

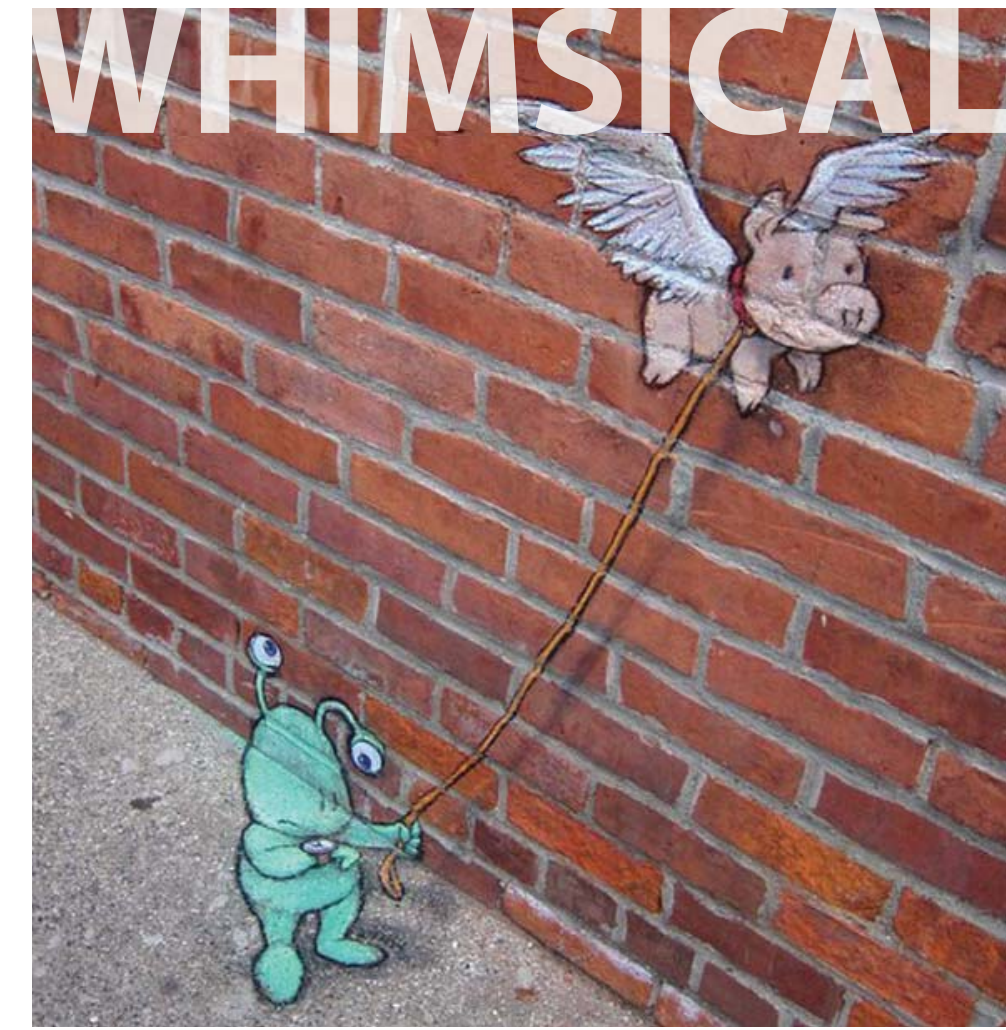
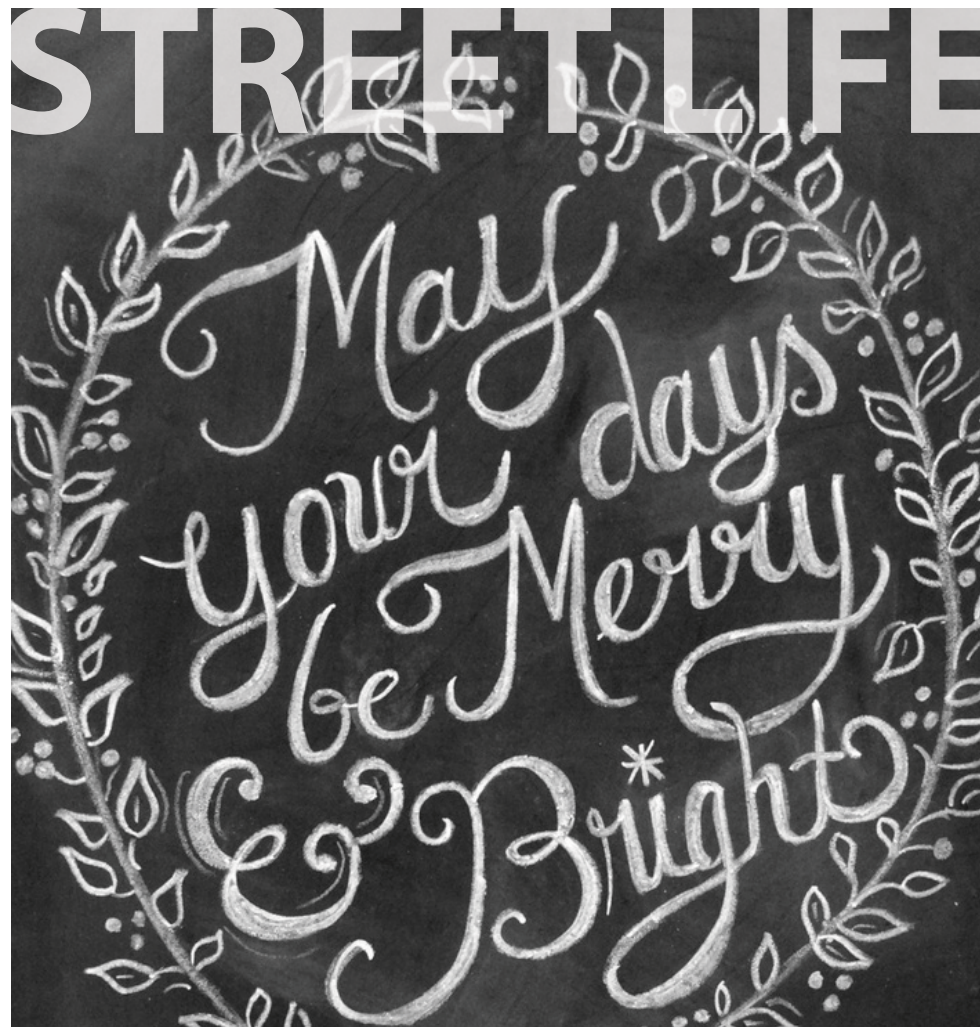
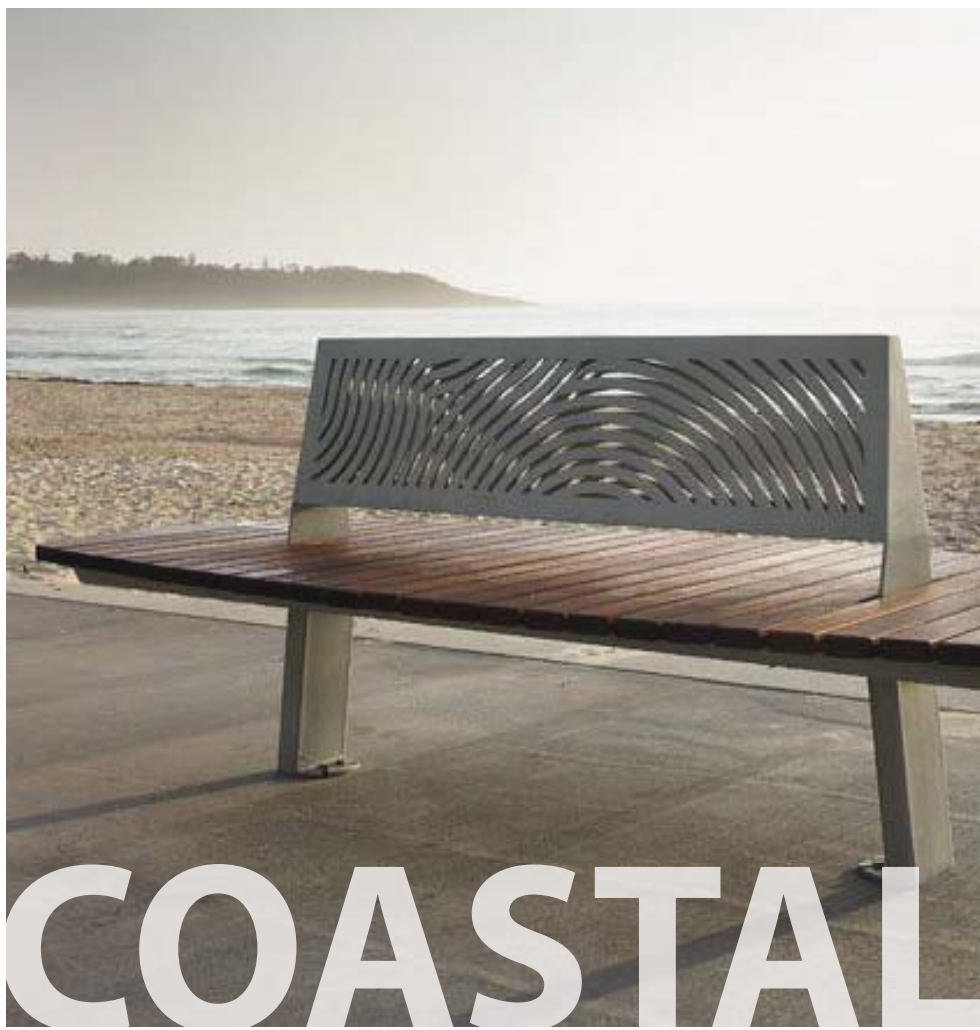
What could Public Art look like on the streets of Dee Why?

Public Art has the potential to play a pivotal role in shaping the look and feel of the new Dee Why Town Centre. The streets present an opportunity to provide art which has a functional and ornamental aspect. Art on the streets should celebrate the unique coastal location and be unique to Dee Why.

Public art projects may comprise:

- street furniture that is comfortable, hard wearing and complimentary to the local coastal character
- art which contributes towards a vibrant street life
- unique artworks created specifically for Dee Why
- green and sustainable layers
- whimsical qualities that allows people to show off a fun and playful side

The images on this page depict creative projects that could transform the streets of Dee Why into a vibrant place.

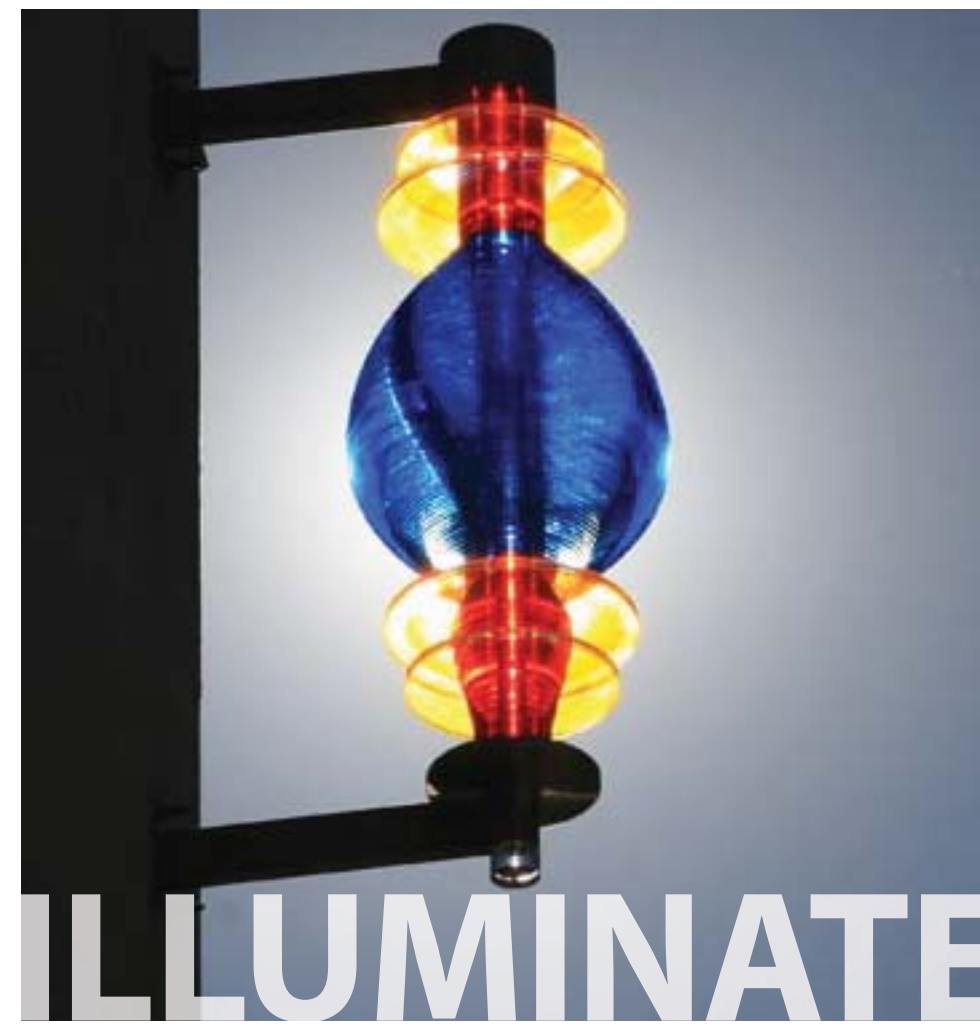
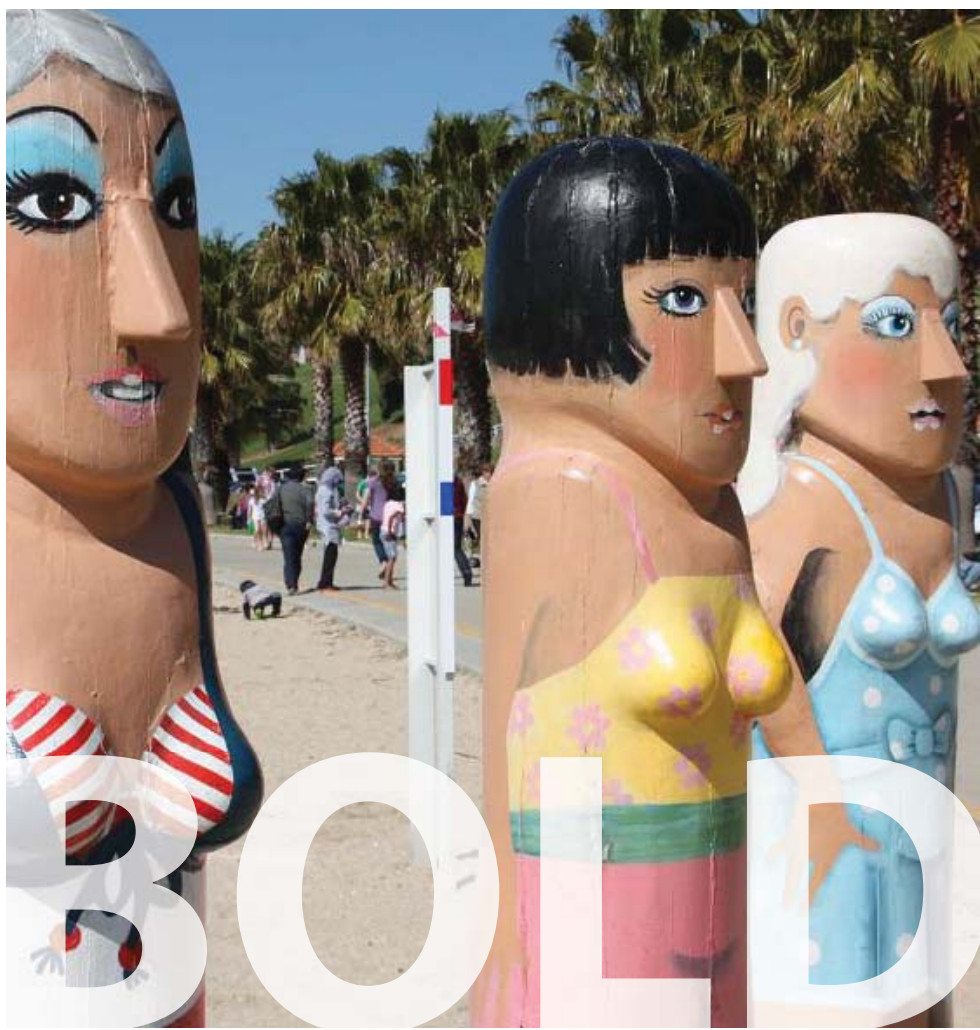


HOWARD AVENUE + OAKS AVENUE

Howard Avenue and Oaks Avenue are two of Dee Why Town Centres premier streets.

Artworks on Oaks Avenue and Howard Avenue will need to be sensitive to and in keeping with the new development by Meriton, including the large public plaza forming part of their development. There may be an opportunity to collaborate with Meriton's artists and landscape design consultants to ensure public art elements on their site integrate and complement artworks on the streets.

Oaks Avenue artworks take on a more domestic scale, aligning with the principles of comfort and functionality with an interpretive layer. Artworks will respond to the carefree and casual vibe of Dee Why.



PITTWATER ROAD

Pittwater Road has been likened to a hallway running through Dee Why Town Centre. Hallways in peoples homes indicate what type of person they may be, based on their styling. For years Pittwater Road has presented an image to the world about what Dee Why Town Centre embodies as a place. The upgrade of various places in Dee Why provides an opportunity to showcase the natural beauty and pride of its people.

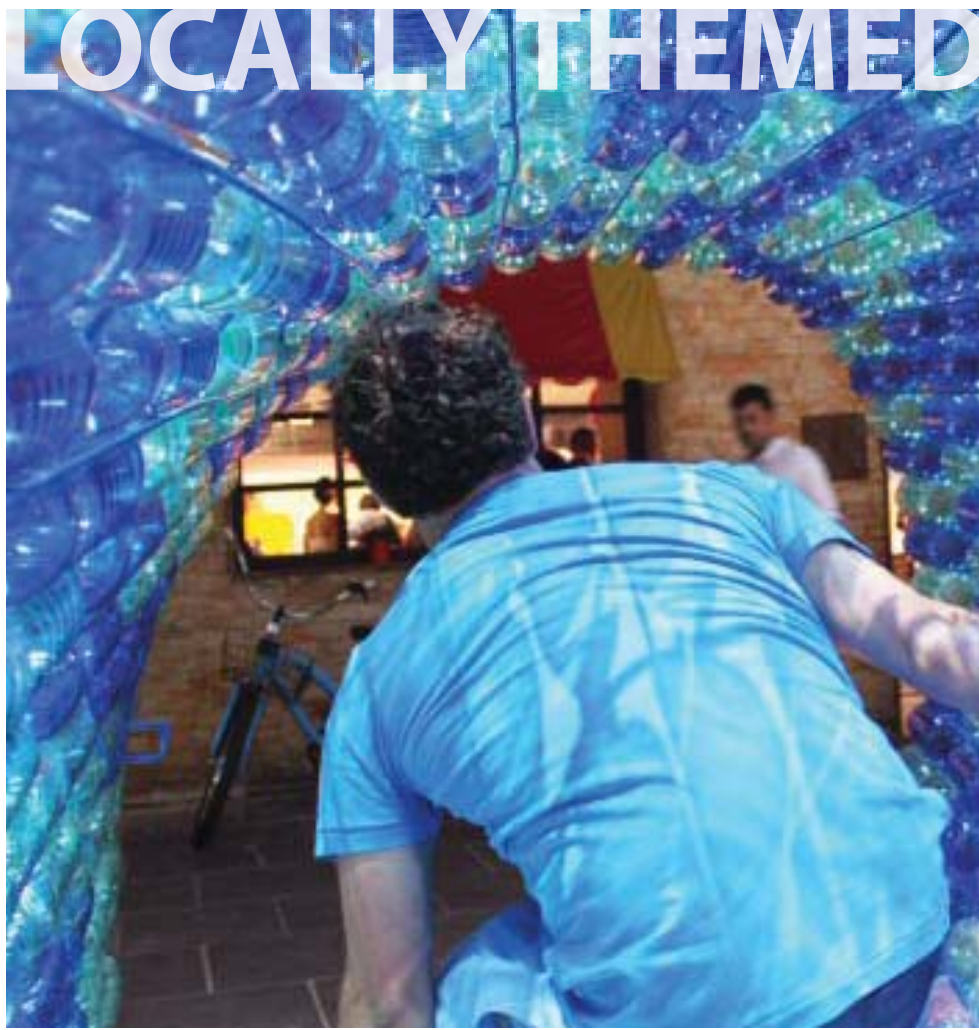
It is anticipated that people experiencing Pittwater Road in the future will gain a deeper understanding of the culture, character and personality of Dee Why. For example, the Dee Why of the future will be greener and brighter while retaining its coastal urban qualities.



REDMAN ROAD PLAZA + ST DAVID'S POCKET PARK ART BOMBS

The recent success of Northern Beaches Council's Art Bombs, identified in the Creative Warringah Strategy, has opened the door to artists wishing to explore their creative practice in public places - the outdoors!

Redman Road Plaza and St David's Pocket Park have experienced successes showcasing temporary art projects with the Art Bomb series. These are high exposure areas which allow the community to be part of an ongoing creative discussion with local artists and Dee Why.



NOTE:

The images used on this page are for illustration purposes only. Public art elements will be developed as part of the detailed design stage of the streetscape upgrades.

IMAGES:

TOP ROW (L - R) Urban Furniture Designer Unknown, Chalk Art, *Intersections* by Izabela Boloz 2015, *Pentoid Planter* by The Armory 2016, Chalk Art by David Zinn 2013.

MIDDLE ROW (L - R) *Beach Beauties* Bollards by Jan Mitchell 2012, Mosaic Art, *People's Promenade* by Hannah Megee 2012, *Vessels of Light* by Sinatra Murphy 2011, Tree surround by Escofet 2013.

BOTTOM ROW (L - R) Mural Art by David Walker 2013, *The Plastic Wave* (made out of 500 Pet bottles) by Kathleen Egan.