

public art guidelines fact sheet



For Landcom Projects

Public Art Guidelines

Fact Sheet

Public art and design can be a memorable and energetic part of the public domain. Good art can create a destination that is revisited and enjoyed, increasing the community use of public spaces and places; and in turn helping to facilitate interactions and community strengthening. Public art can contribute to the cultural identity of a new locality. The integration of art, urban design and landscape can create places of great beauty and relevance to local people.

About the guidelines

The purpose of the document is to support inspiring public art in Landcom and partner developments.

It outlines the potential benefits of public art in new development, clarifies what Landcom is aiming to achieve with public art, and a best-practice implementation process for our projects.

The objectives of the guidelines are to:

- Develop an understanding of public art and how it can be used to benefit the neighbourhoods that Landcom is developing;
- Describe Landcom's commitment to public art to its staff, development partners, local government and other stakeholders; and
- Assist development teams to incorporate art in their projects.



Landcom's position on public art

Landcom has a commitment to providing high quality, relevant public art in its developments. In doing so Landcom recognises the role public art can play in developing community identity and a strong sense of place.

Landcom supports and seeks to develop:

1. Art that contributes to cultural identity and creates a distinctive sense of place.
2. Creative projects that help to build stronger, more connected communities.
3. Art that can be enjoyed and experienced by people of different ages and cultural backgrounds.
4. Art that responds to themes of people and place – both past and present.
5. Art that relates well to the built and natural environment.
6. Art that exemplifies artistic excellence and integrity.
7. Art that responds to the challenge of climate change through sustainable design and fabrication.
8. Art that is appropriate and safe in public contexts and is easily maintained.

Implementation of guidelines

The Public Art Guidelines include an implementation process that could be applied to projects of various sizes and levels of involvement. It covers:

1. Engaging a public art coordinator
2. Defining the role that public art will play in the locality
3. Preparing an arts strategy
4. Allocating a project budget
5. Preparing and artist's brief
6. Engaging an artist
7. Preparing an artist's contact
8. Confirmation of directions with Council
9. Design development
10. Fabrication
11. Approval of the completed artwork
12. Maintenance protocol
13. Decommissioning.



Koala Bay - The meeting place poles



The Ponds - Owl Seat



The Ponds - Digital Litter

Examples of public art in Landcom developments

The Ponds at Kellyville Ridge

- *Float* by Susan Milne and Greg Stonehouse is a creative commentary about the culture of water in the urban environment.
- *Owl Seat* by Art is an Option depicts the local Barking Owl.
- *Digital Litter* by Marcus Tatton won the 2008 Landcom Acquisitive Sculpture Prize, an exhibition curated by the University of Western Sydney. The work is located in The Ponds Parkland and references the detritus of binary characters lost in cyberspace.
- *Bird Flight* by Justin Sayarath marks the entry to a neighbourhood park at The Ponds.

Victoria Park at Zetland

- *Storm Waters* by Jennifer Turpin and Michaelie Crawford at Victoria Park is an environmental stormwater sculpture and an integral part of the Water Sensitive Urban Design of the site. It reflects the ecological history of the site, which sits above a vast aquifer and was once entirely swamp.

Koala Bay at Tanilba Bay

- The meeting place poles (no name) by local Indigenous artist Mini Heath are part of a series of artworks reflecting the cultural history of the site.



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