

Phillip Lane Lighting Artwork Installation

'Metanoia'

PREPARED FOR THE CITY OF PARRAMATTA
BY VANDAL

03 DECEMBER 2021

The primary objective of this installation is to improve the amenity within Phillip Lane and create an environment that stimulates the economy by supporting outdoor dining activity on weekends and evenings into the future.

Metanoia

Definition:

a profound transformation; a complete change.

Metanoia

Phillip Lane's butterfly moment...

A Metamorphoses into...

Metanoia. 

**Metanoia is the story of Parramatta's emergence as a
destination for dining and entertainment,
where the community come together
to spread their wings and fly**

Artist Statement

Metanoia is all about transformation.

Parramatta is among the fastest growing suburbs in Sydney, quickly becoming a destination for entertainment, dining and experiences.

VANDAL wants to celebrate this evolution through the transformation of Phillip Lane using butterflies and mirror balls to represent change and celebration.

Phillip Lane's metamorphosis into Metanoia is the perfect representation of the ever-growing, 'glittering suburb' of Parramatta.

It's Parramatta's time to shine.

Metanoia

A profound transformation; A complete change.



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Change

Celebration

Metamorphosis
Evolution
Rebirth
Beautification
Awakening

Activation
Economic Revival
Community
Attraction
Dining

Metanoia

A profound transformation; A complete change.

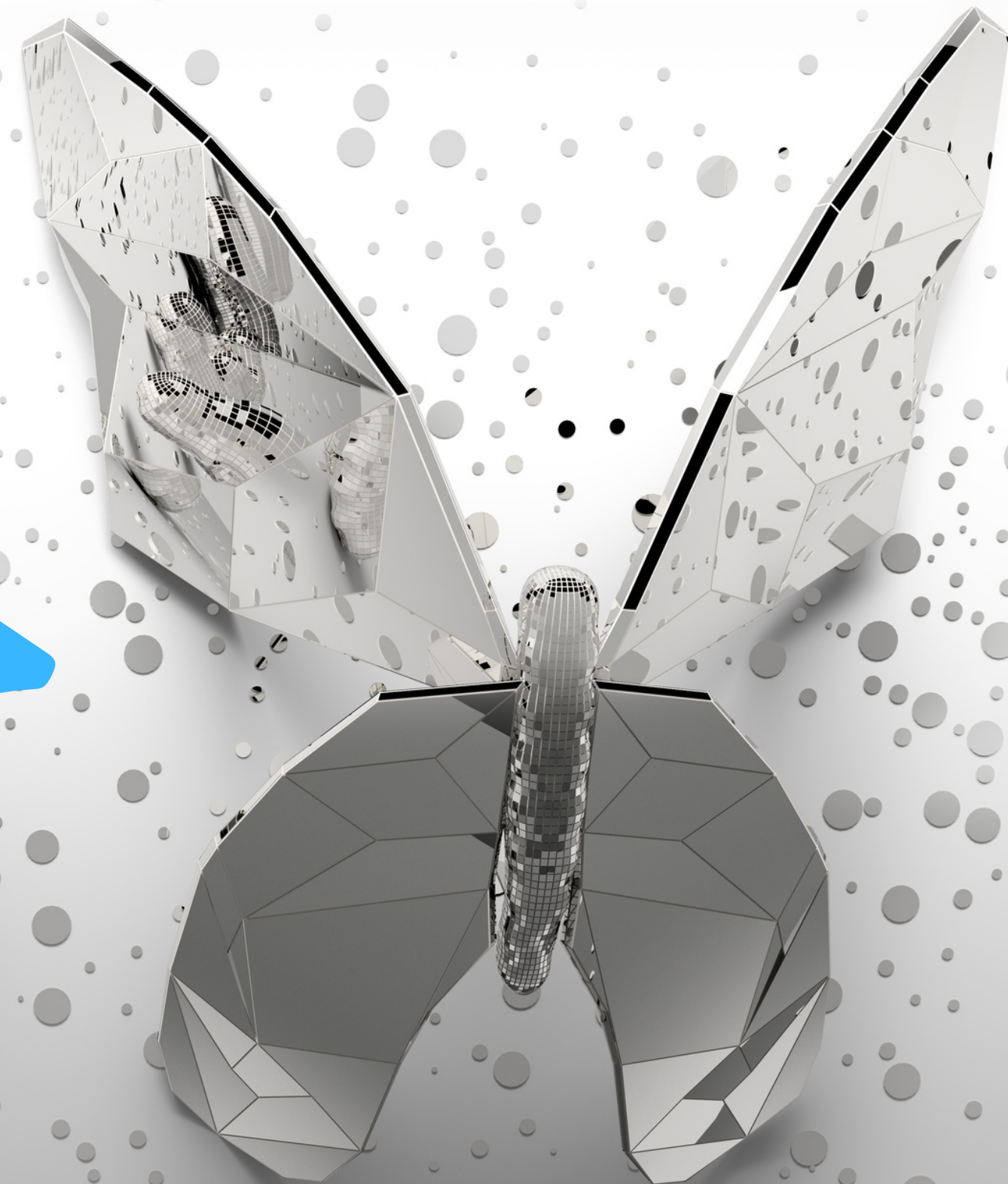


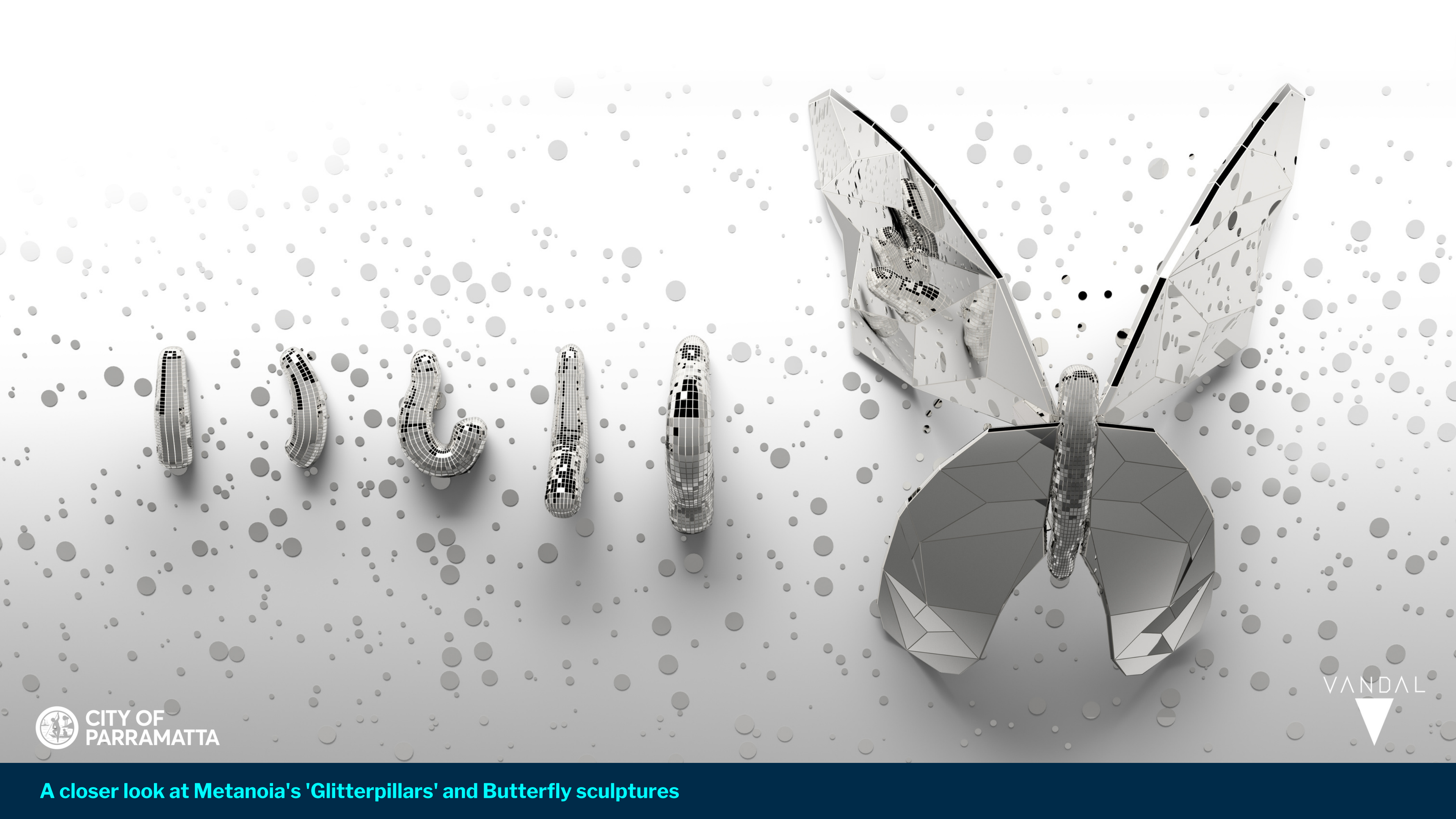
Change

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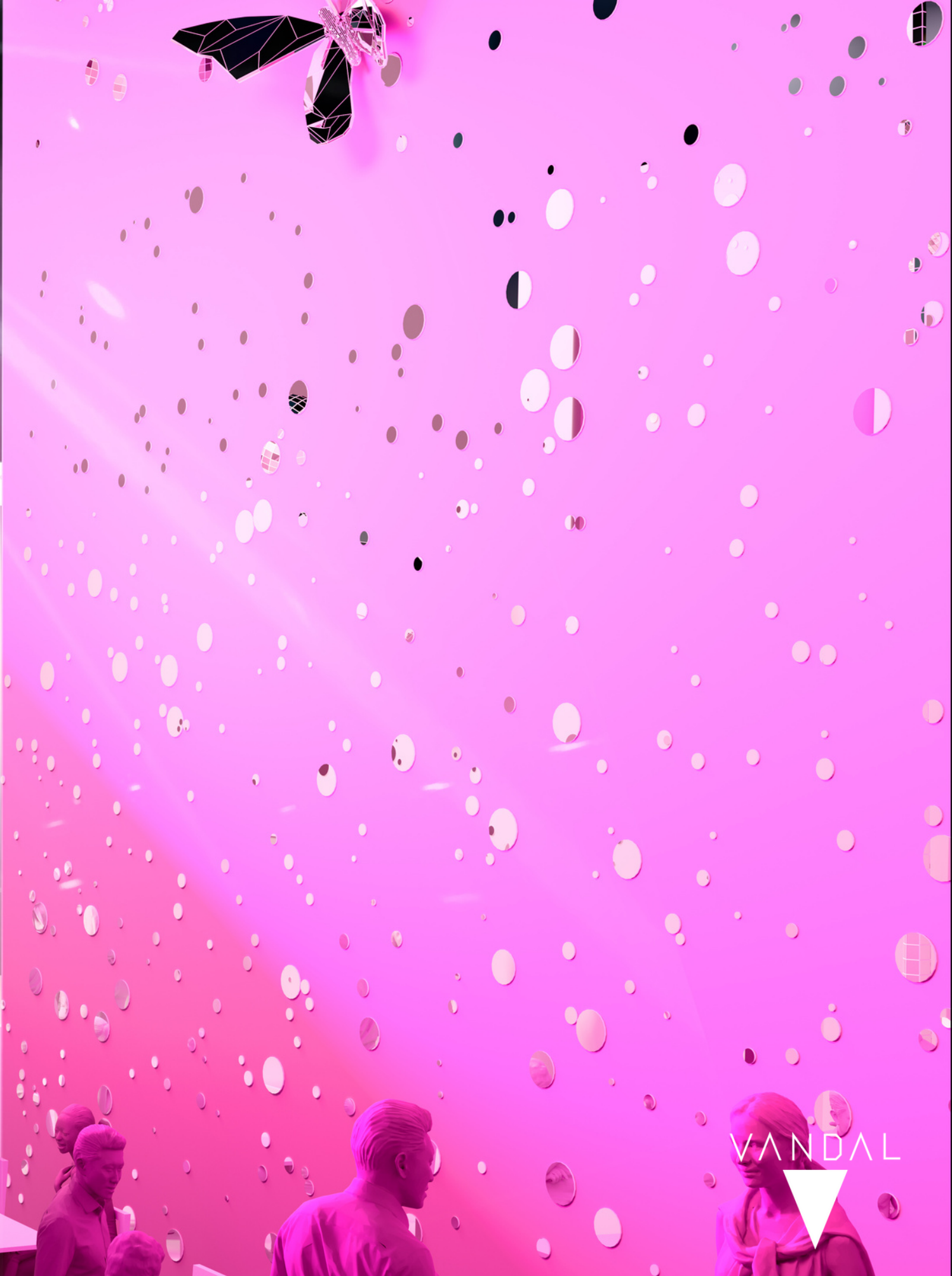
Activation
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Metanoia entrance with mirror balls and glitterpillar sculptures



Phillip Lane's Metamorphosis

VANDAL takes Parramatta's metamorphic 'Butterfly Moment' and abstracts it into a spacial experience with equal parts art & tech. As visitors enter Phillip Lane, they are transformed ... washed in colourful hues and invigorated by glittering light...

Our transformation story unfolds progressively on the walls and in the air of the lane. The butterfly evolution is created from reflective sequins lasercut as silhouettes of caterpillars - covering the walls and bouncing light from their mirrored forms.

The further one ventures into the lane, the larger they get, and amongst the walls of reflective discs becomes sculptural 'mirror ball' caterpillars - climbing the walls, curled up in corners, hanging from the roof tops and sparkling in all their glory.

These 'glitterpillars' are all designed to seduce the audience, giving them simple signs that there is more to come, encouraging them like moths to the light.

Finally, at the end of the Lane the space opens up to become The Reflection Room.

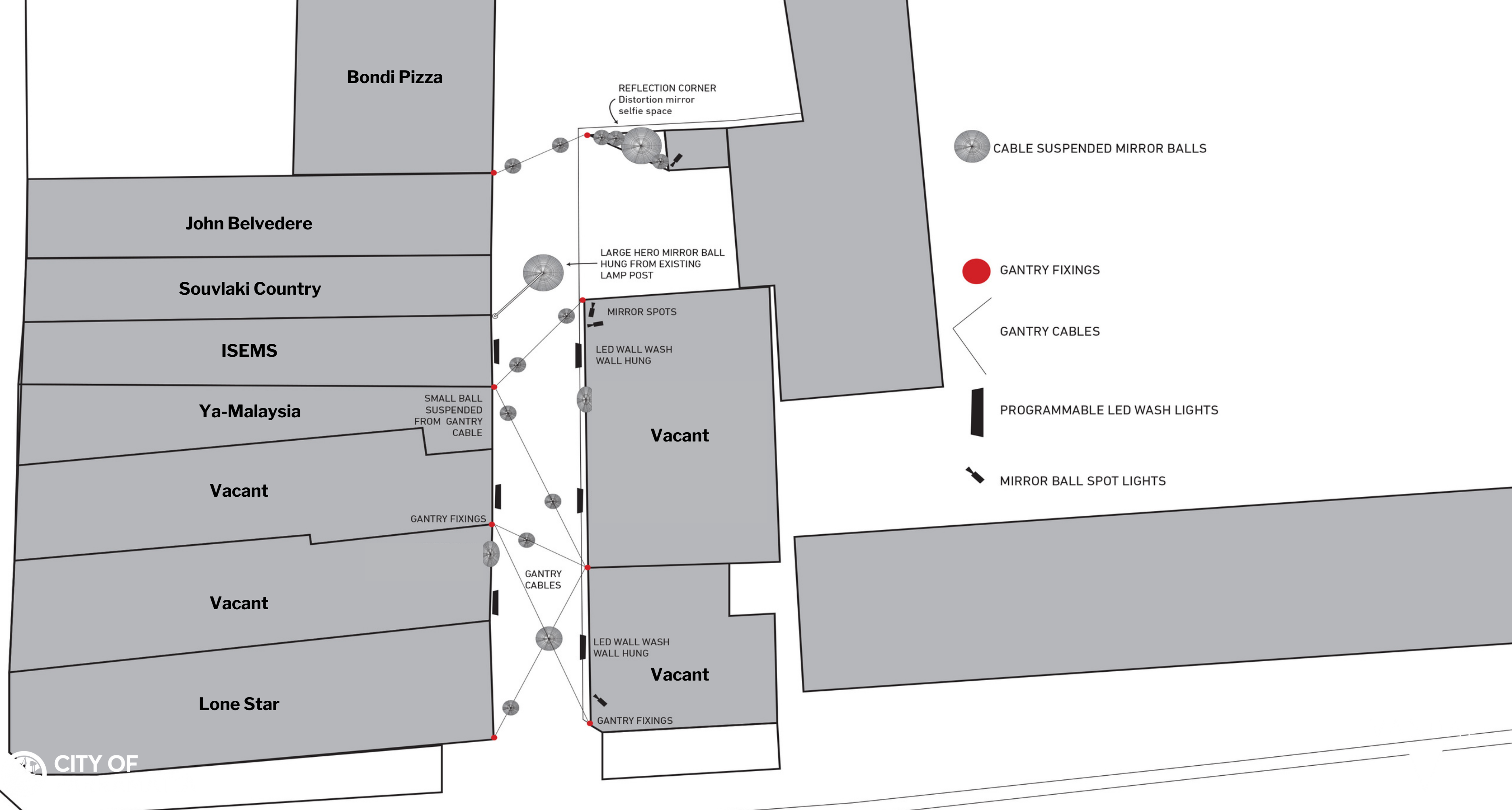
Under the glory of a huge mirror ball suspended in pride of place, the wall sequins have morphed into butterflies, the sculptural reflective caterpillars have grown wings, the colour intensity has peaked and the space has completed it's transformation from forgotten back alley to uplifting glittering party space.

We respond to this 'opening up' zone by creating a space to dwell, share and engage -an experiential zone that can add to both diner's and observers' experience.

Details

- We suspend mirror balls along the laneway using a gantry overhead structure and suspension cables to light up the street at different points. The mirror balls will cast reflections and light sequences that bathe the area with light and surround visitors in prisms of light.
- The lighting can be one colour hue and can be refreshed on a quarterly basis as part of the maintenance/programming refresh.
- A comprehensive lighting plan will be drawn up to make sure lighting reflects into the laneway (not onto the hotel or residences).
- We will build the mirror balls and artworks by using reclaimed mirror materials. No plastics will be used in this installation and we will only use energy saving lighting products.
- There is a strong social amplification angle due to the glamorous, colourful design and consumers will want to take selfies in the space and share via their social channels.
- This concept answers the brief by providing a unique & quirky consumer experience that is creative, contemporary and vibrant which will enliven the area and increase the number of consumers into the retail offering.





Details

- Metanoia is original and transformational due to the merging of two notions. The mirror ball activation is complemented by the butterfly theme, adding gravitas and story to the space and making it uniquely Parramatta.
- At the heart of this concept is the story of Parramatta's emergence as a destination for dining and entertainment, where one can spread their wings and fly. Combined with the mirror balls to garner celebration and happiness, this concept is certainly original and designed for a transformative experience.
- This concept will attract people to Philip Lane as it becomes a new and exiting spot to visit, dine, take photos and enjoy.
- Metanoia will become a new landmark for the Parramatta CBD due to its overwhelming visual transformation and accessibility for all.

Details

- This concept will contribute to improved amenity in Philip Lane, at times of activation and non-activation due to its 'always on' status. Additionally, as the lighting changes from day to night (and even hour to hour as the sun moves) this activation will always intrigue and grow, providing new ambiance at each different stage of the day.

Our Environmental Sustainability Policy

VANDAL is committed to managing all aspects of operations in an environmentally responsible manner at all times. We care about the environment, and we ask our clients to do the same. We strive to increase communication and awareness of our efforts in accordance with this policy and encourage responsible environmental behaviour amongst our suppliers.

VANDAL commits itself to minimising its impact on our environment through:

1. - providing a safe and healthy workplace;
2. - having an environmentally sustainable aware culture, where responsibility is assigned and understood, including supporting the carbon offset program for business travel;
3. - being an environmentally responsible neighbour in our community;
4. - conserving natural resources by reusing and recycling;
5. - using, in our own operations, processes that do not adversely affect the environment;
6. - ensuring the responsible use of energy throughout the organisation including installation of energy efficient lighting;
7. - participating in efforts to improve environmental protection and understanding;
8. - working with suppliers who promote sound environmental practices; and
9. - enhancing awareness amongst our employees – educating and motivating them to act in an environmentally responsible manner.

VANDAL's suppliers will:

1. - act responsibly to correct any incidents or conditions that endanger health, safety or the environments;
2. - utilise their knowledge and experience, as appropriate, to contribute to environmentally sustainable techniques, technology, knowledge and methods.

Procedures:

- 1.3.1 VANDAL undertakes to educate our employees and suppliers on their environmental responsibilities and ensure this is integrated into their work practices, training and decision making
- 1.3.2 VANDAL will conduct operations in compliance with relevant local environmental regulations, licences and legislation
- 1.3.3 VANDAL encourages the use of a “paperless” office through the process of digitisation; and where required utilise Forest Stewardship Council (FSC) certified sources
- 1.3.4 VANDAL encourages the reduction of plastic waste by using glassware and mugs for all beverages and making fresh juice for consumption by staff and clients
- 1.3.5 VANDAL has ensured that recycling facilities and receptacles are maintained in convenient and accessible location, and maintain separate waste collection bins for recycling, cardboard recycling and general waste.
- 1.3.6 VANDAL undertakes an E-waste program with another supplier to ensure recycling of all computer hardware and software



Thank You

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