



COLLABORATIVE CREATIVE PRACTICE FOR BETTER PUBLIC PLACES

Arts on Top 2021

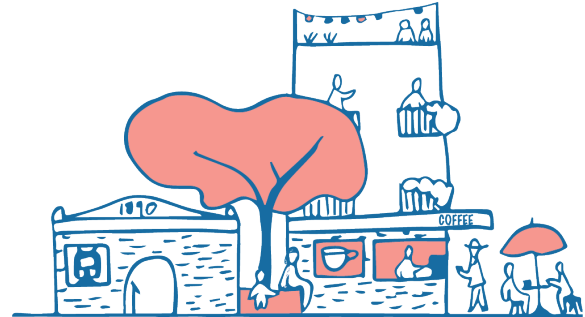




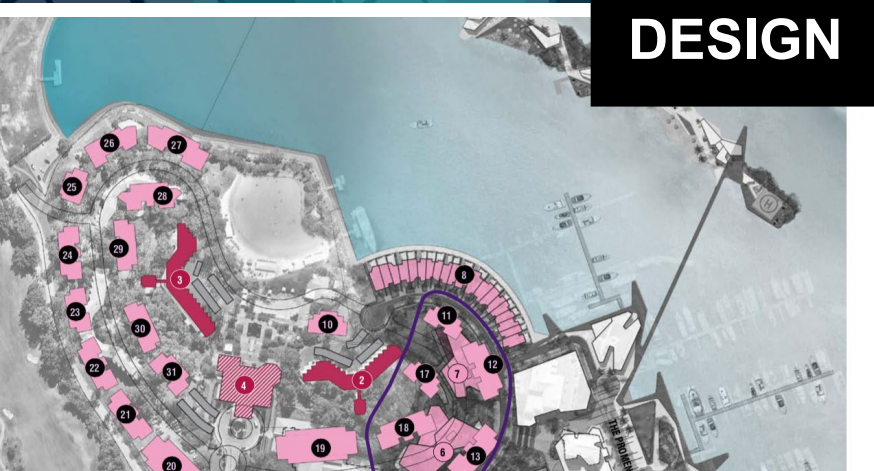
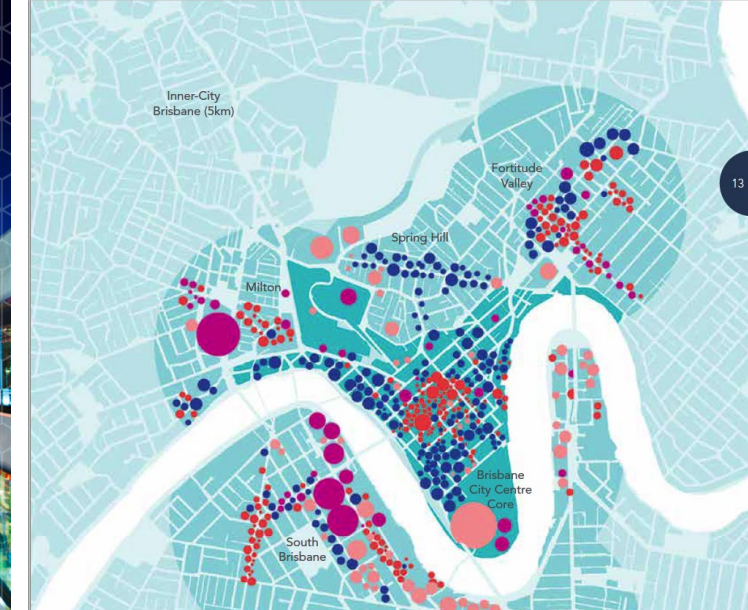
Street art by Sirmano

Brooke Williams

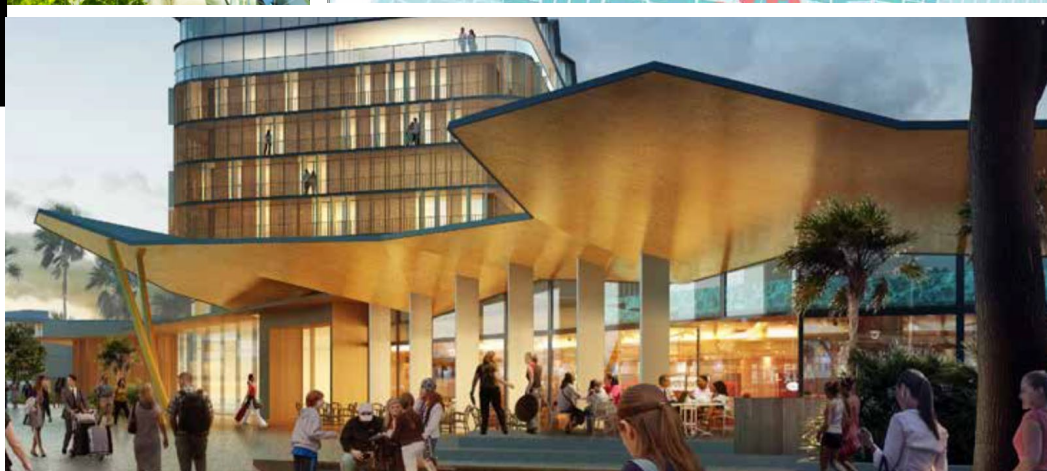
Director, Fourfold Studio







**URBAN
DESIGN**





BUILD IT & THEY WILL COME?



2012

U.R{BNE} FESTIVAL



UR{BNE}

2012

U.R{BNE} FESTIVAL



ideasfiesta

ALBERT STREET PICNIC



COMMUNITY
IDEAS
CAPTURED AT
EVENTS AND
THROUGH
SOCIAL MEDIA



Ongoing Twitter feed

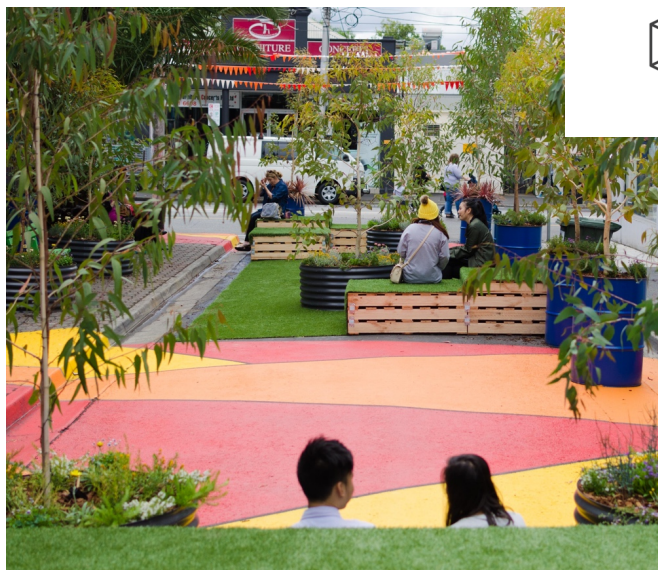


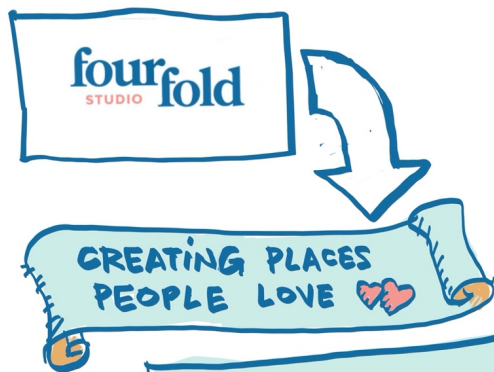
Community was able
to 'like' and comment
on each of the CCMP
Ideas



Post-it note comments
collected at events
with project displays





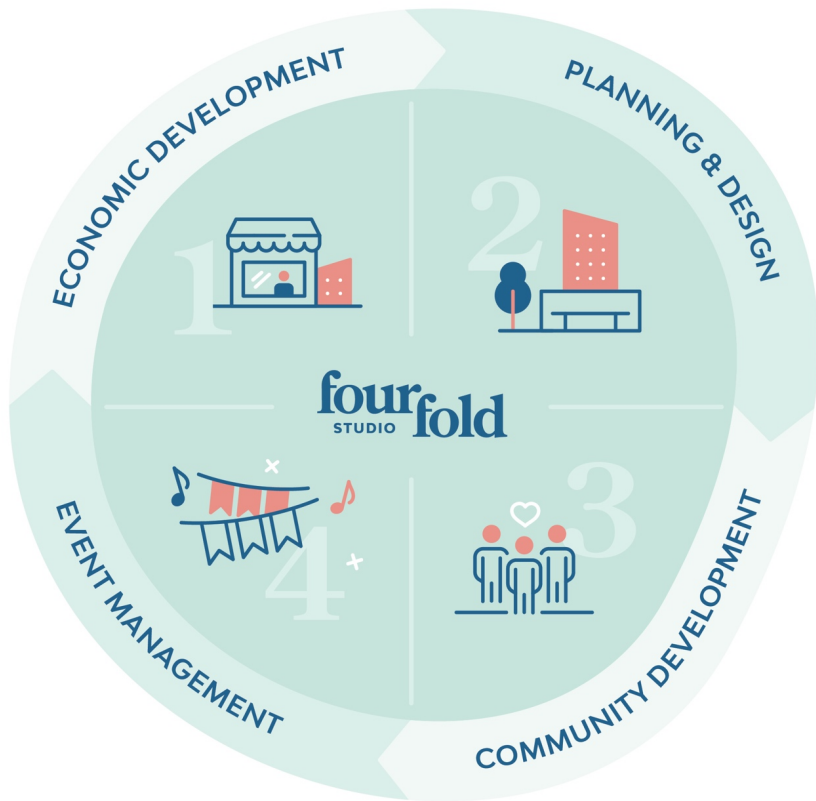
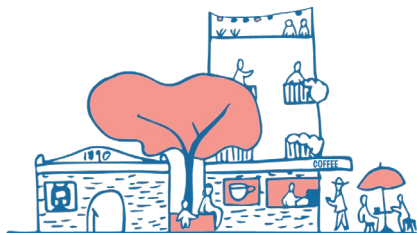


OUR PEOPLE

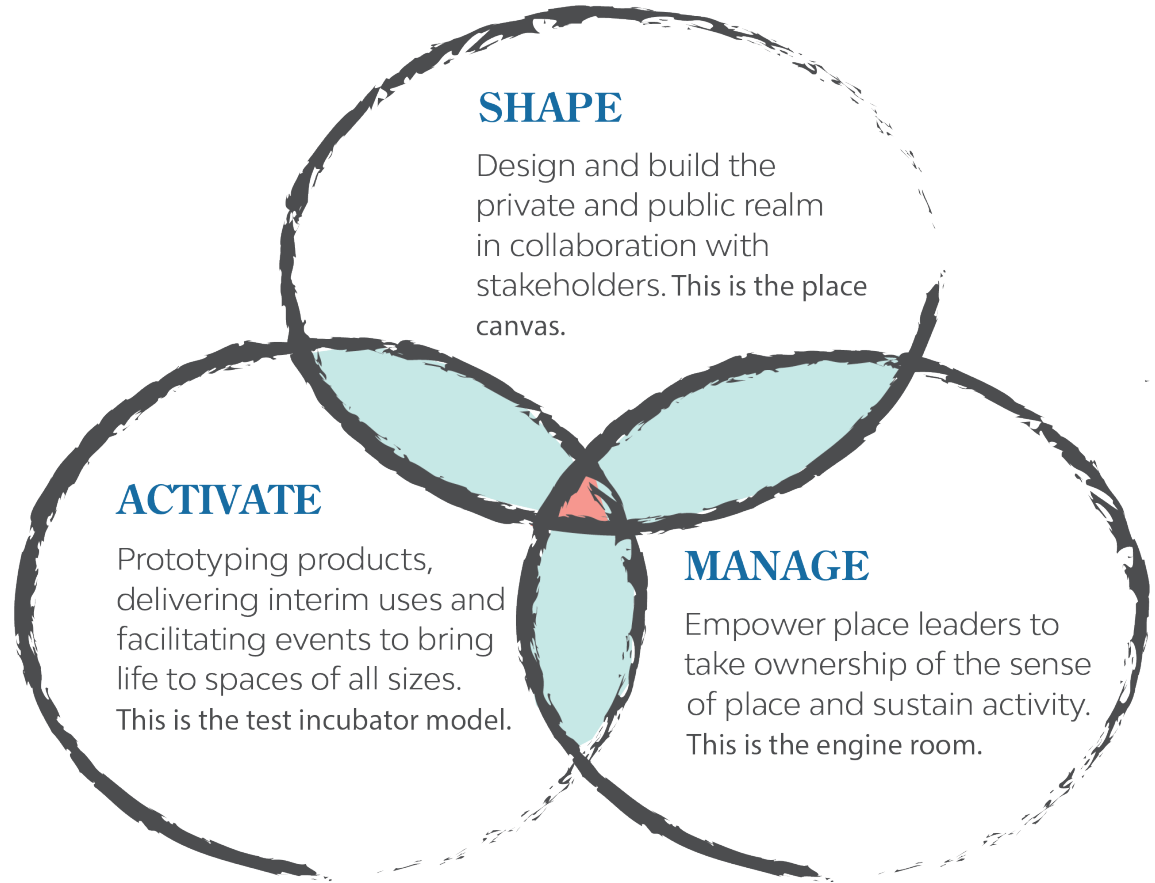
- BROOKE - Founder & Urban Designer
- MICHAELA - Community & Event Manager
- HARRIET - Urban Planner
- ELOISE - Community Development Facilitator



We operate at the intersection of four sectors to apply a holistic approach to place transformation.



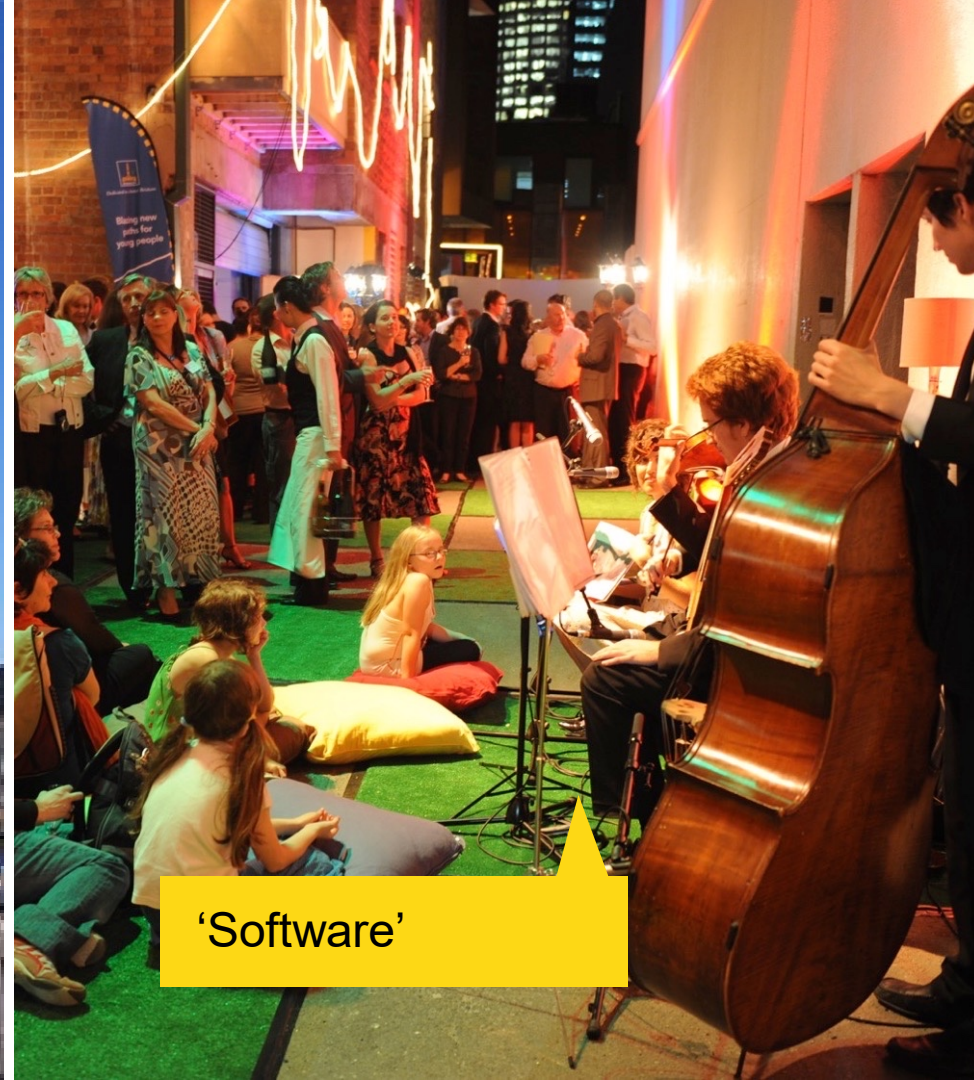
Our Approach



Hardware



'Software'





HARDWARE SOFTWARE

HARDWARE SOFTWARE



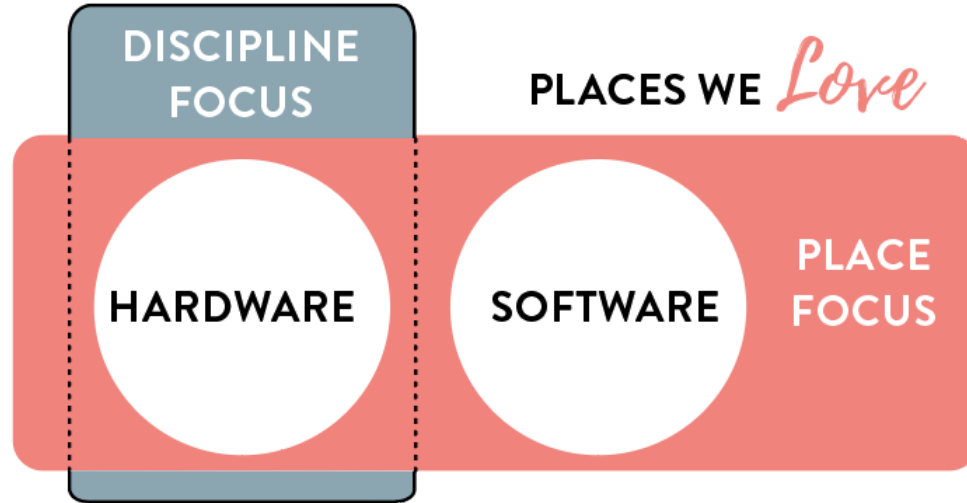
HARDWARE & SOFTWARE





FOCUS

LIVEABLE SPACES



PROCESS





Imagine what we could achieve if the creative
and built environment industries collaborated
more often?



Broadening the conversation

Co-designing places



Brooke Williams MC

respectfully acknowledged the Traditional Country and the KABI KABI, JINIBARA and TURBALL elders, past present and emerging. Followed by WELCOME TO COUNTRY by Uncle Mick, representing the Kabi Nation.

Then he recalled his breakfast table as a child. The morning paper was the table cloth, and for use wrapping sandwiches and

in the old thunderbox.

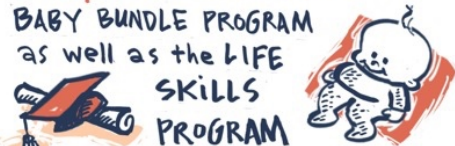
All courtesy of The Courier-Mail.

Memories!



Melissa Redsell, KEYNOTE SPEAKER and founder of A BRAVE LIFE an organisation which provides peer support and mentoring for young mothers and those vulnerable and disadvantaged. Melissa, who has been in a similar situation in her early years, is now a university graduate mentoring others on the U.S.C. campus. Another initiative she is heavily involved in is the

BABY BUNDLE PROGRAM as well as the LIFE SKILLS PROGRAM



YOUR DATA SECURITY

COMPLETE PRIVACY
NO NAMES RECORDED
OR GIVEN TO COUNCIL



Council sees the need to adapt



OUR REGION'S POPULATION IS ALMOST 1/2 MILLION!
WE WANT TO HEAR FROM EVERYONE
YOUR VIEWS, OPINIONS, VALUES...



Moreton Says Graphic Recording

MORETON BAY
REGIONAL COUNCIL

Collaborators:
VoconiQ
Fourfold Studio
Sean Leahy



Distinctive place identity

Supporting locals through construction



Palmwoods Placemaking

SUNSHINE COAST
REGIONAL COUNCIL

Collaborators:

Palmwoods residents, local
businesses & creative
community

Fourfold Studio (previously
CoDesign)

Creative entrepreneurship

Re-activating mainstreets and activity centres



Creative CBD Toowoomba

TOOWOOMBA
REGIONAL COUNCIL

Collaborators:
Renew Australia
Toowoomba's creative and
business community
Fourfold Studio

Public delight and discovery

CBD Covid-19 recovery



Urban Blooms

CITY OF MELBOURNE

Collaborators:

Local florists

Local arts / businesses

Capturing history and community stories

Creating a memorable destination



Artists impression - POMO

Miles Streetscape Interpretive Trail

WESTERN DOWNS
REGIONAL COUNCIL

Collaborators:

Local community and business

Vee Design

POMO

Storiedland

Bark Architecture

Fourfold Studio

Vibrancy and theatrical experience

Activating public spaces



Northshore Place Program

ECONOMIC
DEVELOPMENT
QUEENSLAND

Collaborators:

Bec Mac

Fourfold Studio

Creative wayfinding and art

Revitalising forgotten spaces



Artists impression - POMO

Lismore Laneways

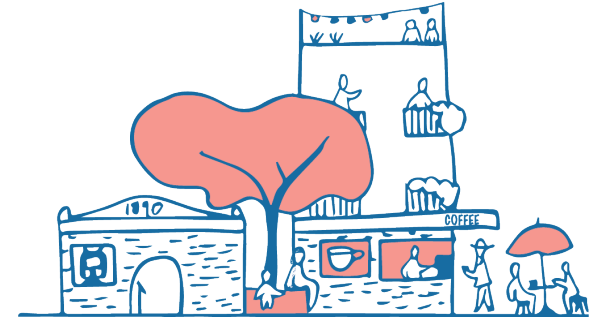
CITY OF LISMORE

Collaborators:
Vee Design
Fourfold Studio



Why collaborate with creative industries through placemaking initiatives?

- Support creative entrepreneurs and small businesses
- Strengthen and support local economies
- Creating a sense of place
- Activate places
- Revitalisation
- Place pride and attachment
- Build social capital
- Communicate and co-design with communities





Where to next?





Yes!

It's easy to imagine what we could achieve.



A photograph of two women with dark hair, smiling and laughing. They are positioned in front of a vibrant, stylized mural. The mural features large, teal-colored leaves with white spots, set against a dark blue background. Below the leaves are horizontal bands of pink and orange. In the bottom left corner, a large, stylized eye is visible. The women are wearing a light blue top and a green polka-dot top respectively.

STAY IN TOUCH

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