



MEDIA RELEASE

'Artists In Residence' takes over Central Park

Heritage brewery to be transformed by \$490K temporary public art project

Sydney – 5 January 2011 – Frasers Property Australia has announced that Brook Andrew, Mikala Dwyer, Claire Healy & Sean Cordeiro and Caroline Rothwell have been selected for its 'Artists In Residence' (A.I.R.) project at Central Park in downtown Sydney.

A.I.R. is a public art project designed to transform the iconic, heritage-listed Irving Street Brewery building and brick chimney – prominently located at the centre of the Central Park development site – with the installation of four large, vibrant and witty artworks that will attract the attention of local residents, students and passers-by commuting to the city via Broadway.

Each artist has been given free rein to create an artwork that will not only contribute to the creative character of the Chippendale community, but will also be inspired by what art advisor Michaelie Crawford describes as “the history, fluids, processes and intoxications of the site’s brewing past”.

As each artist installs a new work, the previous works will remain – building to a playful collective 'conversation' between the four works. Appearing one after the other from March 2011 throughout 2011, their progressive creation will engage the local and broader public, who will be able to literally watch the transformation of the building from street level.

The \$450,000 project was conceived by Art Advisors to Central Park and prominent local artists, Michaelie Crawford and Jennifer Turpin, and is curated by public art curator Anne Loxley.

Ms Crawford said that the brief provided to each artist will ensure that the temporary artworks will grow out of, float above and cling onto the brick façade and the towering landmark chimney above.

“Largely three dimensional, the artworks will transform the character of the building and the surrounding site, invigorating the old and creating a sense of excitement and anticipation as cutting edge contemporary artists move in and let loose on the brewery,” she said.

Frasers Property Australia Group Marketing Manager Lisa McCutcheon said that the A.I.R. project is part of a broad-based commitment to encouraging and supporting art and creativity within Central Park as an extension of the creative community of Chippendale.

“Our \$8 million public art programme includes temporary works – like A.I.R. – to enliven the site during construction, and permanent works embedded within the parks, streetscapes and buildings of Central Park,” said Ms McCutcheon.

“Surprise is the delightful aspect of the A.I.R. project, as unexpected works will pop up in surprising places.



“Vacant heritage buildings within a busy urban construction site transformed into an ever-changing art gallery, inspired by Chippendale itself... it’s an exciting project and Frasers is delighted to present these works to the people of Sydney,” said Ms McCutcheon.

The artists will begin to ‘move into’ the Brewery Yard in four stages. The first artist, Brook Andrew, will install his artwork on the Broadway-facing façade of the brewery building in March 2011.

Brook Andrew is an interdisciplinary Australian artist working in photography, neon, mixed media and installation. He draws inspiration from his Wiradjuri heritage, public media and archival collections and travels nationally and internationally to work with communities and museum collections.

His work for A.I.R. features giant-scaled photographs of people drawn from the site’s brewing history. Each of 18 enormous portraits will be framed in neon, providing a night-time experience quite different to daylight viewings. Mr Andrew is currently collecting imagery for this installation, and would welcome suggestions from locals and past brewery workers. Please contact Michaelie Crawford at studio@fluidarts.net.au.

Frasers Property Australia is already well known in the local community for encouraging and facilitating space for local artists to work within, having donated disused warehouse space within Central Park to visual and performing artists as part of its FraserStudios program since 2008.

FraserStudios, managed for Frasers by local arts group Queen Street Studio, recently won the national Encouragement Award at this year’s Australian Business Arts Foundations (AbaF) 2010 Awards held in Sydney in October. The prestigious Encouragement Award recognises companies embarking on their first significant arts partnership.

FraserStudios has become a hub of local arts practice, with Kensington Street hosting the Underbelly Arts Festival in 2010, as well as Art & About, BigArt and innumerable launches, shows and creative events.

Frasers also nurtures the careers of artists that have already completed a residency at FraserStudios, with former resident Mai Nguyen-Long recently exhibiting her artworks at the Central Park Display Pavilion.

In one of the most enduring expressions of the developer’s commitment to art within Central Park, One Central Park’s eastern tower set to feature a dramatic heliostat installation extending from the upper levels on a monumental cantilever – with integrated lighting designed by renowned French lighting artist Yann Kersale. One Central Park’s facades will be dressed in living artworks by artist and botanist Patrick Blanc.

The Central Park Display Pavilion is now open daily from 10am to 6pm, at 80 Broadway, Chippendale. Telephone 1300 857 057 for details or visit www.centralparksydney.com.

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About Frasers Property Australia

Frasers Property Australia (Frasers Property Management Australia Pty Ltd) is the Australasian division of Frasers Property, the international property arm of Frasers Centrepoint Limited. Frasers Property Australia is currently planning or developing residential, commercial and retail properties, including 'Central Park' on Broadway, 'Lumiere Residences', 'Lorne Killara' and 'Trio' in Sydney and residential subdivisions in Western Australia and New Zealand.

In 2009 Frasers Property Australia won the NSW Urban Development Institute of Australia Award for Concept Design for its \$2billion future Central Park development, and the Property Council of Australia's National Award for mixed-use development for Regent Place.

Frasers Centrepoint Limited, a leading property company based in Singapore, is an integrated real estate company with a global portfolio of residential, commercial and serviced apartment properties spanning 16 countries across Asia, Australasia and the United Kingdom.

Frasers Centrepoint Limited forms the property division of Fraser and Neave, Limited (F&NL). F&NL is a leading Asia Pacific Consumer Group with expertise and prominent standing in the food & beverage, property and publishing & printing industries.

Leveraging its strengths in marketing and distribution; research and development; brands and financial management; as well as years of acquisition experience, F&NL provides key resources and sets strategic directions for its subsidiary companies across all three industries.

Listed on the Singapore stock exchange, F&NL ranks as one of the most established and successful companies in the region with an impressive array of renowned brands that enjoy strong market leadership. It has shareholders' funds of close to S\$6 billion and total assets employed of over S\$13 billion. F&NL is present in over 20 countries spanning Asia Pacific, Europe and the USA and employs about 18,000 people worldwide.

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