

Monday 12 November 2012

## CREATIVITY POPS UP AT MACQUARIE CENTRE

Expressions of Interest applications are now open to local creative entrepreneurs and artists interested in running small enterprises from unused retail spaces in the Macquarie Centre as part of a new arts venture – *Pop Up Project*.

*Pop Up Project* will transform unused retail spaces in the Macquarie Centre into temporary innovative spaces, offering artists and other creative practitioners a place to create, exhibit, sell and share their work.

The project is jointly funded by the City of Ryde and Macquarie Centre and will further boost Ryde's growing reputation for creative output, promote the Macquarie Centre and support the creative community.

In launching *Pop Up Project*, City of Ryde Mayor, Cllr Ivan Petch, said: "We want to support and grow our creative community, while increasing cultural awareness by linking arts practitioners with wider communities, and what better way than to showcase their work at one of our region's premier shopping centres.

"This project is ideal for people who already have an established creative enterprise and simply need affordable space to develop it further, share it or sell their work.

"Council is dedicated to providing the local creative community with more opportunities and this project will ensure that we not only retain our artistic talent, but also expand Ryde's creative industries, attract more visitors and generate increased economic opportunities," Cllr Petch said.

In a Memorandum of Understanding between the Council and AMP the property owner, the Macquarie Centre has agreed to provide vacant shop fronts to creative entrepreneurs on a peppercorn rent (maintenance, insurance and utilities), on short term licences.

The new partnership provides opportunities to activate the Centre in a new way and providing our creative community with the affordable space they need to practice, exhibit, grow and succeed.

*Pop Up Project* is another initiative of the City of Ryde's *Creative Connections* arts program and builds on the success of the recent Hungry for Art and Third Season events that have lifted the lid on a wealth of local creative talent.

If you want to get involved in *Pop Up Project*, EOIs are now open until Monday 3 December. Go to [www.ryde.nsw.gov.au/popupproject](http://www.ryde.nsw.gov.au/popupproject) or call 9952 8315.

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