

MEDIA RELEASE

11 December, 2017

HISTORIC HEART OF PERTH'S WA ART AND PLANT THEME STIRS UP CONVERSATION IN CITY'S EAST END HOTELS AND CAFES

Winners of the Historic Heart of Perth Inc's first art project were announced last week with the success of the initiative given a thumbs' up by area retailers and hospitality groups as well as locals who contributed their views to support the selection of the People's Choice Award determined through on-line voting.

The inspiring art initiative saw 65 planter boxes and benches installed from Barrack Street to Irwin Street and used as canvases to activate the area and imbue it with a uniquely West Australian flavour - from the work of local artists and their subjects through to the West Australian native plants in the planter boxes.

Selected as winner of the Judge's Award for work that combined patterning with the detailed depiction of a local bird on the wing was Clare McFarlane. The judge was Nathan Giles from the Perth Public Art Foundation. The People's Award was presented to James Giddy for his delicate paintings of Western Australian marsupials.

It seems that Miss Maud's was the good luck charm, with the work of the two winning artists both located outside the Miss Maud hotel and restaurant on Pier Street, itself a place long activated by alfresco dining and in fact the site of the first alfresco licence in Perth.

Claus Paulus, manager of Miss Maud hotel and restaurant said the planter boxes had resulted in lots of questions from hotel guests and locals at the coffee shop and restaurant curious about the subject of the artwork and the native plants.

"Miss Maud's distinctive building and its Christmas displays always draw a lot of attention but what our hotel and restaurant staff enjoyed hearing were the questions from interstate and overseas hotel guests curious about the paintings, the wildflowers and the initiative," he said. Questions ranged from interest about the name of the little animal painted on the box (it's a bandicoot) to the type of bird depicted flying and whether it is easy to grow the wildflowers."

Mr Paulus said all of Miss Maud's staff were keen to spread the word about the success of the initiative with its goal of driving awareness in the area's historic buildings, its intriguing small museums and other WA icons located in the precinct and in engaging visitors through West Australian themed visuals.

"Many of our staff who work in our city and metropolitan coffee houses and administration offices were keen to come into the city to check out the artwork and plants and we took a proactive approach in engaging customers at our many metropolitan coffee houses by featuring the planters on social media. **MORE Page 1 of 2**

> Oakridge Communication Group Pty Ltd

> 209 Heytesbury Road Subiaco Western Australia 6008

> T +61 8 9381 4200

> ABN 99 118 338 828

> www.oakridgecg.com.au

“It’s all about bringing the east end to life and showing off its true colours, something Miss Maud has been doing for many years, with the Historic Heart initiative now taking it to a whole new level,” said Mr Paulus.

Sandy Anghie, Historic Heart Project Manager said she was so pleased with how the community had reacted to the not for profit group’s first art initiative.

“Historic Heart’s vision is to reinvigorate and revitalise Perth’s east end, creating an identifiable neighbourhood with a strong sense of place, making a contribution to the city and, importantly, to the people who live, work and visit here. This art project was the first step towards achieving this goal and we look forward to building on its success next year.”

To find out more please visit [www. historicheart.com](http://www.historicheart.com) (ENDS)

Page 2 of 2

BACKGROUND AND FURTHER INFORMATION:

Images attached.

- Image of Judges Award Bird by Clare McFarlane. *Image Kelly Pilgrim-Byrne*
- Image of marsupial by James Giddy, selected as the winner of the People’s Choice Award
- Adrian Fini, Chair of Historic Heart congratulated artist James Giddy with Historic Heart Project Manager Sandy Anghie and Art Curator Margaret Moore

MEDIA CONTACTS FOR MORE INFORMATION AND COMMENT:

Marina Valmadre, Oakridge Communication Group

0408 98 28 18

marina@oakridgecg.com.au

OR

Sandy Anghie, Historic Heart Project Manager

0438 922 690

sandy.anghie@fjmproperty.com.au

> Oakridge Communication Group Pty Ltd

> 209 Heytesbury Road Subiaco Western Australia 6008

> T +61 8 9381 4200

> ABN 99 118 338 828

> www.oakridgecg.com.au