

over 21 years of fostering culture & creativity



Victorian Policy Projects

Over the last twelve months Brecknock Consulting's cultural planning team has been very busy with arts and cultural policy projects in metropolitan Melbourne and regional Victoria.

For the City of Yarra we have undertaken extensive consultation, facility audits, research and the preparation of a Discussion Paper that will inform the development of the City of Yarra's next Arts and Cultural Policy. The City of Yarra includes the culturally rich inner

city suburbs of Fitzroy, Collingwood and Richmond.

For the City of Maribyrnong we have been developing a major new Public Space Activation and Public Art Policy - "On the Edge". *On the Edge* provides a range of activation strategies for the Footscray Central Activity District based primarily on innovative temporary public art activities for the streets, lanes, open spaces and buildings.

Brecknock Consulting, in associate Andrew Bleby, have been working with the City of Port Phillip and the Board of the Gasworks Arts Park to undertake a Strategic Review of the arts centre. The Gasworks Arts Park is a significant cultural asset in Albert Park with performing and visual arts facilities in a peaceful parkland setting.

Mount Alexander Shire Council has engaged Brecknock Consulting to prepare an Arts and Cultural Policy. The project involves community consultation, venue analysis and practical delivery strategies to support the development of arts and cultural activity in Castlemaine and across the Shire.

Most recently we have been appointed as the consulting team to prepare a new Arts and Cultural Policy for the rapidly developing outer metropolitan City of Whittlesea.



380 Docklands Drive, Melbourne Docklands

Brecknock Consulting was engaged by Fitzpatrick Investments in 2009, to curate and project manage the VicUrban percent for art requirement, for their commercial building in the Melbourne Docklands, within the Waterfront City precinct. Designed by architectural firm Bates Smart, the building has a prominent address to Docklands Drive, and the vision for the public art component was an artwork that would capture this address as well as providing a dramatic foyer experience and entry statement.

The curatorial framework conceptualised the rear wall of the building's long entry foyer as a strata or layer within the building structure. The artwork was envisaged as a grand abstraction, animated over day and night, creating a field of live energy within the permanent built form.

Salt/Fresh, the selected artwork by artist Jonathan Jones is installation constructed from timber planks and tubes of LED lighting. The minimalist geometric form is a layered composition in white – white painted timber on a white wall, bathed in white light. This immersive visual environment, at once both stark and subtle, where light and shade take on rich textural properties. The work's title *Salt/Fresh* refers to this meeting and mixing of the material and the immaterial, the dissolving of form and the fertility of flux.

Drawing on his Indigenous heritage, the artist describes the work as ... *Responding to the regional history and honouring the traditional homelands of the Kulin Nations, salt/fresh explores the mixing of the rich waters at the junction of the Yarra and Maribyrnong Rivers. Where tidal shifts occur, ripples and wavelets are testimony to the water's greatness.*

Over the last ten years Brecknock Consulting has had the opportunity to be involved in the several Melbourne Docklands Public Art projects including: Yarra's Edge, Victoria Point Development, 737 Bourke Street, 370 Docklands Drive, 380 Docklands Drive and is currently managing the public art commission for the National Ice Sports Centre, also situated within the Waterfront City Precinct.

Photo credit: VicUrban

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