

MEDIA RELEASE

**Central Park installs a second major public artwork:
Windwatcher by Mikala Dwyer**

Sydney, 20 September 2011 - A giant, eye-catching windsock will soon be positioned atop the heritage-listed 52-metre tall chimney of the iconic Irving Street Brewery at the Central Park development site in Sydney's Chippendale as the second installment of the \$450,000 *Artists In Residence* public art project.

Windwatcher by acclaimed artist, Mikala Dwyer, will fly high from the chimney stack, 'dancing' in the wind and mesmerizing passers-by with what the artist describes as a "simple but profound" reminder not just of the sky, but of the majestic force of the wind.

The huge windsock is made of synthetic canvas, measuring 10.5 metres in length and two metres in diameter at the throat or widest end, and 850mm in diameter at the tail. The windsock includes support structure for half of its length that will maintain the windsock in a largely horizontal position out from the chimney.

Installed and fabricated by specialist engineering firm, Event Engineering, the windsock will fly according to the direction of the wind, providing Sydney with a creative new indicator of the prevailing winds.

Windwatcher has been put through rigorous testing to ensure it will withstand harsh weather conditions. In August, a prototype windsock was taken to Eastern Creek Raceway, affixed to a car and raced around the track at various speeds – simulating various wind conditions.

"It was certainly one of the more unusual experiences of my creative life to date", said artist Mikala Dwyer.

Not surprisingly, the installation of *Windwatcher* requires a perfectly windless day, so installation – scheduled for next week – is weather-dependent.

Artists In Residence

Artists in Residence is a temporary public art project designed to transform the Irving Street Brewery building and brick chimney – prominently located at the centre of the Central Park development site – with the installation of large, vibrant and witty artworks that will attract the attention of local residents, students and passers-by commuting to the city via Broadway.

Local Memory by Brook Andrew was the first artwork to launch the innovative public art project in April 2011. This artwork features 18 individual photographic portraits of locals who have been in some way associated with the brewery throughout its working history from 1908-1998.

Artists In Residence curator Anne Loxley said Mikala Dwyer's work complements Brook Andrew's work and brings a new dimension to the project – adding a sensory kinetic sculpture which celebrates the site and the historic chimney building.

A series of artworks will be installed on the Irving Street Brewery Building progressively from April 2011 until early 2012 and will remain in place for up to three years or within the confines of the construction program. Over time, a playful 'conversation' will develop between the works.

Ms Loxley said that the *Artists In Residence* artworks will not just intrigue and delight passers-by, they will also allow pause to consider in myriad and open-ended ways, the history, nature and future of Central Park.

Artists In Residence was conceived and developed by art consultants and acclaimed public artists Jennifer Turpin and Michaelie Crawford, whose intention was to gradually transform the much-loved building with a group of bold and imaginative 'residents' who take occupancy with their arresting and mostly sculptural interventions.

Ms Crawford said each artist had been given free rein to create an artwork that will not only contribute to the creative character of the Chippendale community, but would also be inspired by "the history, fluids, processes and intoxications of the site's brewing past."

Artists In Residence showcases the work of some of Australia's most highly regarded contemporary artists selected from a competition involving seven artists. Brook Andrew's work has been featured in numerous prestigious exhibitions both in Australia and internationally. In 2009 Mikala Dwyer was the recipient of an Australia Council fellowship, and her works are currently hung in the Art Gallery of NSW.

Central Park is being jointly developed by Frasers Property Australia and Sekisui House Australia.

Frasers Property CEO Guy Pahor said the public response to the *Artists In Residence* project has been overwhelmingly positive and surprisingly touching.

"Locals who have been associated with the brewery site for decades have a real sense of connection and memory to the site – it's where they've grown up and perhaps lived nearby as children; where their parents have worked. It's such a privilege that we can reignite those feelings and strong associations with the site and cherish the stories, memories and fascinating history of the brewery building," Mr Pahor said.

Central Park's commitment to Public Art

"*Artists In Residence* forms part of Central Park's \$8 million public art programme which includes temporary work designed to enliven the site during construction, as well as permanent works embedded within the parks, streetscapes and buildings of Central Park," he added.

"Chippendale has a well-established creative community and a colourful, eclectic character. We'd like to see that creative character extend into Central Park, and our public art programme is a major commitment to this end."



The Central Park Display Pavilion is now open daily from 10am to 6pm, at 80 Broadway, Chippendale. Telephone 1300 857 057 for details or visit www.centralparksydney.com.

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About Frasers Property Australia

Frasers Property Australia (Frasers Property Management Australia Pty Ltd) is the Australasian division of Frasers Property, the international property arm of Frasers Centrepoint Limited. Frasers Property Australia is currently planning or developing residential, commercial and retail properties, including 'Central Park' on Broadway, 'Lumiere Residences', 'Lorne Killara' and 'Trio' in Sydney and residential subdivisions in Western Australia and New Zealand.

In 2009 Frasers Property Australia won the NSW Urban Development Institute of Australia Award for Concept Design for its \$2billion future Central Park development, and the Property Council of Australia's National Award for mixed-use development for Regent Place. Frasers Centrepoint Limited, a leading property company based in Singapore, is an integrated real estate company with a global portfolio of residential, commercial and serviced apartment properties spanning 16 countries across Asia, Australasia and the United Kingdom.

Frasers Centrepoint Limited forms the property division of Fraser and Neave, Limited (F&NL). F&NL is a leading Asia Pacific Consumer Group with expertise and prominent standing in the food & beverage, property and publishing & printing industries.

Leveraging its strengths in marketing and distribution; research and development; brands and financial management; as well as years of acquisition experience, F&NL provides key resources and sets strategic directions for its subsidiary companies across all three industries.

Listed on the Singapore stock exchange, F&NL ranks as one of the most established and successful companies in the region with an impressive array of renowned brands that enjoy strong market leadership. It has shareholders' funds of close to S\$6 billion and total assets employed of over S\$13 billion. F&NL is present in over 20 countries spanning Asia Pacific, Europe and the USA and employs about 18,000 people worldwide.

For more information on F&NL, visit www.fraserandneave.com

For more information on Frasers Centrepoint Limited, visit www.fraserscentrepoint.com

For more information about Frasers Property Australia, visit www.frasersproperty.com.au

About Sekisui House

Sekisui House Ltd (Sekisui) is a property development company listed on three Japanese stock exchanges including the Tokyo Stock Exchange, Osaka Securities Exchange and the Nagoya Stock Exchange. The company has a current market capitalisation of approximately JPY 540,800 million (AUD\$6.76 billion) and employs over 15,000 staff. With its head office in Osaka, Japan, Sekisui House Ltd specialises in housing construction and property development.

From the company's core business of building detached homes, it expanded into the construction of medium and high-rise buildings as well as increasing its involvement in more comprehensive urban



development projects such as the \$2 billion Central Park mixed-use development in the heart of Sydney. The company is also expanding into China, Singapore, USA and Russia.

Founded in 1960, Sekisui House Ltd celebrated its 50th year anniversary in 2010, with the construction of its 2 millionth home.

Sekisui House Australia Holdings Pty Limited is a fully owned subsidiary of Sekisui House Limited and was established December 2008. That company currently has projects in Queensland, New South Wales and Victoria, including its joint venture with Fraser's Property Australia for the majority of Central Park.

For more information on Sekisui House Australia, visit www.sekisuihouse.com.au