

Meeting Date: Tuesday 26 August 2014
Location: Council Chambers, Level 6, Civic Centre, 1 Devlin Street, Ryde
Time: 7.30pm

Council Meetings will be recorded on audio tape for minute-taking purposes as authorised by the Local Government Act 1993. Council Meetings will also be webcast.

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LATE ITEMS

18 MULTICULTURAL - EASTWOOD MURAL PROPOSAL FEEDBACK

Report prepared by: Manager - Community Capacity and Events
File No.: GRP/09/4/10 - BP14/969

REPORT SUMMARY

This report recommends the creation of a mural on the front wall of Eastwood Library in conjunction with Ryde Community Forum and St George Bank.

At its meeting held 24 June, Council resolved as follows:

- (a) That Council facilitate meetings between Council staff and the Ryde Community Forum to consider the creation of a mural in the Eastwood Town Centre to celebrate multiculturalism in the area.*

- (b) That the recommendations of the meetings be reported to Council prior to any action being taken in respect to creation of the mural.*

The Mayoral Minute and subsequent resolution was brought about from an approach by the Ryde Community Forum to the Mayor to initiate a community project in Eastwood. Ryde Community Forum intends to unveil the proposed mural at a Moon Festival community celebration on 6 September 2014.

Staff have facilitated meetings with the Ryde Community Forum to discuss the logistics in creating a community mural and has undertaken community consultation in conjunction with the Ryde Community Forum to receive feedback from the community on what they consider to be important aspects in the content of a mural.

This report recommends the installation of a mural on the entrance wall of Eastwood Library.

RECOMMENDATION:

That Council approve Option one, a community mural to be installed on Eastwood Library entrance wall on Saturday, 6 September 2014.

ATTACHMENTS

- 1** Artists sketches for Eastwood Mural proposal

ITEM 18 (continued)

Report Prepared By:

Derek McCarthy
Manager - Community Capacity and Events

Report Approved By:

Baharak Sahebekhtiari
Acting Group Manager - Community Life

ITEM 18 (continued)

Discussion

As per the Council resolution of 24 June 2014, an initial meeting on the proposed Community Forum, representatives from St George Bank, who will be sponsoring the mural, Baharak Sahebkhari, Acting Group Manager - Community Life and Dianne Turner, Community Project Officer - Community Life.

Further meetings between staff and stakeholders were undertaken to discuss the following matters:

- < Consultation into the content of proposed mural
- < Location of the proposed mural
- < Activities associated with event
- < Restoring site back to original condition after the use by date of the mural

The findings of these meetings are highlighted in this report.

The objective of the proposed installation of a mural at Eastwood is in line with Councils Public Art Implementation Guide, which supports the development of inspiring, creative and innovative public art works in the City of Ryde.

The role of public art is to establish a dialogue, mediated by an artist, between a community and its environment, the proposed artwork is visible from publicly accessible locations, enhances connection to and experience of place and local identity.

Public art in the City of Ryde focuses on achieving the following results, all of which are achieved in this proposal:

- Increase Community Pride
- Attribute a Place Identity
- Strengthen Community
- Celebrate Local Diversity
- Add Aesthetic Value
- Economic Development

Consultation

Given the short lead time, consultation was undertaken by Ryde Community Forum and President Tony Tang with the following stakeholders to get their feedback on what they would like to see in a mural at Eastwood:

- Hon. Victor Dominello MP, Minister for the Communities
- Councillor Roy Maggio, Mayor, City of Ryde
- Councillor Justin Li, Deputy Mayor, City of Ryde
- St George Bank

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- Eastwood Hotel
- Landmark Hotel
- Eastwood Shopping Centre
- Asian supermarkets/retail shops/restaurants/coffee shops
- The Korean Women's Association
- The Korean Chamber of Commerce, Eastwood
- The Korean Daily Newspaper
- The Eastwood Chinese Senior Club
- The Eastwood Rotary Club
- The Indian community
- The Ryde Community Forum

Additionally, Council staff consulted with Eastwood Country Women's Association (CWA), Eastwood Seniors, Eastwood Events and Promotions Committee and Eastwood Library staff.

Results of the consultation included the following:

- A brief history of Eastwood including Granny Smith and orchard growing area
- CWA and scones
- Colourful with lots of people
- Youth with diverse cultures working together
- Multicultural children celebrating a festival
- People living together happily
- All residents, young and old living in harmony
- Working and living in harmony
- To share experiences with different ethnic communities
- Uniting all cultures

This information was forwarded to the artist as a brief to develop concept images for the consideration of Council.

Location of Mural

Staff together with Tony Tang from Ryde Community Forum and a St George Bank representative undertook an inspection of possible sites where a community mural could be installed.

The sites inspected were, Eastwood Library left side front entrance wall, Eastwood CWA front wall and Eastwood Hotel.

It was considered that Eastwood Library would be the best location for a community mural as it has high exposure to the community being opposite the train station, is on a wall on a community building that is highly used and is a suitable size for a mural.

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The signage on the left wall of the library may need to be removed for the installation of the mural; there is signage for both City of Ryde and Eastwood Library on the main entrance and right hand wall of the library.

The location of the mural on the library wall is shown in the **ATTACHED**.

The CWA site was not considered appropriate due to the size of wall and its location as the entrance to CWA. Eastwood Hotel was also not considered appropriate as it was felt that the mural would not be seen as a community project, more of a commercial piece of work.

Final Artwork

Results from the consultation were forwarded to the artist and two concepts were received from the artist as shown in the **ATTACHED** as Options 1 and 2.

Option 1:

Overall the image captures the feedback of multiculturalism, place, enjoyment and work included in the **ATTACHED**), the end product would meet the objectives of the project.

The image is an interpretation of the consultation capturing place with the harbour of the plaza, the history with the Granny Smith Apple, busyness of the area with people, multiculturalism celebrations and food.

The artist has used the feedback from the consultation together with images of the area to develop this concept. As we have the option to alter elements of the sketch, we would ask the artist to remove GUIDE from the marching band drums as there is no such group in Eastwood, although we do have numerous bands perform in our Granny Smith street parade. To capture more of the day to day life of people in Eastwood we would ask to replace the image of the fan dancers with people sitting at tables eating.

These changes to the image would represent the results of the consultation and reflect the people and place of Eastwood.

It is recommended to proceed with this Option as it meets the objectives of the project and recognises the feedback from the community consultation.

Option 2:

This image is designed to show harmony within the community, reflecting the people of Eastwood and inclusiveness. The artist would capture photos of people in Eastwood prior to the installation and use these as the images on the final art.

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This idea is a less literal way to reflect the consultation and is based on a similar project by another artist. The final artwork from that project is shown in the **ATTACHED** as Option 2.

Options A and B are shown in the **ATTACHED** as A and B.

There is a risk with this option that given its use of actual people within the community, it may be more vulnerable to graffiti and vandalism targeting the subjects of the mural.

Decommissioning

The artist has advised that the life expectancy of the mural would be approximately three years given the quality of the paint and weather conditions.

The cost to restore the wall back to original condition would be \$600. It would be

Council has the right to remove the mural at any stage without consultation from St George Bank or the artist.

Copyright

There is a five year licence with Council where we may use images how we wish.

Activities associated with the Moon Festival event

The mural will be installed at the Moon Festival event on Saturday 6 September 2014 by Artist Heesco, who will complete the mural on the day. St George bank together with Ryde Community Forum and its partners will fund the cost of the mural together with the celebrations on the day.

The artist will paint the mural on the wall throughout the day and be unveiled by the Mayor in the early evening. The live art performance and the unveiling of the mural will be a highlight event of the Festival.

The proposed schedule of events for the day is listed below:

- 10.00am Commence mural painting
- 1.00pm Lantern making for children . Eastwood Centre
- 3.00pm Jumping castle, petting zoo, stage performances, food stalls - Eastwood Hotel carpark
- 6.00pm Lantern procession from Eastwood Hotel to Plaza
- 6.15pm Lion Dance performance . Eastwood Plaza
- 6.30pm Unveiling mural

ITEM 18 (continued)

6.45pm Procession back to Eastwood Hotel
7.00pm Celebrations continue at Eastwood Hotel
10.00pm Finish

Financial Implications

It is proposed that Council support this event with event management support, promotion through the website, mayoral column, hanging of banners and printing.

The support provided by Council will be met within the existing Community and Cultural Program budget.

The current cost to have the wall repainted back to original condition would be approximately \$600.

Council may decide at time of decommissioning to install another mural.

Options

Council may consider using a different location than that proposed however the two alternate locations are not deemed to be appropriate.

It is recommended to proceed with the location of Eastwood Library front wall.

Council may consider using Option 2 as presented by the artist, however this option may be more vulnerable to graffiti and vandalism directed at the subjects of the art.

Option 1 as recommended meets the objectives of the project and addresses the feedback received during the consultation.

ITEM 18 (continued)

ATTACHMENT 1



ATTACHMENT

OPTION 1: A multicultural artwork that speaks to place, celebrates different elements from the two cultures, is vibrant and engaging and something everyone can enjoy.

ITEM 18 (continued)

ATTACHMENT 1



OPTION 1: Mock-up

ITEM 18 (continued)

ATTACHMENT 1

OPTION 2: The brief was to create a piece of work that would bring the community together and demonstrate inclusiveness. The artist thinks it would be best achieved with portraits of children, from all ethnicities, from the local community. We would engage a photographer to capture the portraits beforehand. The idea is based on international artist JR's Inside Out Project - See reference below. The portraits of The children will all be standing in a line, laughing and eating a big, green Granny Smith apple. This photo-realism work is a more sophisticated way to send a great message of inclusiveness and future focus on the next generation.



ITEM 18 (continued)

ATTACHMENT 1



OPTION 2: Mock-up

ITEM 18 (continued)

ATTACHMENT 1

