

PUBLIC - Art in the City

Sponsorship Report for the City of Vincent



PUBLIC - Art in the City

The inaugural PUBLIC – Art in the City event was a resounding success: in collaboration with our partners, FORM delivered 35 wall-based public artworks for the city over 14 exciting days.

In addition to these world-class artworks, PUBLIC transformed the city with temporary installations, digital projections, exhibitions, workshop programming and street parties, to truly celebrate art as a public good.

PUBLIC: KEY ACHIEVEMENTS

- PUBLIC – Art in the City:
 - Artist residencies, workshop programming and a laneway event in the City of Vincent: January-April, 2014
 - *Dear William, a dedication to William Street*, an exhibition of urban art, temporary installation, performance and photography celebrating the history and diversity of William Street
 - 35 public artworks across Perth and Northbridge
 - 45 local, national and international artist engaged over the 2 week period
 - *Nasty Goreng* exhibition by Yok and Sheryo at Turner Galleries: 21 March-19 April, 2014
 - *PUBLIC Salon*, an exhibition of work by PUBLIC artists at FORM Gallery
 - PUBLIC House, 2 days of events in Wolf Lane including temporary installations, a pop-up bar, DJs and street food from the local businesses
- PUBLIC – Art in the Pilbara: Delivery of urban art in the unique landscape of the Pilbara
- PUBLIC – 100 Hampton Road: Delivery of transformative artworks at Foundation Housing's 100 Hampton Road lodging house in Fremantle (continuing project)



PUBLIC - Art in the City

DELIVERABLES FOR THE CITY OF VINCENT

PUBLIC - Art in the City resulted in numerous high quality deliverables for the City of Vincent, its residents and businesses, and the broader Perth community. These included:

- 5 artist residencies directly engaging the local community, including a 2-month residency by a leading international photographer
- The development and display of 13 artworks directly engaging with the City of Vincent as a site, including 4 permanent wall murals along William Street that add ongoing vibrancy to the precinct, and would have cost in excess of \$40,000 to commission independently
- The *Dear William* exhibition, which showed in two configurations over a month-long period for a diverse audience
- Workshop programming directly engaging at-risk young people, delivered in collaboration with The Salvation Army Crossroads Programme
- The engagement of numerous community members and local businesses as collaborators in the production of artworks, for the provision of artwork display locations, and as audiences for exhibition programming and artists' talks (outlined in detail, below)
- Showcasing of local businesses through *Dear William* programming and opening night event
- Substantial media coverage, (outlined below)
- Wide-reaching acknowledgment for the City as a key sponsor over PUBLIC on all printed and online promotional material including tens of thousands of printed invitations and maps, e-invitations, FORM's website and verbally, via speeches and opening night addresses during the project run, and via logo placement on the *Dear William* signage, displayed on 12 sites along William and Newcastle Streets
- A private event for local residents and PUBLIC artists in the Moir/Lake Street laneway that allowed for intimate engagement between the Vincent Community and the international artists, in addition to permanent laneway murals, transforming a badly vandalised site



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DEAR WILLIAM, A DEDICATION TO WILLIAM STREET

In 2013 the City of Vincent commissioned FORM to curate a programme of artists' residencies focused on central William Street, as it runs through the City of Vincent (north of Newcastle Street), as part of FORM's PUBLIC festival of street, mural, and public art, scheduled for April, 2014.

FORM invited a number of local and international artists to participate, whose practices focus upon community engagement, in particular working with ethnic and community groups to create collaborative works that reflect their identity. The artists spent early 2014 developing artworks that then exhibited in selected locations along William and Newcastle Streets as a walking tour in April, 2014, as the closing event for PUBLIC.

These Vincent-funded residencies were complemented by additional works from the broader PUBLIC programme that similarly reflected the diversity of the William Street precinct, including large-scale murals and associated community programming.

Following the closure of the initial site-based exhibition, selected works were re-exhibited at the project's Newcastle Street pop-up artist studio and gallery in early May, 2014.

KEY DATES

- Artists' residencies: January-March, 2014
- *Nasty Gorgeng* exhibition by the Yok and Sheryo at Turner Galleries: 21 March-19 April, 2014
- Exhibition preview: Saturday 12 April, 2014
- Exhibition opening and launch of map/walking tour: Sunday 13 April, 2014
- Exhibition open along William and Newcastle Streets: 14-23 April, 2014
- Re-hang of selected works at pop-up exhibition space: 30 April-11 May, 2014
- Artist's talks: 6-8 pm, Friday 2 May, 2014

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DEAR WILLIAM, A DEDICATION TO WILLIAM STREET: PARTICIPATING ARTISTS

ABDUL ABDULLAH (PERTH, AUSTRALIA)

@ The Moon Café, 323 William Street/206 Newcastle Street

Erected during the early 1930s, this iconic Art Deco building has had numerous uses over the past eight decades. It was home to the Blue Room, a popular dance venue amongst Northbridge's European immigrant communities from the 1930s-1950s; in the latter part of this era it also housed a roller-skating rink on its first floor. During the later 1950s the building was the Midland Bus Co. Depot. Since 1991 it has housed iconic late-night cafe, The Moon.

Abdul Abdullah explores the cultural anxiety and displacement experienced by young Muslims in Australia, and by extension his work has the ability to speak to all minority groups. His work for *Dear William* aggressively camped upon the stereotypes and paranoia associated with Muslim identity in post-9/11 Western culture. In the work he dons a rubber mask from the 2001 film of *Planet of the Apes*, and wears clothing popularly associated with dissenting Muslim youth in the consciousness of contemporary Western society, via media coverage of the 2011 London riots. The work's aggressive imagery made it difficult to place, and two William Street businesses refused to exhibit it before The Moon agreed to do so. The artist himself formerly worked as a delivery boy for Dominos Pizza, previously located next to The Moon, making the cafe a particularly appropriate site to reference his own personal links to the precinct.

By exploring ideas concerning identity in terms of 'otherness' I hope to question adversarial attitudes that potentially hinder or diminish opportunities for intercultural dialogue. This project will be an extension of previous bodies of work that have looked specifically at the Muslim experience in Australia...at the forefront of my methods and outcome will be an earnest and sincere engagement with the issues facing the communities that exist and have existed in the [William Street] area.

Abdul Abdullah, artist's statement, December, 2013



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ABDUL-RAHMAN ABDULLAH (PERTH, AUSTRALIA)

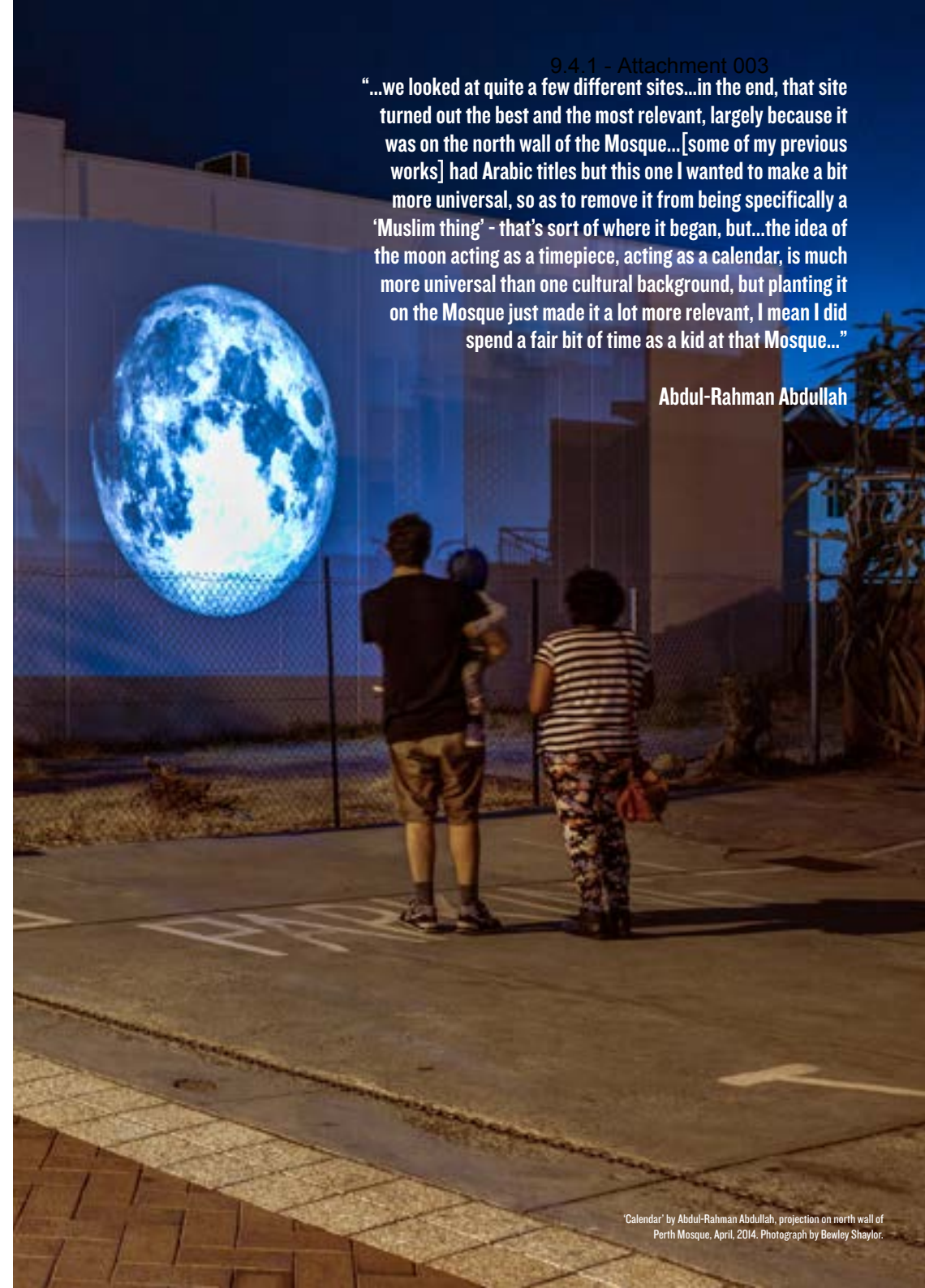
@ Perth Mosque, 427 William Street

The construction of Perth Mosque in 1905 was a significant achievement for Western Australia's small Muslim community during an era of marked hostility toward 'non-white' Australians. Following a failed plea to State Government in 1895 for a land grant (like those already awarded to churches and synagogues), they looked to their own resources, inspired by the self-funded construction of Adelaide Mosque in 1890. "Fundraisers in Western Australia toured the goldfields or the country places where cameleers and hawkers operated, calling on their brother Muslims to rally and donate some of their hard-earned saving" (Australian National Archives, 2013). Initially the 'Perth Mohammedan Mosque', the building was designed by Pakistani immigrant Din Mohammed and its construction linked to high-profile members of Perth's formative Muslim community.

For *Dear William*, local artist Abdul-Rahman Abdullah created a projection of the moon for the north-facing wall of the Mosque's recent shop-front extension. Reflecting the significance of lunar cycles to numerous religions, the work functioned to both situate itself firmly within the Islamic tradition while simultaneously opening out in a gesture of inclusivity. It aptly reflected the cultural mix of the William Street precinct, which alongside the Mosque has housed two synagogues, a Vietnamese-Buddhist temple and places of worship for the Salvation Army and Chinese communities.

[My Dear William work] looks at the relevance of lunar cycles as a common basis of the Islamic, Buddhist and Hindu religious calendars. As a cyclical motif, the moon has represented the passage of time throughout human history, relating the individual experience of observation to a perpetual process. Stigmatised by Christian tradition the moon has become synonymous with the 'other', associating lunar activity with base instinct, femininity and the occult. By re-examining the pervasive nature of the moon in an urban environment, I intend to open a dialogue that bypasses cultural boundaries, focusing on subjective responses to a universal presence.

Abdul-Rahman Abdullah, artist's statement, December, 2013



9.4.1 - Attachment 003

"...we looked at quite a few different sites...in the end, that site turned out the best and the most relevant, largely because it was on the north wall of the Mosque...[some of my previous works] had Arabic titles but this one I wanted to make a bit more universal, so as to remove it from being specifically a 'Muslim thing' - that's sort of where it began, but...the idea of the moon acting as a timepiece, acting as a calendar, is much more universal than one cultural background, but planting it on the Mosque just made it a lot more relevant, I mean I did spend a fair bit of time as a kid at that Mosque..."

Abdul-Rahman Abdullah

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CASEY AYRES (PERTH, AUSTRALIA)

@ Décor Design Centre, 346 William Street

Decor Design Centre is an iconic Jewish-owned Northbridge business, run by the same family for five decades. Historically, the Central William Street Precinct has had a strong Jewish identity, with an impressive Synagogue constructed in Brisbane Street in 1897, and with Robinson Avenue, Brisbane and William Streets all containing sites of significance to Perth's Jewish community.

Casey Ayres' work, displayed in the Décor Design Centre's William Street window, drew upon a different history of immigration, reflecting the artist's Chinese-Malay/Australian heritage. Working in collaboration with the Chinese Community Centre Lion Dance Troupe, Ayres documented a performance work that placed the lion dancers in and around the precinct during March, 2014. While a familiar site during Chinese New Year celebrations, the lion took on a more subversive character when seen out of context, challenging passing pedestrians to acknowledge the cultural histories of the area. The performance was re-staged for the exhibition opening night, culminating with the Lion watching itself on Ayres' video in the Décor Design Centre window.

I have noticed that most commuters in this area merely pass through it, without appreciating the space in between. This space is inhabited not only by the business up and down William Street, but by the devout followers of Falun Gong/ Falun Dafa outside the car park on Monger Street, by the alleyways behind the restaurants and the buildings hidden down them that can be stumbled upon. I wish to document these spaces, places and people, and represent them to the commuters of the area to encourage them to look and experience 'the space in between'. I will do this through fastidious video documentation during the evening hours, when one is even less inclined to explore such spaces. I will put in place an 'inhabitant' to prompt a double-take from the public audience. The work will tour the lesser-known (or at least lesser-noticed) facets of our community of 'others', while piquing the interest of its temporary inhabitants...

Casey Ayres, artist's statement, December, 2013



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NATHAN BEARD (PERTH, AUSTRALIA)

@ Chayanun Thai Home Video, Shop 10, 375 William St & Kai & Pu Thai Entertainment, 1, 1 Forbes Rd

In recent decades the Central William Street Precinct has had strong affiliations with south-east Asia, with a large percentage of the area's residents and business owners originally hailing from Vietnam, Indonesia, Malaysia and Thailand. Perth-based Nathan Beard's practice draws upon his Thai-Australian heritage, and currently explores the experience of his mother and other Thai-born Australian women of her generation.

For *Dear William*, Beard worked with the owners and clients of two Thai video and grocery stores located off William Street. A series of interviews with the shop owners and customers were edited into a video work that showed on the shops' in-store televisions during the exhibition, thereby encouraging members of the non-Thai community to enter the shops and experience a space of cultural 'otherness' they may not otherwise have reason to access. A more formal documentary-style edit of the work was created for the exhibition re-hang, where it had to be viewed outside of this original context.

Video Home System comprises interviews with a cross-section of Perth's Thai community, filmed on location in two prominent Thai video and grocery stores in Northbridge that were then used as sites for the presentation of the completed work. Subjects were asked to reflect upon the influence of these small businesses on their experience living in a foreign country. The work reveals how these particular stores meaningfully satisfy the specific nostalgic and cultural needs of the local Thai community through the significant gesture of providing easy access to Thai entertainment and brands, as well as acting as hubs for the community to congregate and interact. This intervention ultimately aims to provide context and visibility for this community, directing non-Thai audiences into these seemingly obscure and peripheral sites in order to activate them for these viewers.

Nathan Beard, artist's statement, March, 2014



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NIGEL BENNET (UK/USA)

@ Former Dark Zone Laser Tag, 248 Newcastle St

In a part of the city with strong links to entertainment and leisure, the former Dark Zone site proved an appropriate end-point for the *Dear William* walking tour, a nostalgic remnant of a culture that, with the increasing prevalence of sophisticated home-based gaming, is perhaps becoming a thing of the past.

Internationally-exhibited photographic artist Nigel Bennet was artist-in-residence in the Central William Street precinct from March-May, developing works in consultation with the local community, business owners, and former residents. Members of the public were invited to visit the Dark Zone studio to view his works in progress and feed into his research for the duration of *Dear William*. Bennet returned to Italy in May, 2014 and it currently resolving this research into a body of work for exhibition in Europe during 2015.

[From March-April 2014 I worked] to create a kind of virtual folk-museum of the Central William Street Precinct in collaboration with local residents and those who frequent the area on a regular basis: employing aural, textual, and photographic research methods to map the local psyche.

During the week of FORM's PUBLIC festival, my pop-up studio space at 248 Newcastle Street was open to all. Some examples of the photographic works produced so far were on show and all visitors to the studio were invited to intervene on a giant map of the William Street area, annotating it with data relevant to each specific geographic location, either by attaching their own photographs or drawing and writing directly on the map itself. My hope was that much of the original map would disappear under layers of local stories, opinions, and anecdotes to create a new cartographic document plotting the collective experiences and memories of the local community.

Nigel Bennet, artist's statement, March, 2014

9.4.1 - Attachment 003

"...my idea here was to produce a photographic project which would document the area in a way different to the kind of 'classic' documentary photography process of walking around the streets and pointing a camera at whatever you find in front of the lens...but instead to document what's in people's minds, memories, ideas...I mean you know, really an area is made up of everything that's happened in the past, everything that's happened now, everyone who lives here, and everyone who ever will live here...so the idea's really to build a kind of collage of these fragments."

Nigel Bennet



Untitled photograph by Nigel Bennet, April, 2014. c/o the artist.

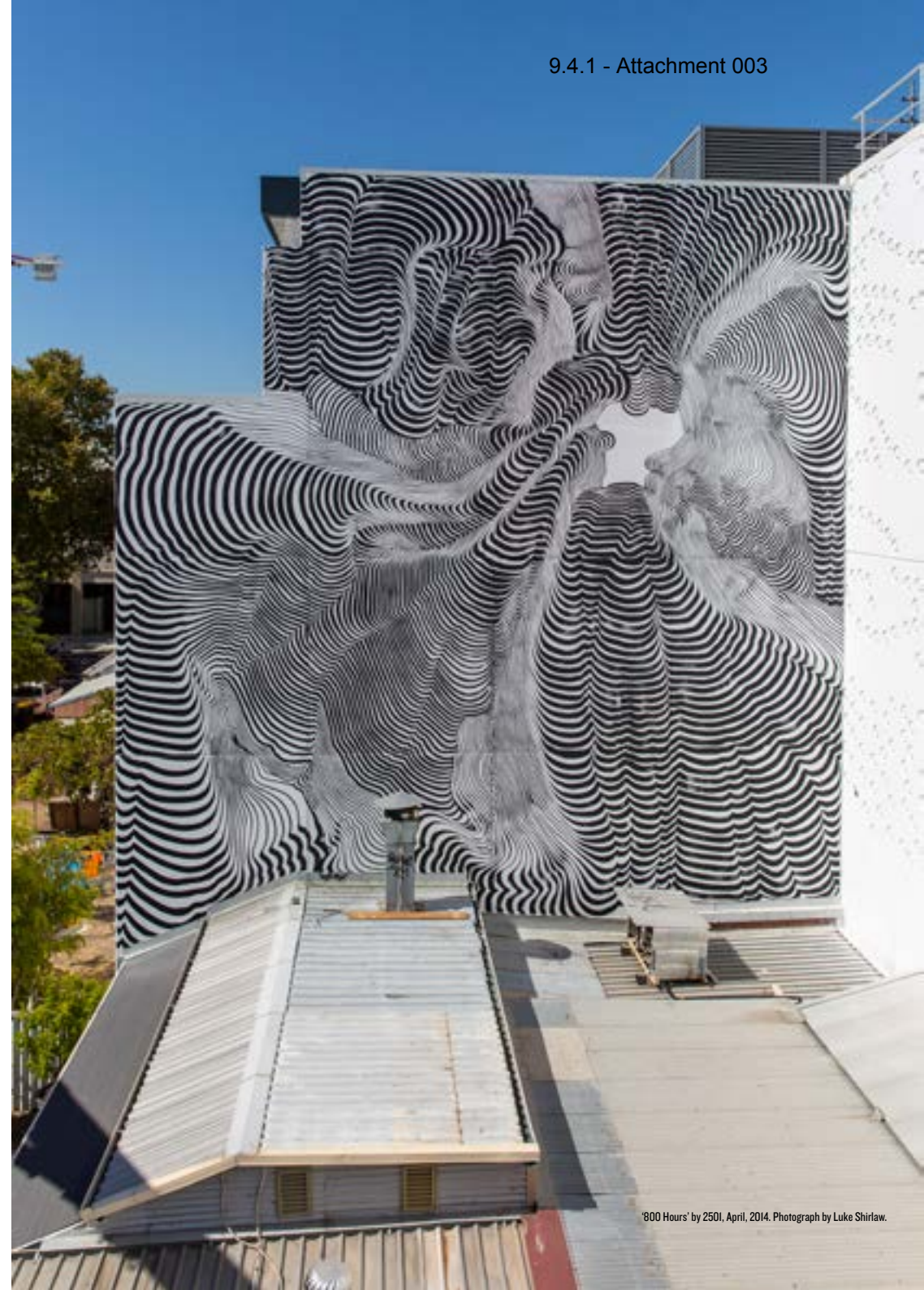
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2501 (Italy)

@ Washing Lane, corner William & Newcastle Streets

The new Washing Lane development is currently nearing completion and as such represents the gentrification of the precinct, which has been ongoing for the past decade: its first gentrification in 150 years.

Internationally-renowned street artist 2501 (Jacopo Ceccarelli) is famed for his large-scale murals in black, white and gold, which create optical effects through a complex use of line. In a street with over a century of history relating to the state's Italian community, his work represents an assertive statement of cultural identity. It sits alongside works commissioned for the Washing Lane site by local artist Anne Neil that draw upon the area's Chinese history, which, like Perth's Italian history, reaches back to the end of the nineteenth century.



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DEAR WILLIAM, A DEDICATION TO WILLIAM STREET: ADDITIONAL PROGRAMMING

THE YOK & SHERYO (Aus & Singapore/USA), JAZ (Argentina), TREVOR RICHARDS (Perth, Australia)
@ Turner Galleries, 470 William Street

Formerly the Church Gallery, Claremont, Turner Galleries has been situated on William Street since 2006. It occupies a former garage in a section of the street that housed numerous such businesses during the twentieth century, including the state's first Jewish-owned garage when this part of Perth was the centre of the state's Jewish community. A number of artists from FORM's PUBLIC programme produced artworks for the Turner Galleries site, in acknowledgement of the gallery's role in bringing numerous interstate and international artists to William Street in recent years through their Art Angels residency programme.

The first Art Angels artists-in-residence for 2014, The Yok and Sheryo produced the exhibition *Nasty Goreng* at Turner Galleries as part of PUBLIC, drawing on the decorative traditions of Indonesia; they additionally created a mural for the gallery carpark. Their work was complemented by a second mural by PUBLIC artist Jaz, and a facade mural for the gallery by local artist Trevor Richards, who shows with Turner Galleries and is a founding member of the Australian Centre for Concrete Art collective, responsible for a number of large-scale minimalist and geometric-abstract murals throughout Perth and Fremantle over the past decade.

SALVATION ARMY CROSSROADS PROGRAMME PARTICIPANTS (Perth, Australia)
@ Salvation Army Perth Fortress, 333 William Street

Initially built as a television studio, this huge Brutalist brick structure now houses the state offices for the Salvation Army. The artworks adorning the building's facade for *Dear William* were created by young clients of the Salvation Army Crossroads Programme in a workshop hosted by former members of iconic Perth street art collective Last Chance, a William Street institution during the late 2000s.



Reach and Exposure

ONSITE EXPOSURE: AUDIENCE AND ATTENDANCE

Attendance at all PUBLIC events far exceeded FORM's expectations; we estimate that over 50,000 people were exposed to PUBLIC programming from 4-13 April, 2014. FORM is currently undertaking a survey of attendees, and although this process is currently ongoing, initial results indicate that 61% of our audience was drawn to the city and Northbridge for the primary purpose of viewing PUBLIC programming, and that 89% of attendees also enjoyed a coffee, drink or meal in the CBD/Northbridge in addition to seeing PUBLIC.

Due to *Dear William's* site-based nature, it was very difficult to determine exactly how many people viewed the artworks, particularly given that many of them were on display for 24 hours a day, over a 10 day exhibition run. The figures below are therefore estimates, and represent a conservative assumption of those audience members who actively viewed and engaged with the works, as opposed to passing pedestrians who may not have engaged with them in a meaningful way.

Vincent community members directly engaged in a collaborative role with visiting photographer Nigel Bennet	30
Vincent community members directly engaged in a collaborative role with local artist Nathan Beard	10
<i>Nasty Goreng</i> exhibition, Turner Galleries, 21 March – 19 April	500
Audience for performance work by Casey Ayres and CCC Lion Dance Troupe, March, 2014	100
Exhibition preview night, Saturday 12 April, 2014	200
Exhibition opening night, Sunday 13 April, 2014	450
Exhibition run, 14-23 April, 2014	1000
Exhibition re-hang, 30 April-11 May, 2014	150
Artists' talks: 6-8 pm, Friday 2 May, 2014	65
Total	2,505

DEAR WILLIAM COMMUNITY PARTNERS

The following Vincent businesses partnered with FORM in an in-kind capacity to deliver *Dear William*:

- Turner Galleries: hosting of Yok and Sheryo for a one-month residence, and commissioning of two wall murals by Yok and Sheryo and Trevor Richards, provision of a wall for Jaz, hosting of opening night event and promotion of programming
- House of Messina/William Street Dental Surgery: access to balcony space over several nights, for projection of Abdul-Rahman Abdullah's work
- Perth Mosque: Hosting of Abdul-Rahman Abdullah's projection work
- Chayanun Thai Video Shop: Hosting of Nathan Beard's video work
- Kai & Pu Thai Video Shop: Hosting of Nathan Beard's video work
- Décor Design Centre: Hosting of Casey Ayres' video work
- Chinese Community Centre Lion Dance Troupe: Collaboration with Casey Ayres on his artwork for the exhibition (2 evening performances)
- The Salvation Army Fortress and the Salvation Army Perth Crossroads programme: Hosting of workshop and showcasing of artworks by workshop participants
- Golden Sea, (owners of the Washing Lane development): Hosting of 2501 mural
- The Moon Café: hosting of Abdul Abdullah's lightbox installation
- Limnios Property Group: Discounted hire for Newcastle Street pop-up space

Non-Vincent-based in-kind supporters:

- Alif Creative Arts Hub: Promotion of the project, liaison with Perth Mosque
- The Perth Centre for Photography: Promotion of Nigel Bennet's residency and assistance in sourcing photographic assistant, promotion of exhibition and artists' talks
- The Perth Institute of Contemporary Arts: provision of studio space for Nathan Beard's *Dear William* research and promotion of exhibition and artists' talks
- Central Institute of Technology: Hosts for Yok and Sheryo's residency (in association with Turner Galleries)
- Metropolitan Redevelopment Authority: Permissions for 2501's mural to be applied to Washing Lane, including waving their standard graffiti-proofing clause for public murals

Reach and Exposure

OFFSITE EXPOSURE: ONLINE, PRINT MEDIA, SOCIAL MEDIA, TV & RADIO

FORM undertook a targeted marketing strategy to ensure maximum reach and exposure for PUBLIC and its sponsors. This marketing strategy included traditional media such as print, TV and radio, and online and social media such as Facebook, Instagram, Twitter and blogging.

The extensive reach of this marketing strategy has continued following the end of the event. Public: Art In the City <<http://public.form.net.au/>> search rankings reached (and continue to maintain) prominent first page listing. This is a result of the volume and reputable media generated through blogs, news articles and social media shares over the event period.

TRADITIONAL MEDIA

PUBLIC received extensive coverage through both traditional media including papers, magazines, radio and TV and social media such as facebook, instagram and blogging. The following provides a sample of the reach achieved by PUBLIC (a full report of all traditional media can be seen in the attachment – PUBLIC Media Report).

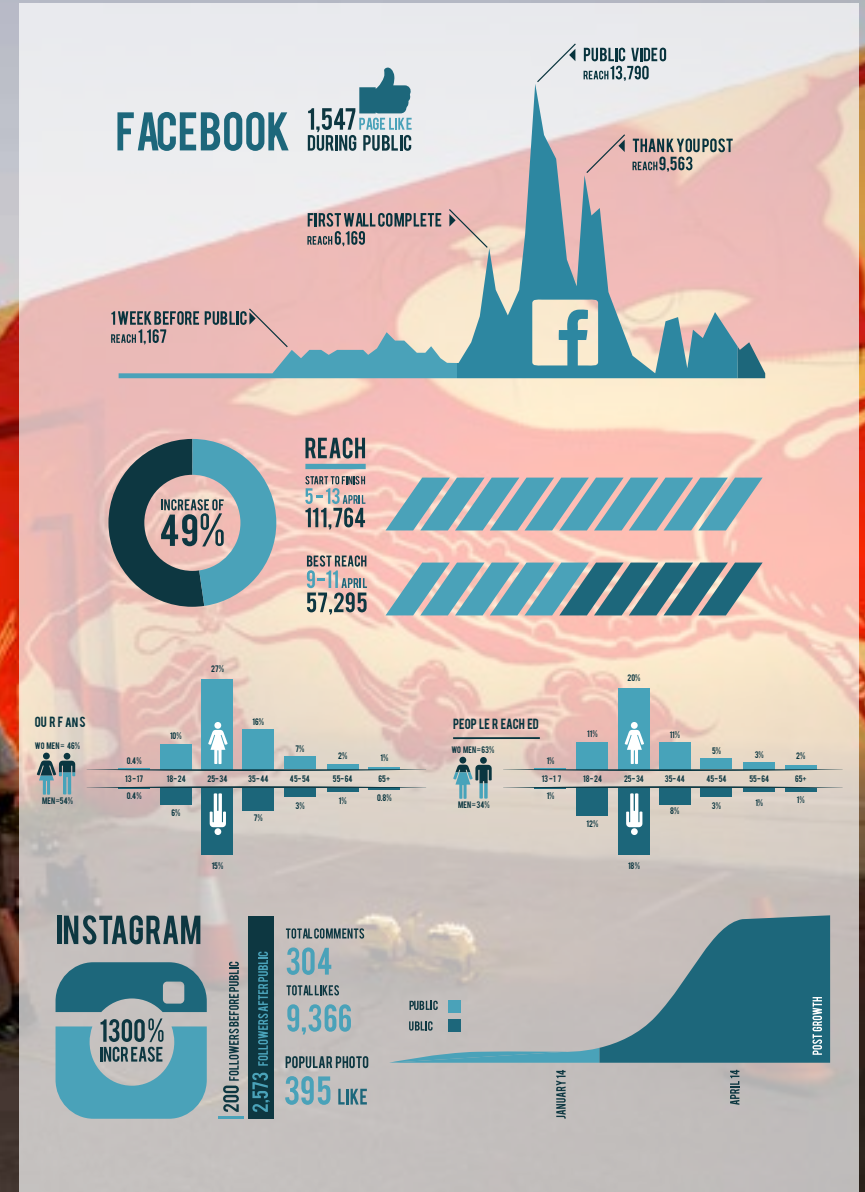
Category	Media Outlet	Circulation
Print	The West Australian (18 March, 28th March)	178,385
	The Weekend West (5 April, 12 April, 26th April)	333,768
	The Sunday Times	240,000
	Scoop Magazine	88,000
	X-Press Magazine	40,000
	Subiaco Post	52,323
TV	ABC News	81,000
	Channel 7	110,000
Radio	Triple J	160,000
	RTR FM	103,000
	96 FM	52,000
Online	The West Online	143,473
	Tourism WA	Unknown
	Time Out	3,627,538
	Infolink	800,000
	Arts Hub	110,000
	Six Thousand	17,000
	Event Finder	268,760
	Architecture AU	84,000

Reach and Exposure

SOCIAL MEDIA

PUBLIC's reach through social media was extensive. Over the event dates 5-13 April, PUBLIC achieved an organic global reach of 111,764 through social media alone.

Facebook, Instagram and Twitter were used extensively with a direct correspondence to a surge in hits on the PUBLIC website, which outlined sponsors and partners. The most popular days were 9-11 April, during which a reach of 57,295 was achieved on Facebook alone.



Reach and Exposure

POSTERS, MAPS AND FLYERS

Over the lead up to and the PUBLIC event period FORM distributed posters, maps and flyers to the public and surrounding businesses, that acknowledged the City of Vincent as a key sponsor over the programming. Distribution was as follows:

Item	Distribution
PUBLIC – Art in the City walking map	10,000
PUBLIC postcards	10,000
PUBLIC Salon invitation	4,800
<i>Dear William</i> invitation	5,000
<i>Dear William</i> project map	5,000
Adshells	22 Adshells

DIGITAL ADVERTISING

FORM engaged APN Outdoor to screen a promotional video in the Perth Underground train station. The promotional video was looped to play 24 hours a day for 4 weeks. The highly prominent LED screen was passed by 80,000 people per day, creating significant exposure for PUBLIC and its sponsors.

MAILOUTS AND E-INVITES

In addition to the above marketing material, FORM also sent regular mailouts and e-invites to FORM's mailing lists and membership.



PUBLIC: Future Directions

PUBLIC has been developed as a multi-year program. In order to capitalise on the momentum and community support of this event, FORM is currently working on gathering key information and data, developing a publication of the event, and continuing to showcase the results through urban walking tours.

URBAN ARTWORK WALKING TOURS

In response to an overwhelming public demand, FORM has developed PUBLIC - Urban Artwork Walking Tours. FORM staff guide participants through the streets of Perth and Vincent to discover the mural artworks delivered through PUBLIC and learn the stories behind the artist and their work. The walking tours are also designed to bring increased economic activity to the city and to create energy and vibrancy in our public spaces.

PUBLIC SURVEY

The PUBLIC survey has been designed to gather data around event attendance, marketing reach and economic development. This data will assist FORM in securing future funding and sponsorship to enable PUBLIC to be continued in future years.

PUBLICation

In documenting the 2014 PUBLIC programme, the PUBLICation will function as both a research document and a highly visual showcase of the event.

PUBLIC URBAN ARTWALKS

About PUBLIC:
In April 2014, 451 leading artists from all corners of the globe added a new layer to Perth City by creating artwork on over 30 walls and laneways throughout Northbridge and the CBD.

You are now invited to be guided through these enlivened streets to discover the artworks, learn the stories of the artists and immerse yourself in the latest instalment of Perth urban art.

- Duration**
Approximately 3 hours
- Price**
\$ 45.00
(discount for group bookings over 6 people)
- Distance**
Approximately 2.5km
- Includes**
Guide with a member of the FORM team, artwork map, artist studio/gallery visit, small gift and complimentary drink at Mechanics' Institute Bar
- Availability**
Thursdays 14:30
Saturdays 14:00
(subject to demand)



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DETAILS

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PUBLIC: Art in the City						
Media Outlet	Date	Page/Duration	Article Title/Segment	Description	Journalist/Interviewer	Circulation
The West Australian	18-Mar-14	11	Street art colours cityscape	Perth will host a major festival next month that aims to make the city an urban art hotspot to rival Bristol, New York, Miami, Barcelona and Buenos Aires.	Stephen Bevis	178,385
The West online	18-Mar-14	Online	Street art colours cityscape	Perth will host a major festival next month that aims to make the city an urban art hotspot to rival Bristol, New York, Miami, Barcelona and Buenos Aires.	Stephen Bevis	143,473 unique browsers per month
6PR	18-Mar-14	5 minutes 4 seconds	Afternoons	Interview with Paul Chamberlain ahead of the public street art event in April throughout Perth and the Pilbara.	Peter Bell	16,000
Tourism Western Australia	21-Mar-14	Online	Events	Over nine days, 30 walls and additional city spaces will be transformed by 45 urban, visual and digital artists from around the globe.	N/A	N/A
Great about Perth (Facebook page)	21-Mar-14	Online	Timeline	FORM is on a mission to make Perth a street art hotspot. It's project called PUBLIC, is seeing 45 street artists from around the world transform 30 walls and laneways into public art.	N/A	6,334 likes
Australian In Front	21-Mar-14	Online	PUBLIC	PUBLIC is a celebration of urban art and creativity that will bring to Perth and the Pilbara leading urban, visual and digital artists from around the world.	N/A	N/A
Scoop online	24-Mar-14	Online	Street Art Festival to transform Perth's urban spaces	FORM will unfold its highly anticipated new major art program, PUBLIC, to audiences around Perth and the Pilbara region for nine exciting days from 5th to 13th April 2014.	N/A	16,667 unique browsers per month
Curtin FM	24-Mar-14	12 minutes 34 seconds	Afternoons	Interview with Andrew Nicholls, curator, FORM: Art in the City.	Jenny Seaton	200,000
Art Perth	26-Mar-14	Online	PUBLIC Art in the City - Perth	Over 9 days, 30 walls and additional city spaces will be transformed by 45 urban, visual and digital artists from around the globe.	N/A	N/A

Architecture & Design	27-Mar-14	Online	Urban Art Festival to transform the streets of Perth	PUBLIC, the street art festival from FORM, will be open for audience viewing around Perth and the Pilbara region on April 5 2014.	Nathan Johnson	71,400 unique browsers per month
Pilerats	27-Mar-14	Online	Prepare to get even more culturally vibrant Perth	PUBLIC is a celebration of urban art and creativity that's about to take over Perth and its surrounding suburbs, along with a trip north to the Pilbara.	Harold Callaghan	40,000 unique browsers per month
Infolink.com.au	27-Mar-14	Online	Urban Art Festival to transform the streets of Perth	PUBLIC, the street art festival from FORM, will be open for audience viewing around Perth and the Pilbara region on April 5 2014.	Nathan Johnson	800,000 unique browsers per month
Arts Hub	27-Mar-14	Online	Public to the people	Perth's art scene with receive a shake-up courtesy of an upcoming public art event.	Richard Ferguson	110,000
The West Australian	28-Mar-14	22	Artists take to the streets	WA's Kyle Hughes-Odgers is part of a huge line-up of internationally renowned street artists who will be taking to Perth's walls and buildings as part of the Public Street Arts festival.	Pip Christmass	166,468
The West online	28-Mar-14	Online	Artists take to the streets	WA's Kyle Hughes-Odgers is part of a huge line-up of internationally renowned street artists who will be taking to Perth's walls and buildings as part of the Public Street Arts festival.	Pip Christmass	143,473 unique browsers per month
In My Community	1-Apr-14	Online	Belgian chocolate artistry	Eating chocolate bunnies at Easter could be replaced with chocolate quokkas if Margaret River Chocolate Company owner Patrick Coward has his way.	Anne Gartner	279,611 unique browsers per month
Guardian Express	1-Apr-14	5	Belgian chocolate artistry	Eating chocolate bunnies at Easter could be replaced with chocolate quokkas if Margaret River Chocolate Company owner Patrick Coward has his way.	Anne Gartner	28,318
Cockburn Gazette	1-Apr-14	25	Wall free for ROA canvas	Eating chocolate bunnies at Easter could be replaced with chocolate quokkas if Margaret River Chocolate Company owner Patrick Coward has his way.	Anne Gartner	41,466
Southern Gazette	1-Apr-14	23	Abdullah draws students	East Victoria Park talent Abdul Abdullah is artist-in-residence at Santa Maria College where students are revelling in learning new skills from the 2011 and 2013 Archibald Prize finalist.	Emma Clayton	40,419

Study Perth	1-Apr-14	Online	FORM: Public Art in the City	Perth will host it's first street art festival next month!	N/A	N/A
X-Press Magazine online	1-Apr-14	Online	Lucas Grogan	Running from April 5 - 13, PUBLIC: Art in the City sees 45 artists engage in large-scale urban works, transforming blank walls into beautiful murals to generally inject some much-needed magic into the Perth streetscape.	Travis Johnson	10,000 unique browsers per month
Time Out	1-Apr-14	Online	Perth's streets get a lick of colour with the new street art festival	Perth's CBD will be transformed into an urban artwork by 45 local and international artists as part of the PUBLIC festival, which sees projections, murals and large-scale wall pieces take over the city's streets, laneways and public walls for nine days.	N/A	3,627,538 unique browsers per month
Scoop Magazine	1-Apr-14	109	Maintaining FORM	As the executive director of the independent, non-for-profit arts organisation FORM, Lynda's leadership has been more than "reasonably good", if the breadth and scope of the projects she has shepherded into reality are anything to go by.	Gabrielle Sullivan	88,000
Scoop Online	1-Apr-14	Online	PUBLIC	FORM will unfold its highly anticipated new major art program, PUBLIC, to audiences around Perth and the Pilbara region for 9 exciting days.	N/A	16,667 unique browsers per month
Prime7	1-Apr-14	Online	PUBLIC: Art in the City	Over 9 days, 30 walls and additional city spaces will be transformed by 45 urban, visual and digital artists from around the globe.	N/A	74,254 unique browsers per month
Event Finder	1-Apr-14	Online	PUBLIC: Art in the City	Over 9 days, 30 walls and additional city spaces will be transformed by 45 urban, visual and digital artists from around the globe.	N/A	268,760 unique browsers per month
Scoop Weekly newsletter #52	2-Apr-14	Online	Top 10 this week	See walls and laneways around the Perth CBD and Northbridge transformed with street art, projections, installations and public events creating a unique cultural experience.	N/A	16,667 unique browsers per month
Six Thousand online	2-Apr-14	Online	The Public House (with Diger Rockwell, Arms in Motion, Sarah Pellicano & more)	Not-for-profit arts organisation FORM are taking over Wold Lane with a collection of talented artists to perform a two-night extravaganza of live art installations.	Ryan Sandliands	17,000 unique browsers per month
X-Press Magazine	2-Apr-14	15	Painting in public	Running from April 5 - 13, PUBLIC: Art in the City sees 45 artists engage in large-scale urban works, transforming blank walls into beautiful murals to generally inject some much-needed magic into the Perth streetscape.	Travis Johnson	40,000

Enjoy Perth	3-Apr-14	Online	PUBLIC	PUBLIC is a celebration of urban art and creativity that will bring to Perth and the Pilbara urban, visual and digital artists from around the world.	N/A	34,000
Visit Perth City	3-Apr-14	Online	Street Art Festival	FORM will unfold its highly anticipated new major art program, PUBLIC, to audiences around Perth and the Pilbara region for nine exciting days from 5th to 13th April 2014.	N/A	1,500 unique browsers per month
Event Finder	3-Apr-14	Online	Street Art Festival	FORM will unfold its highly anticipated new major art program, PUBLIC, to audiences around Perth and the Pilbara region for nine exciting days from 5th to 13th April 2014.	N/A	268,760 unique browsers per month
RTR FM online	3-Apr-14	Online	PUBLIC: Art in the City	This month sees the launch of some massive art in the City; brought from the world to us by independent, non-profit cultural organisation FORM.	Paul Van Lieshout Hunt	16,000 unique browsers per week
RTR FM	3-Apr-14	12 minutes 35 seconds	Morning Magazine	Paul Van Lieshout Hunt announces that this month is the launch of PUBLIC; a celebration of urban art and creativity by independent, not-for-profit organisation, FORM.	Paul Van Lieshout Hunt	103,000
Triple J	3-Apr-14	2 minutes 50 seconds	Hack	Tilley talks to renowned street artist Stormie Mills about a street art and installation festival called PUBLIC: Art in the City.	Tom Tilley	160,300
Triple J	4-Apr-14	1 minute 46 seconds	Hack	Tilley says he is going to an opening for a public art festival in Northbridge tonight.	Tom Tilley	134,400
X-Press Magazine SHOUT-OUT eNewsletter	4-Apr-14	Online	Art in the City	Art in the City goes public tomorrow until April 13 and the cool dudes at FORM gallery are inviting you to check it out.	N/A	10,000 subscribers
The West online	4-Apr-14	Online	Wills finds a way with walls	Retro aliens from outer space have been invading walls around Perth in recent years thanks to local artist Martin E. Wills, aka MEW.	Stephen Bevis	143,473 unique browsers per month
We Love Perth	4-Apr-14	Online	PUBLIC: Art in the City	FORM is an independent, not for profit organisation that promotes arts and culture in Western Australia.	N/A	23,693 unique browsers per month

Invurt Blog	4-Apr-14	Online	Feature Event - PUBLIC - Perth	From 5-13 April 2014, large-scale urban artworks will be developed by some of the world's best known urban artists.	Facter	40,000 unique browsers per month
Department of Housing	4-Apr-14	Online	Urban artists to take over Department of Housing walls	The Department of Housing will be involved in an innovative urban art project.	N/A	57,912 unique browsers per month
Subiaco Post	5-Apr-14	81	Perth urban artists to make ap splash	Nine days, 45 artists and 30 walls; this will be a street art festival on a scale not seen in Perth before.	Sarah McNeill	52,323
The Weekend West	5-Apr-14	26	Festival to turn Perth into street art central	Some of the world's best street artists have begun turning Perth into a giant canvas on a scale not seen before in the city.	Stephen Bevis	333,768
The Weekend West - Part 2	5-Apr-14	2	Paint the town red	Hit the city streets as not-for-profit group FORM launch a new, major art program, PUBLIC, for nine exciting days from April 5-13.	Jessica Rule	333,768
The Weekend West - West Weekend Magazine	5-Apr-14	8	yin&yang	Artists Abdul-Rahman, 36, and Abdul, 28, are brothers with very different styles. They're working on the Dear William project as part of the PUBLIC art festival.	William Yeoman	333,768
ArchitectureAU	5-Apr-14	Online	PUBLIC: Art in the City	Walls and laneways around the Perth CBD and Northbridge have been transformed with street art, projections, installations and public events in a free program bringing leading contemporary West Australian, National and International visual, street and digital artists together.	N/A	84,000
The Sunday Times	6-Apr-14	78	The List	FORM's new program PUBLIC will celebrate Perth as an emerging international street art hotspot by transforming walls and laneways of the CBD and Northbridge with artworks.	Linda Parri	240,486
The West Online	6-Apr-14	Online	Festival to turn Perth into street art central	Some of the world's best street artists have begun turning Perth into a giant canvas on a scale not seen before in the city.	Stephen Bevis	143,473 unique browsers per month

Weekend Notes	7-Apr-14	Online	Perth's first Street Art Festival	PUBLIC is Perth's first urban street art festival, set to be launched from the 5th to 13th of April in the Perth CBD and its surrounds.	Sandy L	1,000,000 unique browsers per month
Magenta	7-Apr-14	Online	PUBLIC Art	This April will see the streets of Perth transform with 45 urban, visual and digital artists from around the globe presenting street art, projections, installations and public events throughout the city.	N/A	N/A
92.9	7-Apr-14	3 minutes 31 seconds	Breakfast show	Heidi, Will and Woody discuss the various art on display in the city over the next seven days. Will and Woody describe their work done at FORM gallery.	Heidi, Will and Woody	15,000
96 FM online	7-Apr-14	Online	Street artist Stormie Mills	Stormie will be one of the artists participating in PUBLIC: Art in the City currently on all around Perth.	N/A	58,850 unique browsers per month
96 FM	8-Apr-14	3 minutes 42 seconds	Blackers, Carmen and Fitzi	Interview with Perth street artist Stormie Mills, recorded yesterday, about his involvement with the Perth Art Festival called Public Art in the City.	Ian Blackley, Carmen Braidwood and Brad Fitzgerald	52,000
Scoop Weekly newsletter #53	8-Apr-14	Online	Top 10 this week	See walls and laneways around the Perth CBD and Northbridge transformed with street art, projections, installations and public events creating a unique cultural experience.	N/A	16,667 unique browsers per month
The West Australian - Inside Cover	8-Apr-14	2	ICWEST Instagramming WA	FORM's epic art exhibition Public is going up on buildings in the city this week, including this piece by London-based street artists Phlegm.	Ben O'Shea	166,468
Invurt Blog	8-Apr-14	Online	Snapshots - PUBLIC - Works in Progress - Perth	A whole bunch of artists have already started making their mark on the city, with Philbs, The Yok, Sheryo, Phlegm, Roa, Maya Hayuk, Stormie Mills etc.	Facter	40,000 unique browsers per month
ABC News 24 (Sydney)	8-Apr-14	1 minute 55 seconds	The World	More than 40 street artists from around the world have descended on Perth for a festival to transform public spaces in the Perth CBD.	Jim Middleton, Zoe Daniel and Beverley O'Connor	56,000
ABC1	8-Apr-14	4 minutes 20 seconds	ABC News	More than 40 street artists from around the world have descended on Perth for a festival to transform public spaces in the Perth CBD.	James McHale	81,000

ABC Radio National	9-Apr-14	Online	PUBLIC: Art in the City	From April 5 - 13, Perth's CBD is the global hotspot for new, ambitious, large-scale screen art.	N/A	162,187 unique daily visitors
The West Australian - Today	9-Apr-14	8	Overseas influences leave a local mark	Argentine street artist Franco Fasoli, aka Jaz, arrived in WA just a few days ago but already he has left his creative mark on Perth.	Vanessa Williams	166,468
The West online	9-Apr-14	Online	Overseas influences leave a local mark	Wesfarmers has cemented its reputation as WA's leading corporate supporter of the arts by throwing its weight behind the PUBLIC: Art in the City project	Vanessa Williams	143,473 unique browsers per month
The West Australian - West Business	9-Apr-14	1	Corporates bankroll street artists	Wesfarmers has cemented its reputation as WA's leading corporate supporter of the arts by throwing its weight behind the PUBLIC: Art in the City project.	Ben Harvey	166,548
The West online	9-Apr-14	Online	Corporates bankroll street artists	Wesfarmers has cemented its reputation as WA's leading corporate supporter of the arts by throwing its weight behind the PUBLIC: Art in the City project.	Ben Harvey	143,473 unique browsers per month
The West online	9-Apr-14	Online	Talking Walls	International street artists transform local walls.	Melissa Leo	143,473 unique browsers per month
X-Press Magazine	9-Apr-14	16	Private	Ahead of the launch of Form's PUBLIC: Art in the City program, select guests were invited to check out a stunning collection of street art, including works by Banksy, Kid Zoom, Luke Cornish etc.	N/A	33,560
Inside One40William newsletter	9-Apr-14	Online	Public hits the streets of Perth	FORM presents PUBLIC: Art in the City.	N/A	N/A
ABC News	9-Apr-14	Online	Public celebration of urban art hits Perth streets	Stormie Mills has been making his mark on the streets of Perth for 30 years.	Charlotte Hamlyn	162,187 unique daily visitors
Art on the Peninsular	9-Apr-14	Online	PUBLIC Art in WA - 'Building a State of creativity'	FORM a not for profit cultural organisation in Perth supporting some really interesting PUBLIC art projects with (mid-life) career street and graffiti artists to revitalise the streets of Perth.	N/A	N/A

North West Telegraph	9-Apr-14	8	Artists helps youth adorn estate with 'deadly' mural	The shared public space at a South Hedland housing estate is now home to a prominent public art installation.	Kelly Bell	7,692
The Opening Hours	9-Apr-14	Online	Festival: Public - nine day street art festival in Perth	PUBLIC is a celebration of urban art and creativity that will bring to Perth and the Pilbara urban, visual, and digital artists from around the world.	N/A	N/A
Mayor Brad Pettitt's Blog	9-Apr-14	Online	Public celebration of urban art hits Perth streets	Stormie Mills has been making his mark on the streets of Perth for 30 years. (Source ABC News)	Brad Pettitt	N/A
Six Thousand newsletter	10-Apr-14	Online	PUBLIC	PUBLIC is an initiative by FORM currently underway, whereby 30 walls, laneways and other bits of black brick will be transformed by 45 urban visual and digital artists from around the globe.	Danielle Marsland	5,000 subscribers
Six Thousand online	10-Apr-14	Online	PUBLIC	PUBLIC is an initiative by FORM currently underway, whereby 30 walls, laneways and other bits of black brick will be transformed by 45 urban visual and digital artists from around the globe.	Danielle Marsland	17,000 unique browsers per month
U Talkabout newsletter	10-Apr-14	Online	More Events	Public Art in the City	N/A	12,000 subscribers
Urban Walkabout - U Blog	10-Apr-14	Online	Public Art in the City	Transforming Perth into a large-scale canvas, PUBLIC: Art in the City is a street art festival that has 45 renowned artists working on 30 walls across the city's urban spaces this weekend.	N/A	1,200 unique daily browsers
NOVA 93.7	11-Apr-14	3 minutes 58 seconds	Nathan, Nat and Shaun	Interview with Stormie Mills, artist. He talks about the PUBLIC: Art in the City currently being held in Perth.	Nathan Morris, Natalie Locke and Shaun McManus	34,000
WAtoday	11-Apr-14	Online	Street art to transform Perth buildings	Over the past week, 45 artists from all corners of the globe have claimed a little piece of Perth's urban landscape, looking to create a lasting masterpiece.	Candice Barnes	421,000 unique browsers per month
Hot Headlines	11-Apr-14	Online	Perth city streets transformed by urban art festival	A public art project has invited over 40 local and international street artists to paint walls in the Perth CBD.	N/A	N/A

Bizbilak.com	11-Apr-14	Online	Perth city streets transformed by urban art festival (ABC)	For the past seven days in laneways, car parks and buildings all over the Perth CBD, 45 local and international street artists have been hard at work putting their stamp on the city.	N/A	N/A
Brunch News	11-Apr-14	Online	Perth city streets transformed by urban art festival	A public art project has invited over 40 local and international street artists to paint walls in the Perth CBD.	N/A	N/A
Top News Today	11-Apr-14	Online	Perth city streets transformed by urban art festival	A public art project has invited over 40 local and international street artists to paint walls in the Perth CBD.	N/A	N/A
The West Online	11-Apr-14	Online	Ripper street art	Here in Perth, the latest orientation leans heavily towards large-scale design in the inaugural street-art festival PUBLIC: Art in the City.	Laetitia Wilson	143,473 unique browsers per month
The Weekend West - AAA Weekend	12-Apr-14	121	Taking it to the streets	Here in Perth, the latest orientation leans heavily towards large-scale design in the inaugural street-art festival PUBLIC: Art in the City.	Stephen Bevis	333,768
The Australian	12-Apr-14	Online	Retail boost as mural artists paint the town	Walls and alleyways around Perth's central business district have this week become canvases for international and local artists as part of non-profit cultural organisation FORM's Art in the City project.	Gina Rushton	1,023,000 unique browsers per month
The Weekend Australian	12-Apr-14	34	Retail boost as mural artists paint the town	Walls and alleyways around Perth's central business district have this week become canvases for international and local artists as part of non-profit cultural organisation FORM's Art in the City project.	Gina Rushton	254,891
The Weekend Australian	12-Apr-14	29	PUBLIC	This urban art festival ends tomorrow, having transformed the laneways and walls of Perth's CBD and Northbridge with street art, projections, installations and public events.	N/A	254,891
Art Near You	12-Apr-14	Online	Street art to transform Perth buildings	Street art to transform Perth buildings (Source WAtoday)	N/A	N/A
Channel 7	12-Apr-14	2 minutes 15 seconds	Destination WA	Public FORM is the first large scale art project of its kind to take a paintbrush to Perth city and Northbridge walls. She says around 45 international, national and local artists will transform around 30 walls throughout the city.	Hayley Thompson	110,000

Destination WA	12-Apr-14	Online	Art in the City	PUBLIC Art in the City will transform laneways around the Perth CBD and Northbridge into an energetic street art, projections, installations and open events.	Hayley Thompson	6,700 unique browsers per month
Perth Voice	12-Apr-14	6	Taking art to the streets	Northbridge neighbours came together last weekend with international street artists to spruce up their laneway between Moir and Lake Streets.	David Bell	37,698
Perth Voice	12-Apr-14	6	Vincent rejects ROA	Vincent councillors have turned fown an opportunity to hire Belgian street artist Roa to paint a toilet block in Birdwood Square.	David Bell	37,698
ABC News	14-Apr-14	Online	Perth city streets transformed by urban art festival	For the past seven days in laneways, car parks and buildings all over the Perth CBD, 45 local and international street artists have been hard at work putting their stamp on the city.	Emma Wynne	162,187 unique daily visitors
Six Thousand	14-Apr-14	Online	PUBLIC Salon Opening	Large-scale urban artworks from international, national and local artists have been hitting Perth's walls as part of PUBLIC.	N/A	17,000 unique browsers per month
In My Community	15-Apr-14	Online	Drawing on soul	PUBLIC artworks painted on walls throughout Perth over the weekend have put soul back into the city, says Form Urban Art Project chairman Paul Chamberlain.	Anne Gartner	279,611
Guardian Express	15-Apr-14	1	Drawing on soul	PUBLIC artworks painted on walls throughout Perth over the weekend have put soul back into the city, says Form Urban Art Project chairman Paul Chamberlain.	N/A	28,318
The West Australian - Today	16-Apr-14	13	PUBLIC Salon opening	FORM Gallery played host to a colourful crowd of artists and art lovers at the opening of Public Salon and the launch of Public: Art in the City on Friday night.	Di Bauwens	235,000
ABC online	16-Apr-14	Online	Street Artists: Jordan Seiler and Phibs	Perth's streetscape has just been transformed.	N/A	162,187 unique daily visitors
ABC Rural	16-Apr-14	18 minutes 22 seconds	Street Artists: Jordan Seiler and Phibs	Jordan Seiler and Phibs, discuss how they came to be street artists and the evolution of street art.	Michael Cathcart	N/A

Melville Times	22-Apr-14	31	City's soul in fine form	PUBLIC artworks painted on walls throughout Perth over the weekend have put soul back into the city, says Form Urban Art Project chairman Paul Chamberlain.	N/A	34,734
Southern Gazette	22-Apr-14	40	City's brush with soul	PUBLIC artworks painted on walls throughout Perth over the weekend have put soul back into the city, says Form Urban Art Project chairman Paul Chamberlain.	N/A	35,445
The Weekend West	26-Apr-14	93	On the other side of fame	The passion of some fans seemed strange, until the roles were reversed - on the other side of fame. Haylie Ecker was speechless when she discovered Maya Hayuk was in Perth for PUBLIC.	Haylie Ecker	333,768