

DUBBO REGIONAL
**PUBLIC ART STRATEGY
FRAMEWORK**

public art vision

Dubbo Regional will use Public Art to support its goals to become a vibrant, safe, healthy, inclusive and economically and environmentally sustainable.

Public Art will form a key part of Dubbo Regional's toolkit, to tell its stories and history, express its culture, test new and bold ideas, excite the imagination and explore sustainable expressions of public art.

DUBBO REGIONAL PUBLIC ART STRATEGY FRAMEWORK

public art themes & threads

Public Art Themes and Threads can be used to guide the thematic framework for Dubbo Regional's Public Art program.

What other Themes and Threads are important for Dubbo Regional?

All Walks of Life

Theme

All forms of life that have walked the land before us, who walk it today and those yet to come.

Threads

- Mega Fauna - expressed through aboriginal stories and archaeological records.
- Zoo Animals - The residents of the zoo who have become part of the region's identity.
- From Urban to Wild -the diveristy of life in all its forms and habitats.
- Cultural Journeys - The people who bring their stories to Dubbo Regional from all corners of the Earth.

Resilient Places

Theme

Health of People is expressed through its Health of as a Place.

Threads

- Flow and Movement - connection of community to its rivers and creeks.
- Symbolism of the Macquarie River - its health as an expression of Dubbo.
- Its time to change Perceptions - are perceptions more powerful than actualities and what influences perceptions?
- Enabling Access - connections to physical and metaphysical places to facilitate new discoveries.

Dark Skies & the Ground Beneath

Theme

Exploring what is above us and below us and our Place in between.

Threads

- The wonder of the night sky - our place in the universe and Dubbo Regional as part of the NSW Dark Sky Region.
- Aboriginal stories of the sky.
- Geological history of the region.
- Red earth, exposed landscape and big sky.
- Hidden gems - the mysteries of what is hidden below the earth such as Wellington Caves and fossils.
- Wayfinding and destinations - the sky and land as navigation tools.
- The land as part of our sustainable future.

Who we are and who we want to be

Theme

Exploring and developing regions unique place identity.

Threads

- Dubbo Regional's role in the circular economy and sustainable leadership.
- Nuturing the future - mentorship, knowledge sharing and paying it forward.
- Thinking Big and Bold - exploring new ideas and ways of creating.
- Open Mindset - Embracing the awkward and uncomfortable.

DUBBO REGIONAL PUBLIC ART STRATEGY FRAMEWORK

public art lifespans

Some artworks exist for the moment in the public domain, while others can last a lifetime.
Which types of artwork lifespans are best suited to Dubbo Regional?

Ephemeral

Lifespan : up to 1 year

Ephemeral Public Art is fleeting and exists for a brief period of time in the public domain. Many activations are Ephemeral and their goal is to quickly improve the public domain to assist in changing perceptions, or encourage movement between public spaces.

Ephemeral Public Art may use permanent infrastructure such as a wall (for a mural), outdoor art plinth or box or digital screen. It could also form part of a traveling show, align with an event, or showcase the work of local artists and the evolution of their art practice.

Temporary

Lifespan : 1 - 5 years

Temporary Public Art is dynamic and allows the public domain to change regularly, attracting locals and visitors time and again to see what's new.

Like Ephemeral projects, Temporary Public Art also has an important role in educating, training and growing the skills of emerging artists in Dubbo Regional area as it provides more opportunities more often.

Temporary Public Art projects can become Permanent if they evolve into a part of Dubbo Regionals cultural landscape. To become permanent, good maintenance, relocation and restoration works may be required.

Permanent

Lifespan : 5 - 25 years +

Permanent Public Art becomes part of the cultural landscape - contributing to its identity and giving it a sense of place.

Permanent artworks are designed to exist permanently within the public domain. These artworks become a key part of the physical and the cultural fabric of Dubbo Regional. Permanent public artworks may express an important story which should be remembered and protected.

Permanent artworks are designed to last a long time, up to 25 years or more, and this requires careful planning for maintenance and future proofing.

DUBBO REGIONAL PUBLIC ART STRATEGY FRAMEWORK

public art objectives

Objectives identify what Dubbo Regional wants their Public Art projects to achieve for its community, its economy and its public spaces.
What other Objectives are important for Dubbo Regional?

Objectives help identify future Public Art projects not yet imagined and ensure they are a positive contribution to the region

Creative Sustainability

Create Public Art that is sustainable, forms part of the circular economy and demonstrates leadership in Creative Sustainability.

Creative Economy

Grow and nurture Dubbo Regional's Creative Economy by developing an Arts and Culture Tourism sector. Up skill, train and create opportunities for career artists and creatives.

Stories & Histories

Artistically express Dubbo Regional's history, stories, legends, natural environment, flora and fauna and geography through bespoke and creative projects.

High Quality Public Domain

Enhance and activate the public domain through high quality public art, activations and creative projects.

A Simple Process

Develop and implement a clear and uncomplicated process for procuring Public Art in Dubbo Regional for public and private developments.

Safer Dubbo Regional

Use Public Art to improve safety and perceptions of safety in the region's public spaces, in particular reduce instances of graffiti and anti social behavior.

Connecting the Dots

Use Public Art to assist in delivering positive planned outcomes for the region - from health and wellbeing through to making creativity visible.

Creative Youth

Support and nurture the creativity of the region's youth to inspire, develop skills and increase their connection to their home and its unique land, culture and history.

DUBBO REGIONAL PUBLIC ART STRATEGY FRAMEWORK

public art typologies

Public Art comes in many forms and these are called typologies.
Each artwork typology suits different spaces, stories and lifespans.
What types of Public Art do you think are important for Dubbo Regional?

*Overlapping
typologies
can create more
dynamic public
artworks that
activate and excite
locals and
visitors.*

Sculpture

Sculpture is a three dimensional work of art that can be figurative or abstract and range from monumental scale through to miniatures. Sculptures are generally 'read in the round' but can be two dimensional with an element of relief.

Digital

Digital art is made using a digital device and comprises illustrations, animations, videos and digital painting. Digital art can be expressed on a digital screen or in a lighting artwork or activation. Digital art provides opportunities to artists not traditionally represented as public artists.

Creative Lighting

Creative Lighting activates the public domain through patterns and colour. Lighting can be synchronized with music and soundscapes, programed to change in response to the seasons or events. Facades and the ground plane can be illuminated to give these spaces another dimension in the evening.

Integrated

Integrated artworks are connected to buildings or are located in the ground plane. Wall mounted artworks and paving inlays are designed, constructed and installed at the same time as the building works. They become an integral and permanent part of the built environment, inform its identity and contribute to its sense of Place.

Functional

Functional art are practical elements in the public domain that are bespoke. Street furniture, bins, bike racks and tree grates are creative functional art opportunities. The goal is for a creative element to remain functional while contributing to the region's sense of place.

Murals & Street Art

A Mural is an artwork that is applied to a wall, ground plane or soffit of a building. Murals can be painted by an artist in-situ or created in a studio and installed as an applied finish such as a decal. Murals are powerful storytellers and can be used to convey the cultural history, people, events, flora and fauna of Dubbo Regional.

Living Art

Living Art is crafted from plants and trees and expressed in a creative way. It can also harness natural elements such as wind and water. Living Art can merge with other art typologies, in particular murals, lighting and sculptures.

Activations

Activations are ephemeral and short term opportunities that can quickly embellish and improve Dubbo Regional's public spaces. Examples of activations can include creative hoardings, creative wayfinding, banners, performance and window displays. Successful and popular activations can go on to become permanent.

DUBBO REGIONAL PUBLIC ART STRATEGY FRAMEWORK

public art opportunities

So far we have heard there are some special spaces in Dubbo where Public Art could stimulate activations, create new destinations for locals and visitors and build connection to Place. We are excited to hear about other special Places for Public Art.

Macquarie Street Dubbo

Why?

Macquarie Street is an important retail and commercial street in Dubbo. It connects to the river and is the home of a key destination - Dubbo Goal. Activation of a main street encourages it's use, increases safety and presents a positive image to locals and visitors.



Macquarie Foreshore & River

Why?

The Macquarie River is one Dubbo's most valuable assets. Access and activation of the river improves safety and the health and wellbeing of the community. Opportunities to transform the river into a destination for the region has been identified as top priority. Public Art will be a powerful method to activate this space.



Wiradjuri Centre & Park

Why?

Aboriginal stories and culture are an important part of Dubbo's past, present and future. The Wiradjuri Tourism Centre and Park is an emerging precinct where Public Art could express Wiradjuri culture, deepen the experience and provide opportunities for local Aboriginal artists.



Dubbo Regional Airport

Why?

Dubbo Regional Airport is an important gateway to the region. The arrival experience sets a strong first impression. Public Art can express the identity of Dubbo Regional visually, this is of particular importance when there are language barriers.



DUBBO REGIONAL PUBLIC ART STRATEGY FRAMEWORK

public art opportunities

So far we have heard there are some special spaces in Wellington and other villages where Public Art could stimulate activations, create new destinations for locals and visitors and build connection to Place,

Wellington's Walls

Why?

Wellington has a number of blank walls that can continue to grow and expand the community lead activations emerging in Fong Lees Lane. Street Art and Murals activate the public domain, expresses its local stories and values and adds a contemporary layer to a town with strong heritage values.



Wellington Caves

Why?

Wellington Cave's take locals and visitors into the geological layers of the region. It helps us better understand our past and future in particular the animals unique to Australia and the region. Public Art can expand this experience providing educational and interpretive artworks and activations at a world class destination level.



Cameron Park

Why?

Cameron Park is located on the Bell River in the heart of the town centre. It is a valued and well loved open space that serves as a passive space and venue for events and activations. A mix of temporary and permanent Public Art can increase connections to place, expand visitation and assist with identity.



Geurie Sculpture Garden

Why?

Geurie Sculpture Garden is an existing community grown space that is ready for renewal. As a town that sits between Dubbo and Wellington it is well positioned to capture the attention of travelers.

What other villages in Dubbo Regional could do the same?

