

'We are all connected by this space'

## EPRA Mural - Design Submission Pro-Forma

<p>Design summary</p>	<p>Ribbon like patterns adorn each panel with different colours representing a different area with in the cultural centre. The words on each panel also relate to that particular section. (For example, the library [yellow] is for learning, the gallery [pink] is for looking.) It invites pedestrian traffic to interact and read as they walk with the ribbons guiding their vision to the next panel but it doesn't scream for attention. The lettering could be laser cut and raised slightly from the surface to give the design extra dimension.</p>
<p>Location and size?</p>	<p>The wall located in the Perth Cultural Centre, directly opposite the museum is 2.9 metres high and 54 metres in length. Divided into 7 separate sections, it would be covered in its entirety by the sheet metal on which the graphic would be printed on.</p>
<p>Materials used?</p>	<p>Being that the colours are so vibrant and the graphics are quite intricate the best option is for the panels to be printed onto sheet metal that would be mounted on the wall. It is an expensive option but is highly durable, graffiti proof and long lasting.</p> <p>Ideally the lettering would be laser cut on aluminium blocks and raised slightly from the original surface as per attached image. This part of the design could be modified if thought to be too expensive.</p> <p>Alternatively the ribbons could be made up of a sculptural element like stainless steel string which could be mounted onto the boards to create a three dimensional sense of networking and connectedness. Please see the mood board for these ideas.</p>
<p>Time frame?</p>	<p>Being that this requires to be digitally printed the completion time is minimal. It could be installed within a day. Estimated turnaround of printing would be approximately 3 weeks.</p>
<p>Budget?</p>	<p>Allflags signage located in Kenwick estimate the job around \$16,000. Installation is estimated at \$2,000. Laser cut letters: Quote pending</p> <p>Quote pending for stainless steel wire</p>



## EPRA Mural

Almost every day of our lives we are bombarded with visual clutter.

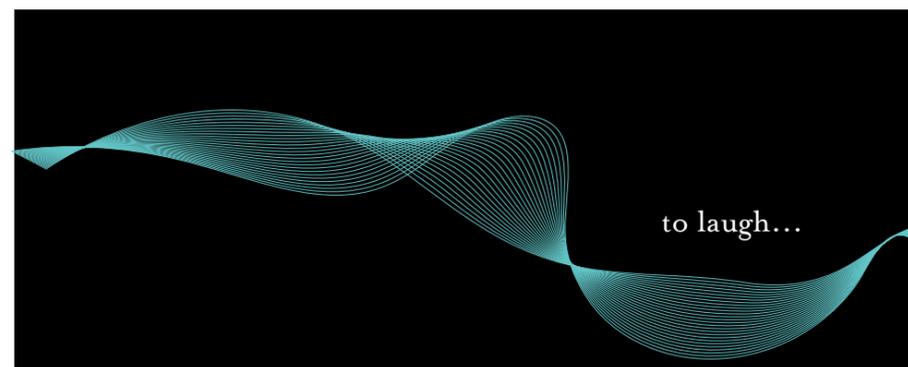
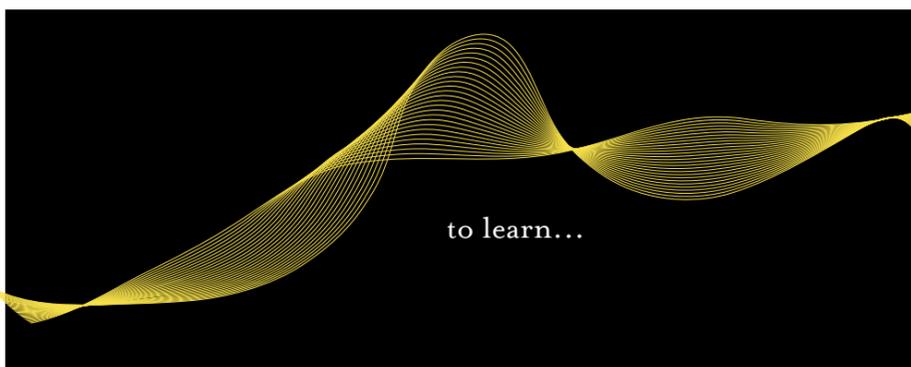
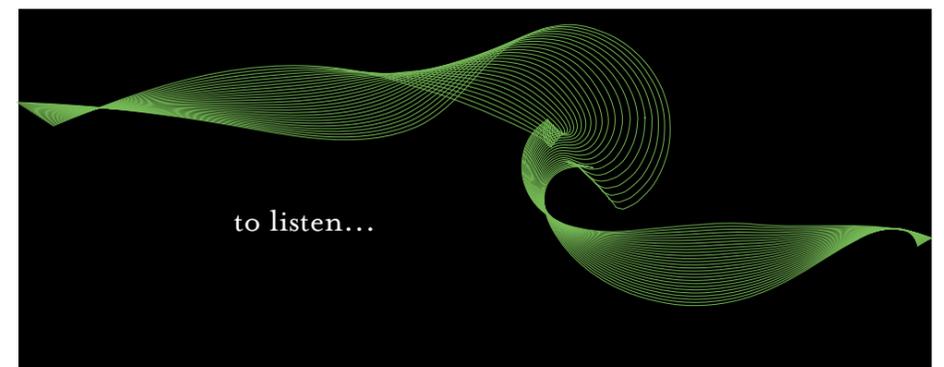
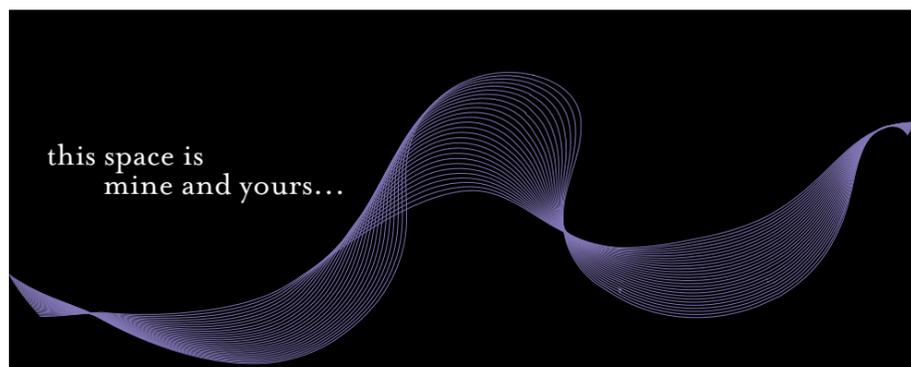
Wouldn't it be nice for once to see something that is interactive with out being intrusive? That is simple in its aesthetic appeal? That doesn't clutter our city even more than it already is?

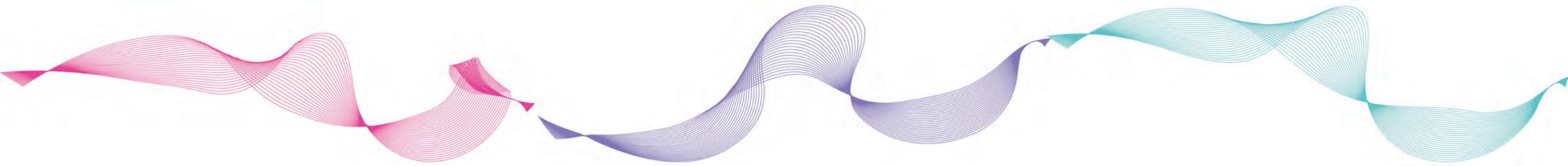
This concept is based on the movement of people through the space in which it is to be placed. The ribbon mimics the feeling movement and flow. Of people to places. Of ideas. Of connectivity.

Each colour is representative of a different area with in the cultural centre and the words on each panel relates to that particular section. This acts to prompt a connection between the people and the cultural centre. (For example, the library is for learning, the gallery is for looking.)

It invites pedestrian traffic to interact and read as they walk with the ribbons leading their vision to the next panel but it doesn't scream for attention.

This design could also be enhanced through the use of steel wire in place of the 'ribbon.'





These ribbon type lines could be made from wire as per below to really make the piece come alive

