love Your Laneways and Byron Bay's POPPED, **Place2PLAY** brings to life the laneways of the Sunshine Coast's urban fringe, exciting and reimagining the role of this place for community and visitors to be the *HEART of Caloundra*. **Place2PLAY** will be accessible and playful, inviting families and non-culturist audiences through interactive and vibrant components.

Place2PLAY will fund up to 10 pop-up creative interactive installations that will occupy Lamkin Lane and the alleys to connect through to Williamson Lane and the Transit Centre.

Projects will be curated through a submission process, offering tiered funding support. A clear brief and selection criteria will attract the most engaging, creative and inspiring submissions. The Creative Arts team will provide support for emerging artists who are successful with their submission.

It is foreseen that the submissions could be delivered over several months OR clustered into a tighter timeframe if stakeholder and community engagement indicates a preferred delivery timeline.

Council will be responsible for permits and will work with selected artists to secure access and occupation of the site for the agreed term of the installation. Activations are foreseen to be installed for a minimum of one day and up to a week, dependent upon the proposals.



Image source: Byron Bay
<https://www.northernstar.com.au/news/seven-projects-to-start-byron-bays-facelift/3080601/>

Place2..... activate

Lamkin Lane

Laneway from Lamkin to Williamson lane

Williamson lane and Transit Centre

Visionary questions underpinning the approach

- What is this place?
- What could this place be?
- How can artists colonise this place?
- Why this, why here, why now?

Key words/phases:

Diverse, connection, creative, energised, activated, changing, inspiring, evolving, possibilities, community, vision, ambitious, a backbone of culture, local values to augment distinctiveness, interactive, partnerships, collaboration, leadership, building community, sustainable, creative heart of everyday.

Inspirational ideas

Green Your Laneway project: <https://participate.melbourne.vic.gov.au/greenlaneways>

Love Your Laneway project: <https://www.youtube.com/watch?v=-RJ4wyA2YiQ>

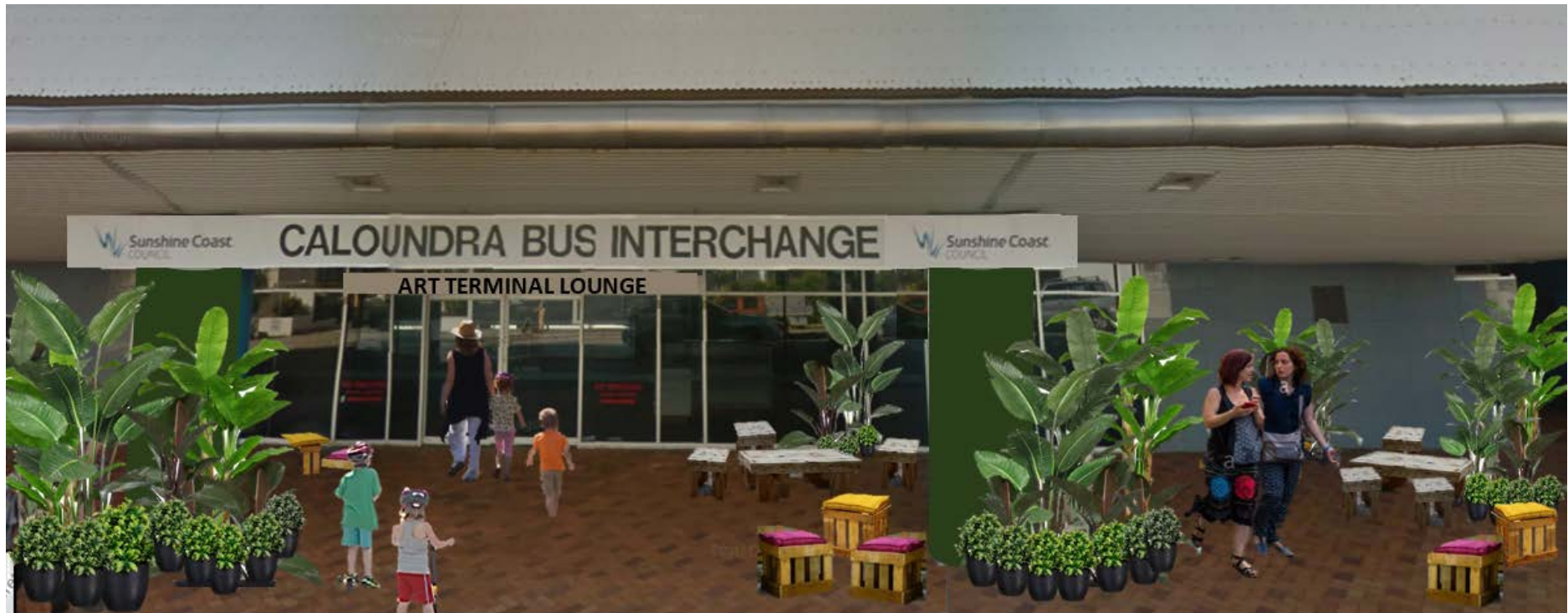
“Micro-activations have an intrinsic innocent quality. Micro activations are about surprise, wonder, exploration and fun. In essence, we want to encourage ‘youthful experiences’.” *Caloundra CBD Invigoration Strategy*



Image source:
public2016, <https://www.form.net.au/public2016/platform/>



LOVE YOUR
LANEWAY



Activation 3: Place2CONNECT, Art Terminal Lounge

The vision of **Place2CONNECT** is to develop and activate the Caloundra Bus Terminal as a temporary gathering place, meeting place, creative place and to bring lively energy to the empty space through creative occupation of the building and new interactions.

It is envisioned that local artists, creative businesses and organisations will inhabit the space through elements that may include installations, pop-up cafés, green spaces, meeting spaces, artist residencies and a sunset bar one night per month on the rooftop.

The occupation will provide opportunities for artists from all artforms and include performance, music, visual arts and screen based activations as well as creative businesses, events (e.g. Caloundra Film Festival opening, SC Creative Alliance Pecha Kucha, Anywhere Theatre Festival) and residencies for individuals and organisations. The

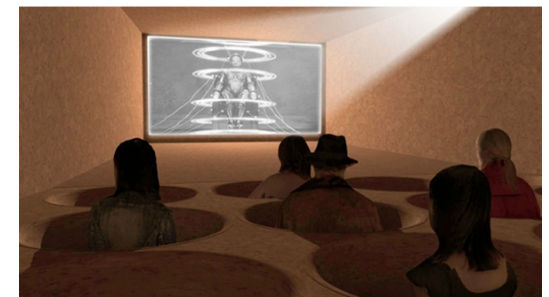
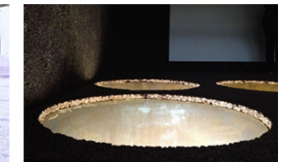
shared space and visibility of the creative hub will encourage conversations, connections, new ideas and collaborations at a grassroots level to encourage authentic community driven place making.

Further development and details for Activation 3 will be determined after the internal and external stakeholder consultation. It is perceived this will be supported in partnership with the Caloundra Taskforce.

Place2CONNECT Art Terminal Lounge live launch is envisioned to include performance, interaction, AR and linking to Lamkin Lane, with a possible partnership with Wayne Moore and Paisley Park and could include installations from Activation 2, **Place2PLAY**. It is a consideration for alignment of the live launch of ART Terminal Lounge with Horizon Festival to leverage the larger audience.

“To be inspired is to see the future, to see the future is to see your own place and your community beyond where it is today.” *Deborah Cullinan*

“Always design Public Space for someone specific. Don’t design for everybody because that’s a space for nobody.” *Takaharu Tezuka (architect)*



Actions - Cultural Stakeholder meeting

Consultation with local creative and cultural industry stakeholders are planned to commence in May to confirm frameworks and budgets for activation of the space.

The stakeholder meeting will focus on the identification of existing assets and visions from different stakeholders and will be an opportunity to hold an open dialogue and introduce the people involved in developing the project.

External Stakeholders

This is a growing, evolving list and it is intended that each in this group would contribute to identifying other stakeholders that would be a potential contributor to **ARTdowntown**

ArtsHub

Caloundra Arts Centre

Caloundra Community Centre

Caloundra Chamber of Commerce

Caloundra Film Festival

Caloundra Library

Caloundra Music Festival

Caloundra Pacific Rotary Club

Caloundra Regional Gallery

Country Women's Association

Downtown Caloundra Taskforce

Friends of the Gallery

Local Schools

Queensland Air Museum

Regional Gallery

Sunshine Coast Creative Alliance

Sunshine Coast Heritage Reference Group

Seaside Gallery, Moffat Beach

"A space for art, entertainment and community gathering" Jock Baker

Image source: Centipede Cinema
<http://scoutmagazine.ca/2013/08/28/vancouver-would-be-cooler-if-211-a-cinema-centipede-was-installed-on-robson/>

One internal wall of the Terminal Lounge to be painted with a **Place2...** blackboard, inviting community and visitors to contribute. To be facilitated via occupation of the space and media messaging inviting the public to respond.



Year 2

Place2DISCOVER

Precinct Activations: Art in Place2

Discovery

Small scale, ephemeral/temporary, site responsive (not time specific-ongoing, continual)

- Moffat Beach
- Shelly Beach
- Ben Bennett Park
- Golden Beach foreshore park and boardwalk

Works to be curated and selected in a framework of ongoing submissions with allocated budget across the year to be spread out over outcomes. Recommendation is to deliver five outcomes per site over the year, 20 site activations in total. Themes and specific locations in these precincts will be formed and confirmed through the development stage of Year 2. Artwork briefs will include multiple references to the heritage of each site.



“Joy in Public Space is not only possible, but essential” *Deborah Cullinan*



Image: <http://loop.ph/mathias-gmachi/>

Year 3

Place2REFLECT

Precinct Activations: Art in Place2

Intervention

An interruption on the landscape – works with an invitation to stop and observe, reflect and dialogue
Permanent – theme/context, social connection/statement (not time specific)

- Dicky Beach
- Ma and Pa Bendall Park
- Golden Beach foreshore park and boardwalk

It is perceived the project outcomes will be permanent and legacy public art assets for Division 2. There could be up to two legacy works in each location. Artwork briefs will include multiple references to the heritage of each site.

Details of budget, development and timeline to be developed September to December 2019

“It matters that people are having open and constructive conversations about creative ideas”
Kyle Hughes-Odgers



Image: <https://sugarcinemag.com/2015/11/26-international-artists-will-transform-a-park-with-27-site-specific-art-installations-and-performances/>



Image:
<http://www.visitwagga.com/seendo/product?productId=56b24c0c3ed14ca745329171>

REFERENCED DOCUMENTS

- Sunshine Coast Arts Plan 2018-2038
- Downtown Caloundra 2017 Invigoration Strategy
- Caloundra Centre Master Plan 2017
- Art and Heritage Collection Policy 2017
- Sunshine Coast Heritage Plan 2015-2019
- Dicky Beach Precinct Plan
- Reconciliation Action Plan 2017-2019
- Sunshine Coast Social Strategy 2015

Excerpts from Invigoration Strategy 2017

- We cannot be more explicit in highlighting the need for community buy-in. This focus underpins all marketing decisions. p. 11
- “If you build it - they will come.” p. 18
- “Micro-activations have an intrinsic innocent quality. Micro activations are about surprise, wonder, exploration and fun. In essence, we want to encourage ‘youthful experiences’.” p. 18
- “Engage the Caloundra community on a grass roots level to ensure inter-generational buy-in and ongoing support of downtown invigoration projects in order to encourage frequent and increased visitation, build community ownership and increase intra-precinct exploration between hero experiences.” p. 22

Caloundra CBD Report by Pracsys

- Younger people and employees in surrounding areas such as Kawana Waters noted issues with the lack of vibrancy, culture and night time activities within the CBD, leading them to access dinner and entertainment elsewhere. P.2
- Investigate feasibility and support for adopting the Renew Caloundra scheme
- Establish targets and an action plan to maximise the perception of safety in the precinct at night. p.3
- Caloundra will come to life through a rich experience of creative, interesting and authentic public spaces that are active day and night. There will be diverse attractions and activities for people of all ages, reflecting Caloundra’s strong sense of history and culture and leveraging the beauty of the natural outdoor environment.



While retaining its unique character and relaxed lifestyle, revitalisation will position Caloundra as the vibrant gateway to the Sunshine Coast, a year-round destination for visitors and a key retail, business and investment destination. p. 8

HERO EXPERIENCES

Usually the first, and the leading, tenant or experience in an area whose prestige and name recognition attracts other tenants and visitors. Some of Caloundra's hero experiences we have identified are; Caloundra Regional Gallery, The Events Centre, beaches, Caloundra Music Festival and the esplanade dining.

TACTICAL URBANISM

An umbrella term used to describe a collection of low-cost, temporary changes to the built environment, usually in cities, intended to improve local neighbourhoods and city gathering places.

MICRO-ACTIVATIONS

Small scale events or community artworks that encourage comment and engagement. Micro-activations are relational, connective, participative and the catalyst of social interactions.

SMART OBJECTIVES

SMART is an acronym of Specific Measurable Attainable Realistic and Timely. SMART objectives allow an accountable criteria to be given to the objectives and provide the framework for a more considered and deliverable focused approach towards project management

Important ideas and values

Art that creates dialogue

The landscape is your gallery wall, create

Experimental/experiential

Diverse, Active, Collaboration

Smart, healthy, creative

Activating places and spaces

"Compassionate citizenship" Deborah Cullinan

"generate culture that moves people" Deborah Cullinan

Culture precedes change

Artists as change agents

"How can we design public space to investigate connection and community?" Deborah Cullinan

APPENDIX – Budget estimates

Place2 – three year Activation Program and budget proposal

Year	Project	Elements	Budget estimate
ONE	Place2PAINT	Street Art Murals in Lamkin Lane, Transit Centre, Knox Ave and connecting laneway to Williamson Lane – including an interactive digital component	\$80,000 (10-15 walls) \$30,000 (interactive component)
	Place2PLAY	Interactive temporary installations (10 popup Place2PLAY projects)	\$30,000
	Place2CONNECT	Creative occupation and activation of the Caloundra Transit Centre terminal	\$100,000 (including launch and partnership development)
TWO	Place2DISCOVER	Ephemeral/Permanent Public Art installations in four precinct areas (20 ephemeral projects, 1 permanent project)	\$150,000
THREE	Place2REFLECT	Permanent Public Art installations in three recommended precinct areas	TBC – up to \$100,000
TOTAL ESTIMATE			\$490,000