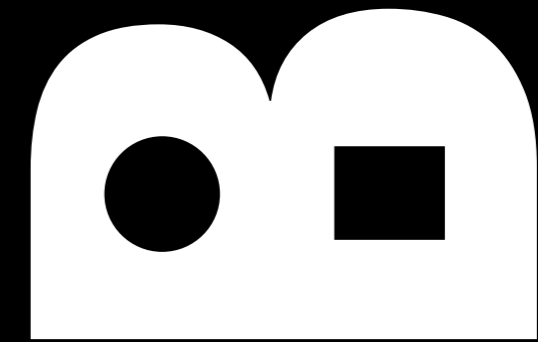


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TheBlueprint

Sinclair Brook
28 Albert Road

Public Art Strategy

30 May 2022

Issue 03 / J10229

Imagination to Implementation
TheBlueprint

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Acknowledgement of Country

The Blueprint acknowledges Australia's Aboriginal and Torres Strait Islander peoples as the traditional custodians and first scientists, makers and innovators of this land and their continuing connection to Country.

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Project Understanding

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The purpose of this document is to provide a Public Art Strategy according to City of Port Phillip Public requirements.

It will provide site context, architectural context, proposed locations and themes for review and further explorations in the curatorial stage.

The public artwork will be developed to sit within the site of 28 Albert Road – NU a mixed-use development containing private residences, food and beverage venues as well as retail.

28 Albert Road is located opposite Melbourne’s Royal Botanic Gardens NU brings together elegance and intelligent design in the perfect pairing of Elenberg Fraser & Yoo Collection.

Drawing the main inspiration from the earthy tones of Australia, alongside with the project’s urban location and proximity to the Royal Botanic Gardens cosy design creates a sense of wellbeing and seamless luxury.

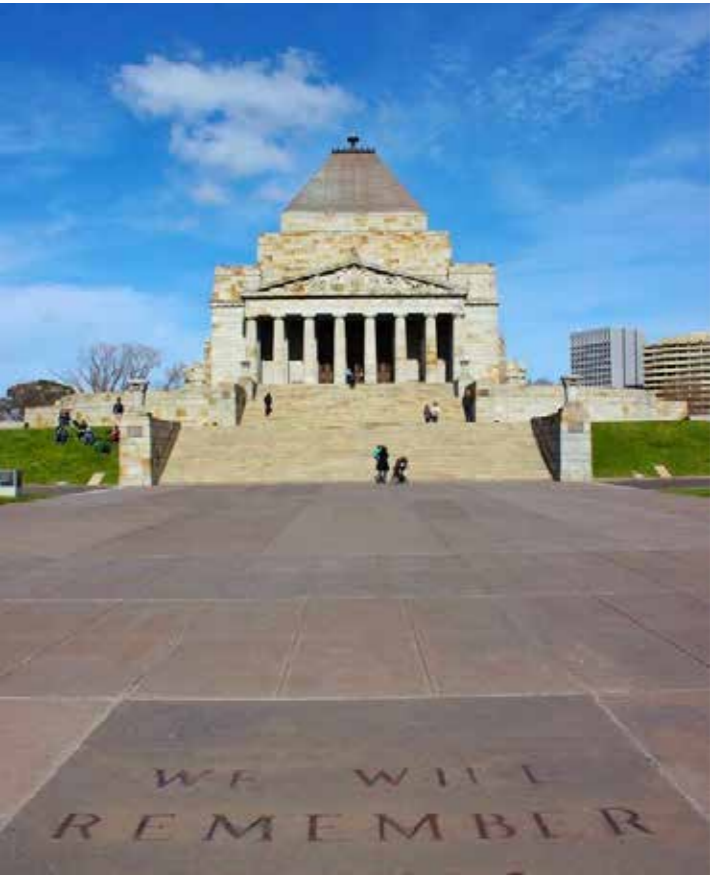
Site Context

South Melbourne
28 Albert Road

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- Proximity:
- Art Precinct, Botanical Gardens, Anzac Station, St Kilda Rd
 - Major employment areas

- Public transport services
- Public open space
- Retail and commercial facilities



Site Context

South Melbourne

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Famous for its historic market and wide streets steeped in heritage, today South Melbourne is a bustling centre for retail, socialising, entertainment, the arts, creativity and business. Just 2km from the CBD it boasts wholesome food, killer coffee, bars and delis, cafe's and roasteries, small batch

wines from Europe, the Coventry bookstore and nano-brewed, hand bottled beer at Westside Ale Works. Pick up fresh produce, locally designed goods and gourmet treats at the South Melbourne Market.



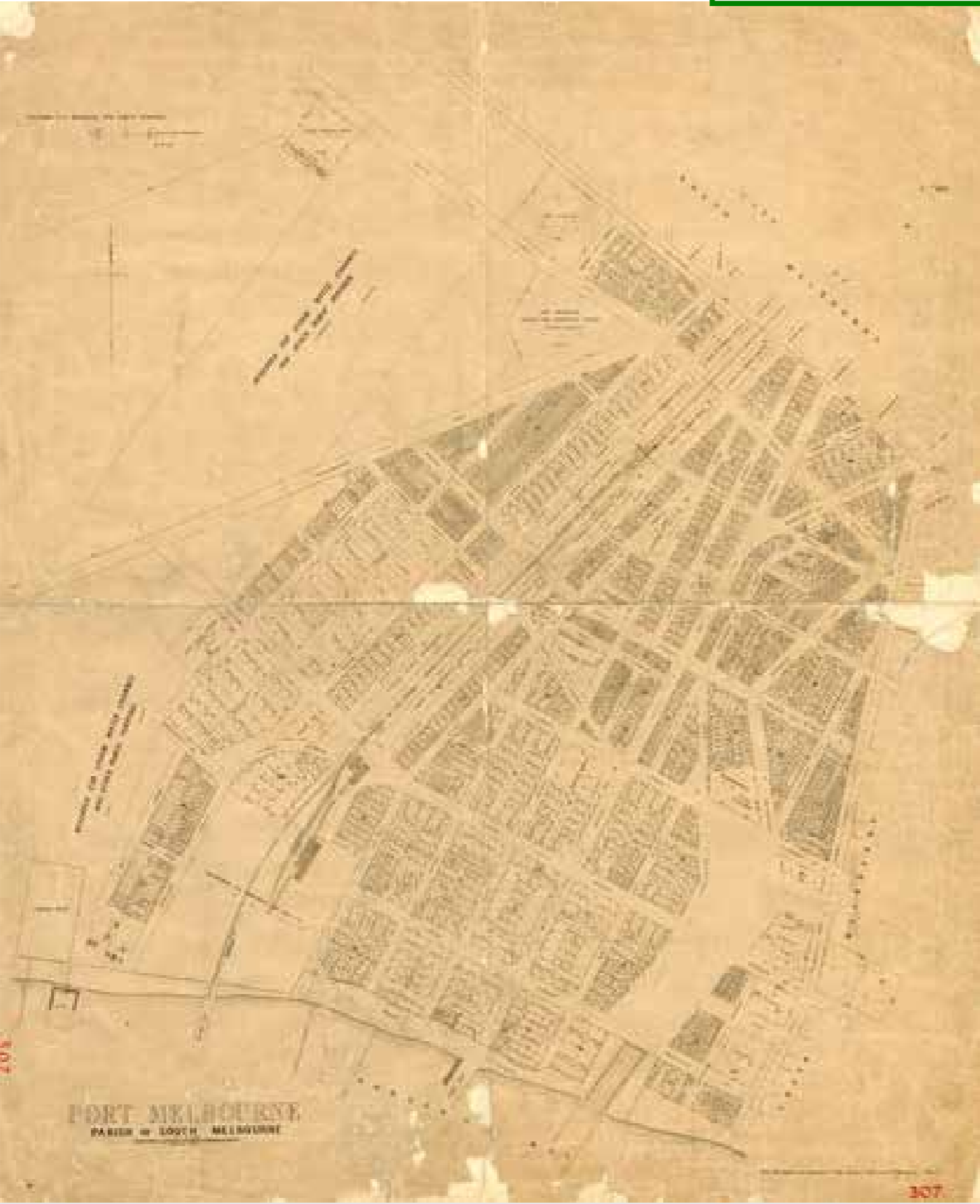
Site Context

First nation heritage

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The nearby South Melbourne Town Hall was built at the top of Emerald Hill (from which the town took its name), opening in June 1880. Historically, the hill on which the Town Hall is built is a significant meeting place for the traditional owners of the land, the Saamitj Willeam of the Boon Wurrung people. The Boon Wurrung held meetings at this site every three months and corroborees on full and new moons.

The area was rich in lagoons, such as Albert Park Lake, surrounding the strategic and drier height of Emerald Hill, which was a significant gathering place for the traditional owners of the land. Emerald Hill's elevation above the surrounding swamp land also attracted initial settlement, with land sales commencing from the 1840's



Site Context

Nearby Public Art

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- 1. 5 Queens Road
- 2. Opera - 450 St Kilda Road

- 3. The Princeton - St Kilda Road
- 4. Albert Tower - 38 Albert Road





Architectural Context

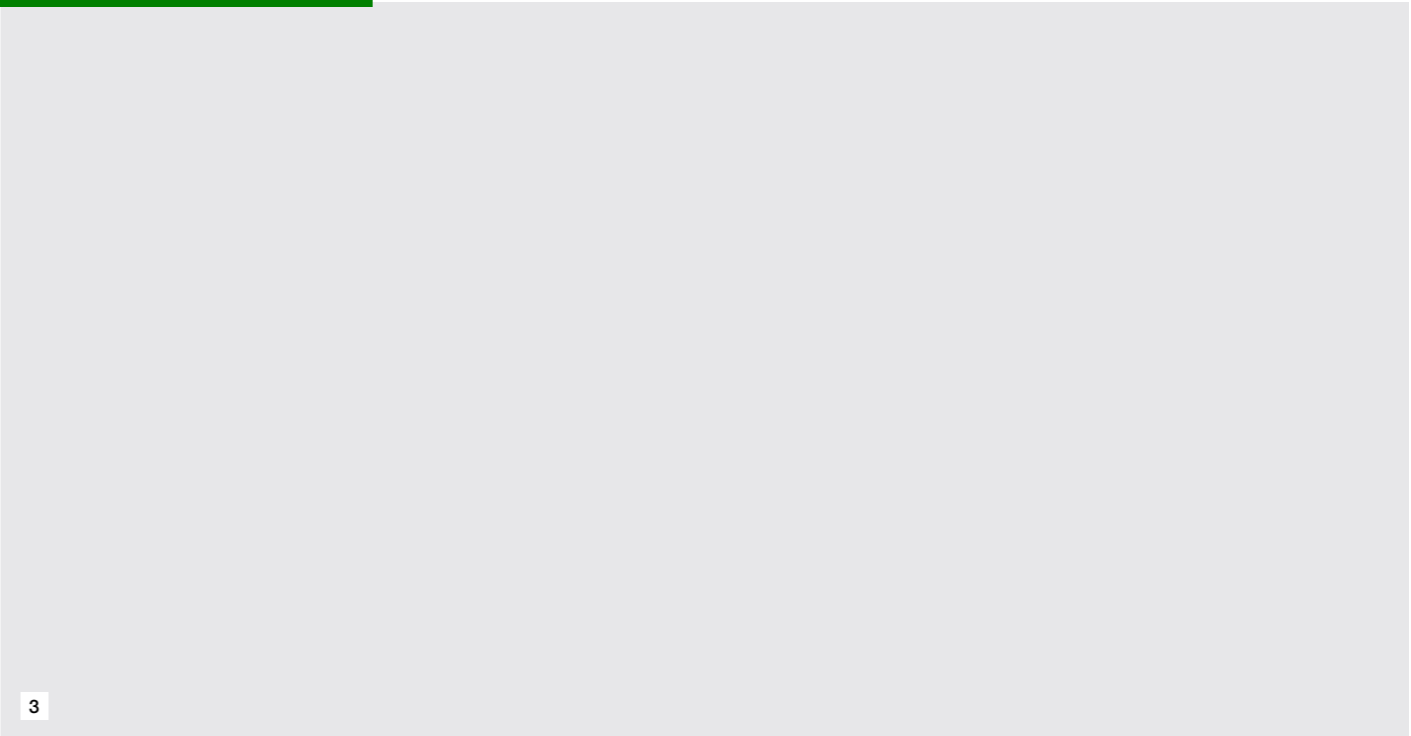
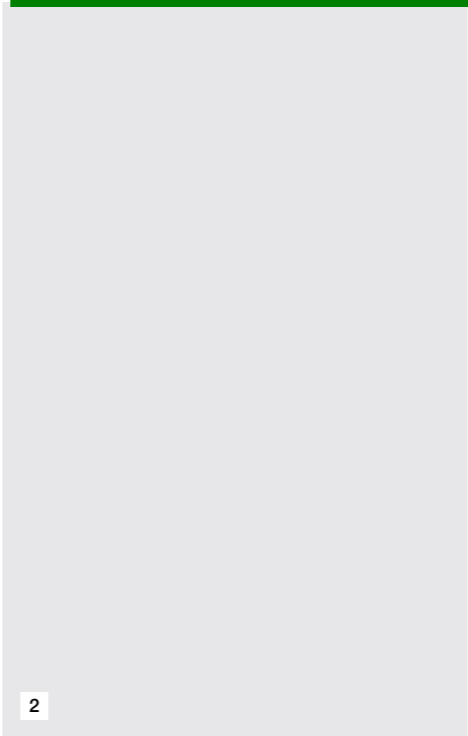
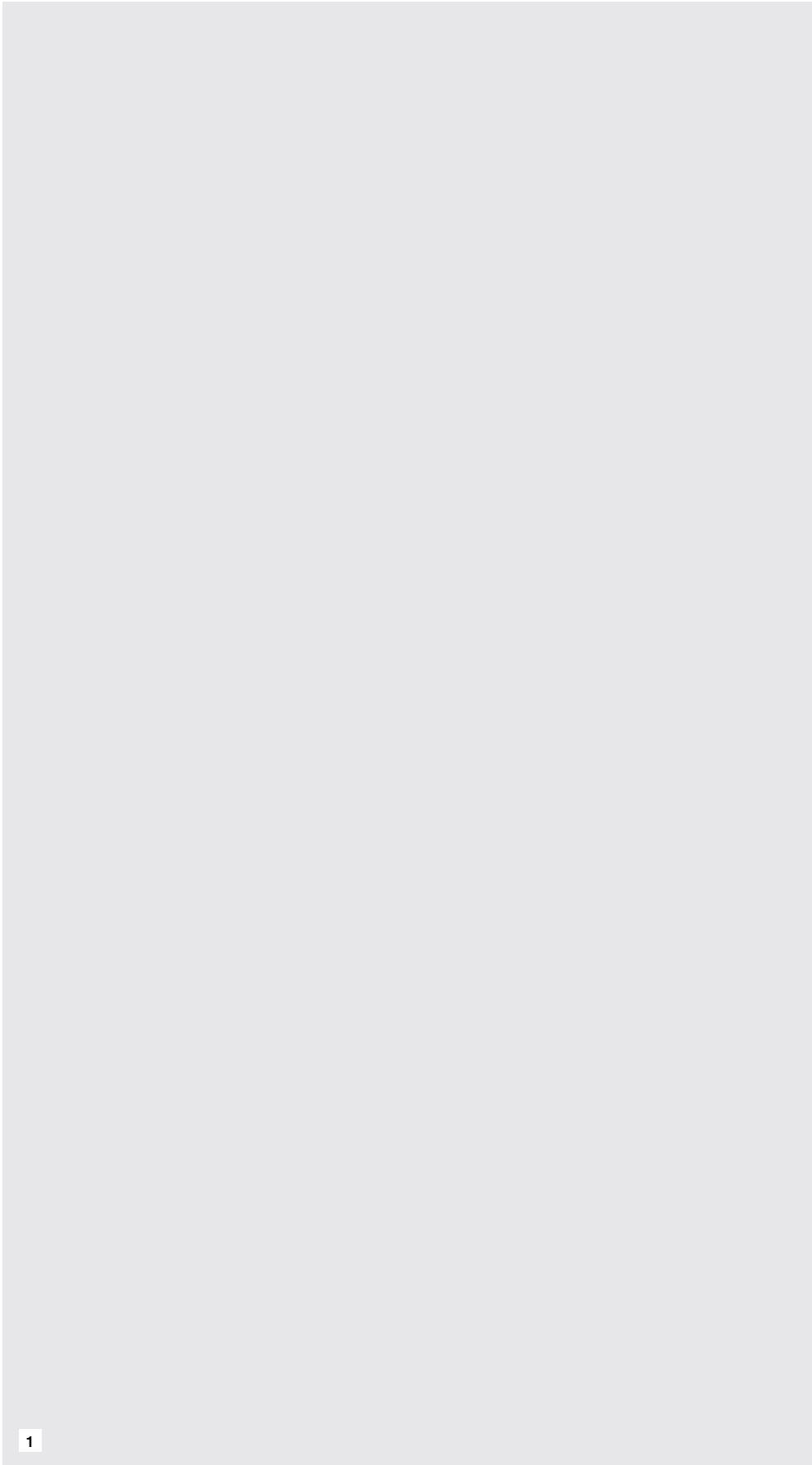
Architectural Context

Layering, light & opacity

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28 Albert Road's design is a direct response to its unique site condition. The building is a soft translucent tower that prizes privacy and amenity. The building is a singular extruded form that softly screens the Botanic Gardens, the narrow site and breaks down to finer angled elements that come alive, fluttering across the Southern façade to create view lines and privacy. This intelligent building skin on the southern facade uses directional views and

material treatment to maximise both outlook and privacy. The alternating surfaces soften the overall façade externally, while internally, allows the play of light and opacity creating unique interior environments. The green coloured glazing acknowledges the site's location within the green belt of St Kilda Road boulevard and the lush surroundings of the Botanic Gardens.



Architectural Context

Landscape Design

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Continuing the theme of layering and transparency, the ground floor is a permeable multi-level space, highly activated by retail and residential spaces. It is both a welcoming environment for those returning home and a unique activated area for the public.

The podium top, visible from the site and adjacent towers above, responds by being designed so it is read in plan. The

landscape grows up the boundary wall, becoming a living breathing, vertical space between the buildings providing a wider connection to the nearby Botanical Gardens which has been a treasured part of Melbourne's cultural life for more than 170 years.



Architectural Design

Street Activation
Pedestrian Link

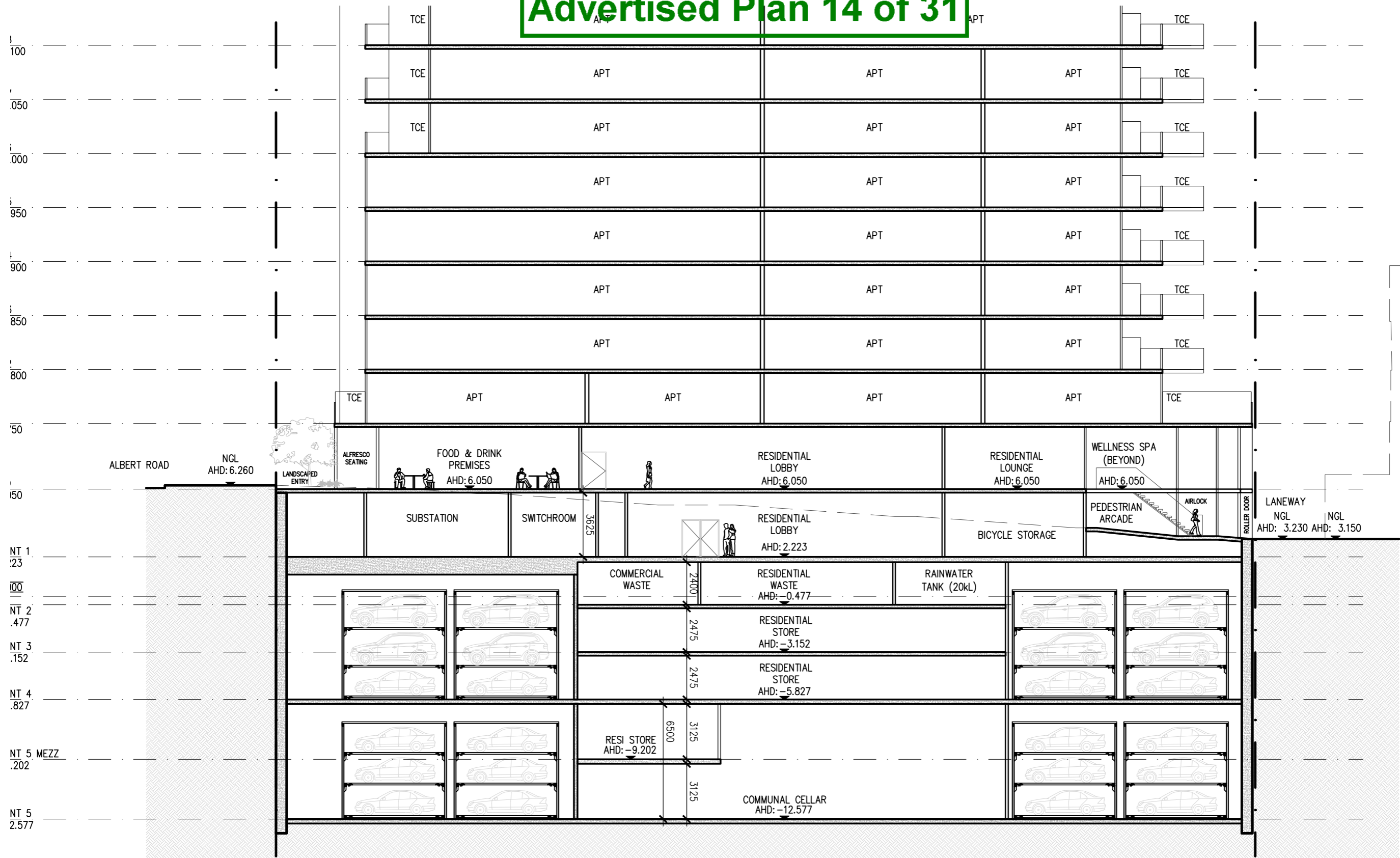
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The pedestrian arcade creates a public interface within an internal urban environment. The double height void running through the centre maintains a constant visual connection between the pedestrian drop off points and ground level.

The program is distributed through the arcade through clear glazed interfaces allowing a variety of public and residential programs to interact. It will be an intensive, constantly evolving space.

UPDATED IMAGE TO BE CONFIRMED

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drawings are to be viewed with regard to the scale at which the document has been issued and for the specific purpose of the issue. The information contained within is considered to be accurate.

Project Title



Artwork Locations

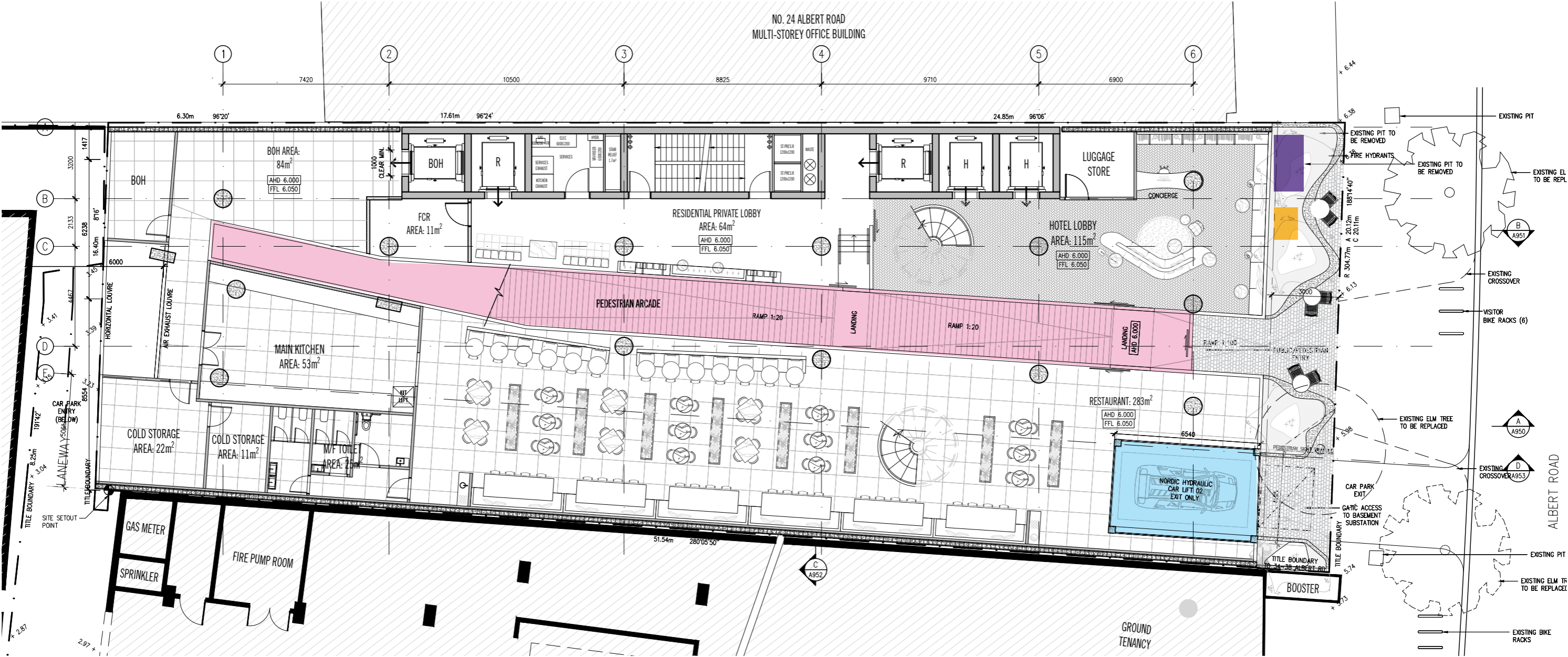
Artwork Locations

Opportunities

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Four potential Art Opportunities have been nominated for the 28 Albert Road. The plan featured right provides a visual overlay providing indicative locations for the potential Art Opportunities.
The following pages 16-22 provide detailed information including artwork locations, recommended artwork form, role and function.

It is recommended that based on the City of Port Phillip Public Art Policy approximately \$250,000 budget is allocated to Public Art for the development. The Client may select one or more of the presented Art Opportunities.



- 1. Pedestrian Thoroughfare: floor, wall or ceiling
- 2. Garage zone – Tech / digital / lighting

- 3. Front of site - 3m setback
- 4. Podium – Sculptural

- 1. Pedestrian Thoroughfare: floor, wall or ceiling
- 2. Garage zone – tech / digital / lighting

- 3. Front of site - 3m setback
- 4. Podium – Sculptural

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Curatorial Vision

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The Curatorial Vision is based on contextual analysis, including research into the history, aspirations, environment and urban character of the place. The Vision ensures that the public art is conceptually connected by setting an overarching rationale for the art, describing what the artworks aspire to achieve and providing thematic inspiration for artists.

Proposed Curatorial Vision

28 Albert Park is inspired by its unique site condition. The green coloured glazing acknowledges the site's location within the green belt of St Kilda Road boulevard and the lush surroundings of the Botanic gardens.

The Curatorial Vision complements Elenberg Frasers design vision, of a beautiful interplay between alternating surfaces which allows both views to its activated surrounds from CBD to the Art Precinct and Botanical gardens while offering privacy for its residents.

Art will play an integral role in creating an experience of this in the site.

Naturally inspired, the public artworks envisaged for 28 Albert Rd may offer a place for moments of inspiration or respite through a journey of delights and a sensational sanctuary.

Drawing from this overarching Vision, key inspiration points for artists may include, but should not be limited to:

- Native flora and fauna from the surrounding natural environment
- Fluid organic forms that connect to both the Parametric architectural design, the gardens and Albert Park lake
- Human connectivity and energy represented by the pedestrians link and surrounding destinations
- Lunar - past and future, inspired by the significant Corroboree site on nearby Emerald Hill (Sth Melbourne Town Hall)
- Creating works that encourage conversations and connections
- Providing spaces that are welcoming, meaningful and memorable



Principle 1: Responsive Design

A responsive design approach reflects the identity of place, community values and innovation and creativity.

Principle 2: Integrated Art

A relational art approach, which will ensure public art demonstrates appropriate aesthetic appeal, functionality and utility in design development. Within this approach, art emphasises integration (e.g. response, memory and facilitation for ‘place-making’), and/or promotes intervention (e.g. provocation, parody and challenge for ‘agenda-setting’).

What is the difference between art and design?

The fundamental difference between art and design is their purpose.

The process of creating a work of art starts with nothing. A work of art stems from a view or opinion or feeling that the artist holds. Art is created to share that feeling with others, to allow the audience to relate to it, learn from it or be inspired by it.

Art asks questions – design solves problems.

- Design fills a need – art fills no need except to exist and engage the viewer.

- Design solves a problem using rules of design – art has no process that can be replicated across the board to achieve an optimal result.

- Good art is interpreted – good design is understood

What is an Artist?

Professional artists will be eligible to carry out public art commissions.

A professional artist is a person who:

- Usually has experience or a university degree/ TAFE Diploma in visual arts.
- Who has specialist training and/or experience within their field and are involved in the creation of art as their profession.
- Has conceptualising and creative skills that result in the creation of artwork.
- Has demonstrated professional standing through exhibitions and commissions.

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Planning Permit Conditions

Application for Planning Permit No.
1051/2017

Address: 28 - 32 Albert Road,
SOUTH MELBOURNE VIC 3205
dated 19 February 2019

Planning conditions 34. Urban Art Plan

Before the occupation of the development allowed by this permit, an urban art plan in accordance with Council's Urban Art Strategy must be submitted to, be to the satisfaction of and approved by the Responsible Authority. Urban art in accordance with the approved plan must be installed prior to the occupation of the building to the satisfaction of the Responsible Authority.

- To be developed in accordance with Council's Urban Art Strategy.
- To align to the policy principles and evaluation framework.
- To be kept in budget of \$250,000.

The Blueprint Guiding Principles

The following principles will be used to assist The Blueprint in the development of the Public art:

- The art will reflect the local character and cultural identity, creating a distinctive urban environment and a sense of place;
- The art is original, creative and innovative in its design and use of form, technique and materials, and at the forefront of new ideas and sustainable practice.
- The art contributes positively to site and surrounds, and responds to the natural and built environment.
- The art shall comply with all measures and standards in regard to health and safety, maintenance, longevity and durability.



Theme 01
Energy & Connectivity

Location
As per indicative location shown on plan (right)

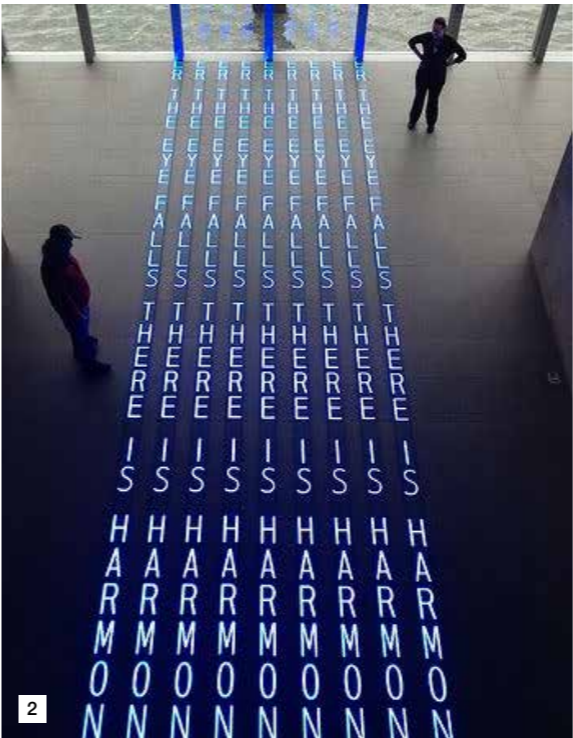
Form
Medium to large-scale artist designed digital installation

Artwork Role and Function
Add a creative layer of intrigue and interest to the streetscape
Build on a journey of discovery throughout the site providing

encourage people to explore what is beyond the entry and on the other side of pedestrian link. Enhance the energy and connectivity created by pedestrian movement by curated illumination and movement

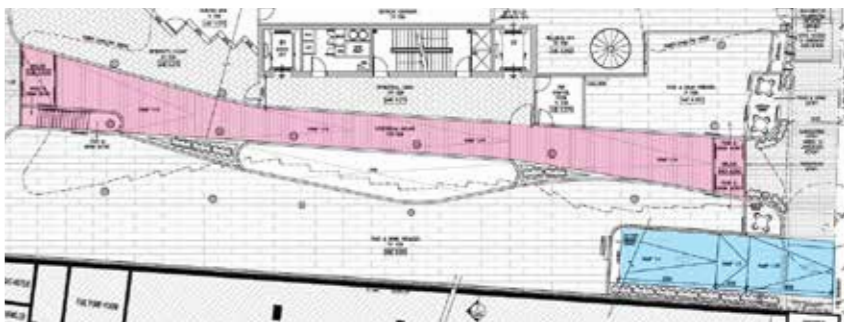
1. The Tate; Oenith Wyn Ewens
2. Fort Worth Museum of Modern Art
3. Glenelg /a/ Har - City Light
4. Digital wall installation

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1. Digital Walls
2. Led ribbon installation
3. Ceiling light box installation
4. Jonathan Jones

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Theme 02
Parametric Design

Location
As per indicative location shown on plan (right)

Form
Medium to large-scale artwork, static/kinetic installation

Artwork Role and Function
The tower's form is driven by parametric modelling. This theme draws on the buildings fluid facade by adding a

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creative layer of intrigue and interest to the pedestrian link. Building on a journey of discovery throughout the site to encourage people the exploration of what is beyond the entry and through the pedestrian link.

- 1. Suspended installation
- 2. Suspended Glass installation
- 3. Seating & Lighting installation
- 4. Sculptural seating



Theme 03
Botanical

Location
As per indicative location shown on plan (right)

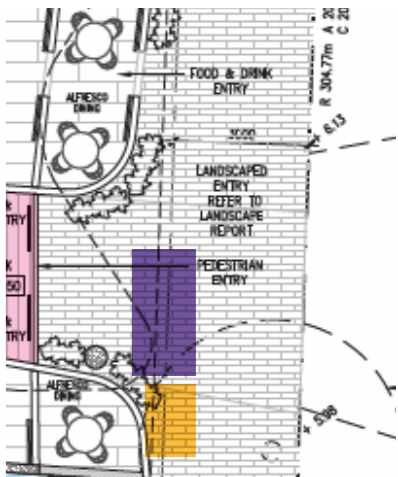
Form
Small to Medium scale botanical/organic installation or sculpture

Artwork Role and Function
Connect the building to the site's native flora and fauna, and wider

green surrounds, while at the same time tying it in with the fluidity and botanical inspirations represented in the façade design.

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1. Jamie Scott
2. Rachel Coyne - Organic sculpture
3. Seed Pods
4. Henriette Oliveira - Palais de Tokyo, Paris
5. Nicole Armstrong - NSW



Theme 04
Lunar

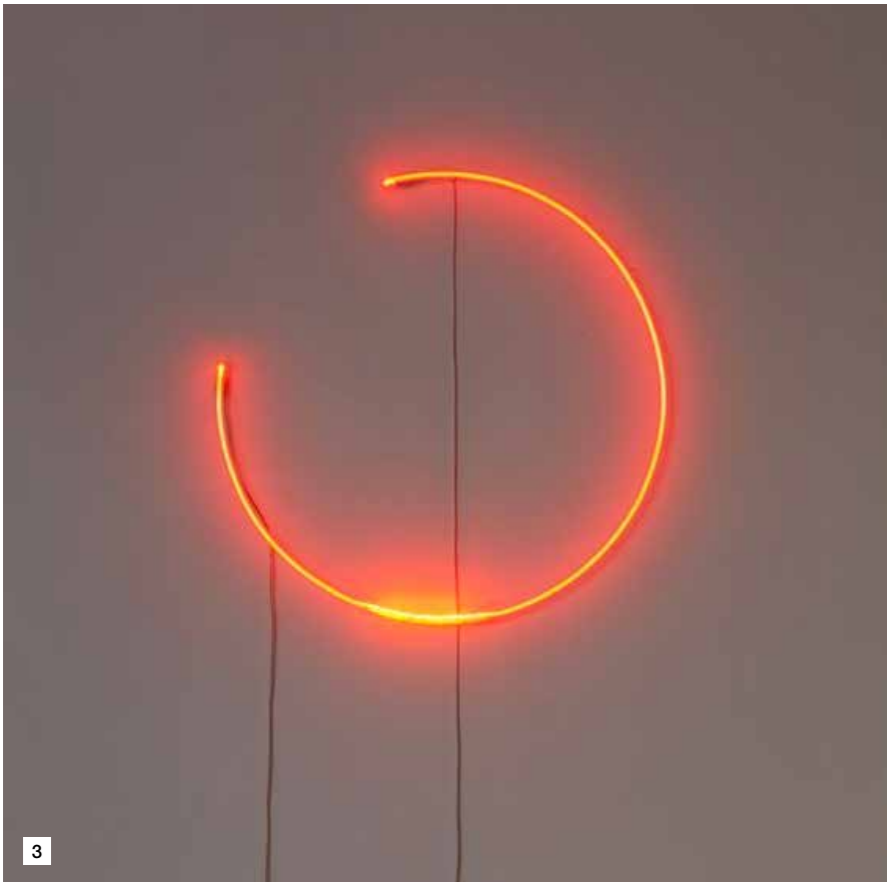
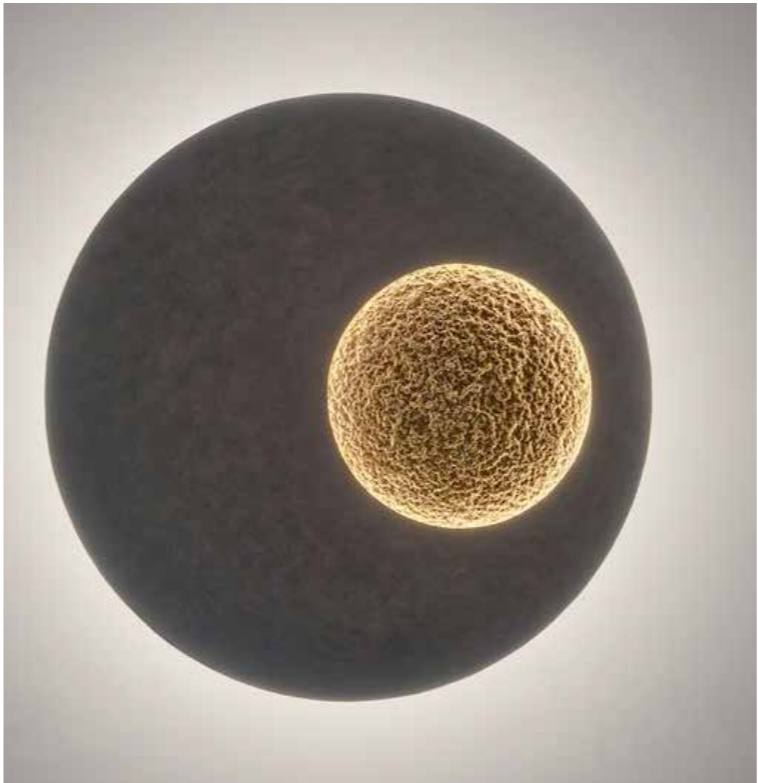
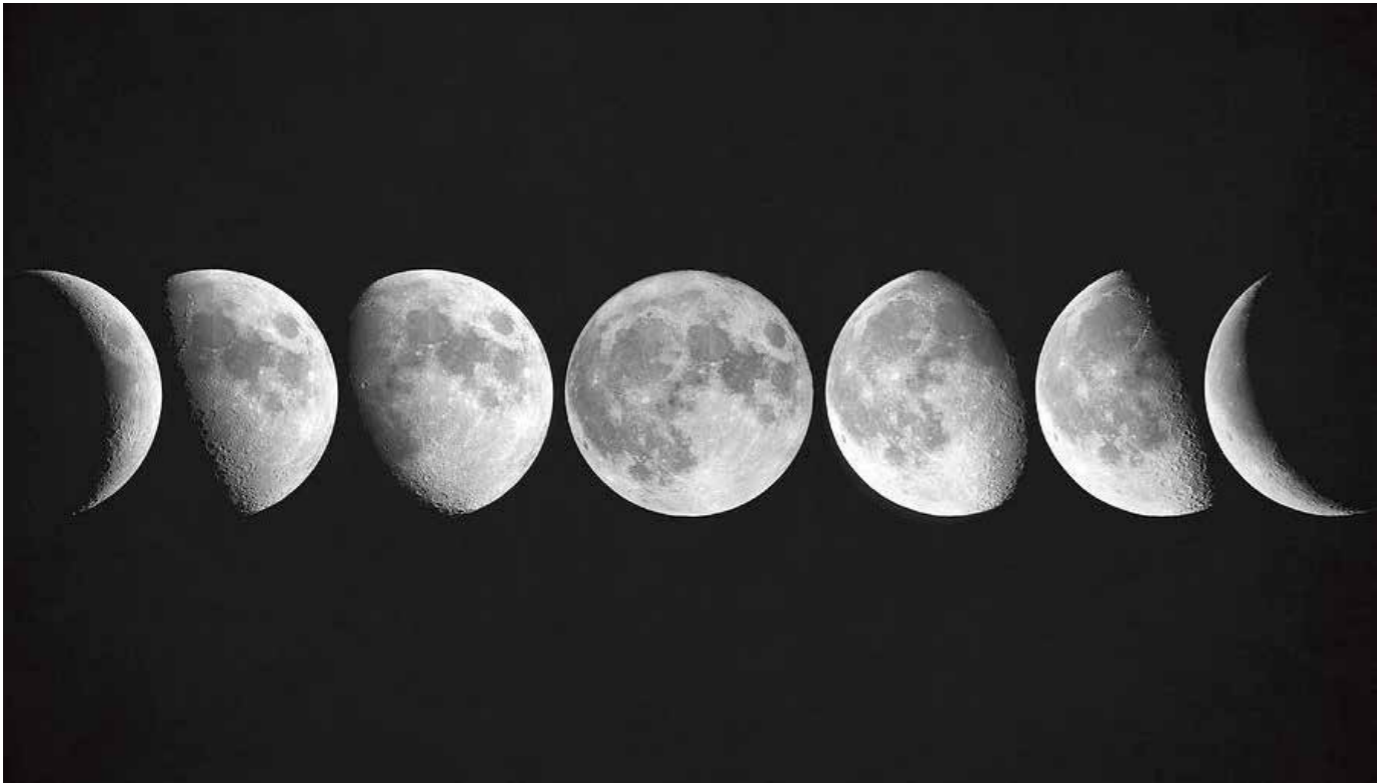
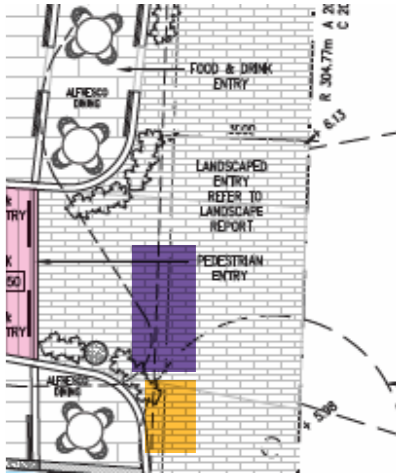
Location
As per indicative location shown on plan (right)

Form
Small to Mmedium scale artwork sculptural or installation

Artwork Role and Function
Connect the building to its close proximity to the traditional owners of the land significant Corrobboree site at nearby Emerald Hills.

Lunar phases can represent the past and future and be explored through different mediums

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Next Steps

Next Steps

The purpose of this strategy is to provide the development and council with a robust document to assist further exploration of the different themes and art directions based on the wider environmental context.

The next steps of the process is explained in detail below.

Art Planning

Design

Construction

Art Strategy (current stage)

- Client briefing
- Site familiarization and survey
- Review Architectural and all other project reference (Heritage and historical documents)
- Strategically align the public art strategy with the vision for 28 Albert St.
- Align strategy to City of Port Phillip Urban Art Strategy framework
- Develop a curatorial framework based on the site's historical, contextual and future uses to provide thematic ideas for art pieces.
- Identify artwork type
- Prepare a report detailing the artistic vision and theme
- Narrative and context
- Identify and propose location for artwork
- Identify benchmark images to illustrate potential opportunities and applications

Artist Procurement

- Refine the artistic vision and curate suitable artists for concept design.
- Activities**
- Client briefing
 - Curatorial sourcing of artists appropriate to curatorial vision and artwork opportunity
 - Shortlisting of artists
 - Procurement negotiation
 - Artwork Briefing Documents
 - Artists selection
- Deliverables**
- Curation of 4 Artists
 - Shortlist of 2 x Artists for concept
 - Program – 2-3 weeks

Concept Design

- Concept design by 2 x nominated artists
- Activities**
- Meeting with Artist and Project Team;
 - 2 x Artwork Concept explorations
 - Narrative Sketch/illustration for an artwork
 - Explanation/illustration of how and where this will integrate with the building within the nominated space.
 - Finalise each concept
 - Budget feasibility review
- Deliverables**
- Workshop meeting
 - 2x Design concept presentation to client*
 - Client review, feedback and approval
- *Selection of 1x concept and artist for development and implementation

Design Development

- Following the concept stage, the chosen artwork can be developed with detailed specifications. Once these are approved we prepare detailed information regarding the production and installation
- Refine artwork concept designs
 - Establish preferred fabrication and construction methods
 - Preliminary engineering investigations to ensure the constructability of the concepts (engineering fees not included as part of this proposal)
 - Finishes selection, materials and scale to ensure suitability for the site, location, audience and application
 - Design Documentation
 - Confirm implementation budgets
 - Baseline Documentation suitable for implementation
 - Client review, feedback and approval

Construction/Delivery

- Based on the agreed and approved budget, we will manage the fabrication and installation of the art piece
- Co-ordinate program and timing based on priority items
 - Manufacture of all elements
 - Quality control and reviews
 - Communication with client on program and implementation schedules
 - Program elements to suit delivery
 - Co-ordinate EH&S requirements as identified for site
 - SWMS and safety plans
 - Manage installation requirements with client
 - Installation of all elements
 - Post inspection
 - Project closeout and handover

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SYDNEY

Lvl 2, Suite 207 / 80 William St
Woolloomooloo, NSW 2011

MELBOURNE

109/181 St Kilda Road
St Kilda, VIC 3182

BRISBANE

2 Warner Street
Fortitude Valley, QLD 4006

SHANGHAI

Suite 311, Warner Business Center
No 1733 LianHua Road
Minhang District
Shanghai 201100

LOS ANGELES

2210 East Maple Avenue
El Segundo
CA 90245

theblueprint.com.au