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PRESS RELEASE

UAP combines art and innovative thinking to deliver green alternative

BRISBANE: A recent CBD development at 53 Albert Street saw Urban Art Projects collaborate with established architectural firm Nettleton Tribe and artist Jennifer Marchant to overcome a particular visual and environmental challenge for the client Hutchison Builders.

The site's lower level car park visible from Albert Street, was identified as an artwork opportunity to visually enhance the exterior. This liberated thinking between UAP and Nettleton Tribe who instead of developing artwork to apply to a sealed curtain wall presented a laser cut metallic screen turning the artwork in to a naturally ventilated solution. This intends to not only save the client over 1 million dollars of the budget allocated to an enclosed ventilation system, the artwork will also significantly improve the environmental impact of the site, reducing its carbon footprint and energy consumption.

The artwork wraps three sides of the building creating a 'veil' over the existing car park, obscuring the activity behind. Artist Jennifer Marchant initially explored concepts of fabric draping the building. To this idea Jennifer overlaid a map expressed in contour lines of the landscape stretching toward Brisbane's southern mountain ranges. The resulting 'pattern' is fluid and undulating, but still referencing the warp and weft of fabric. The underlying square grid reinforces the map reference and also provided a systemised method of construction and installation.

Urban Art Projects' sustainability agenda ensures similar thinking is applied across all projects and collaborations internationally.

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