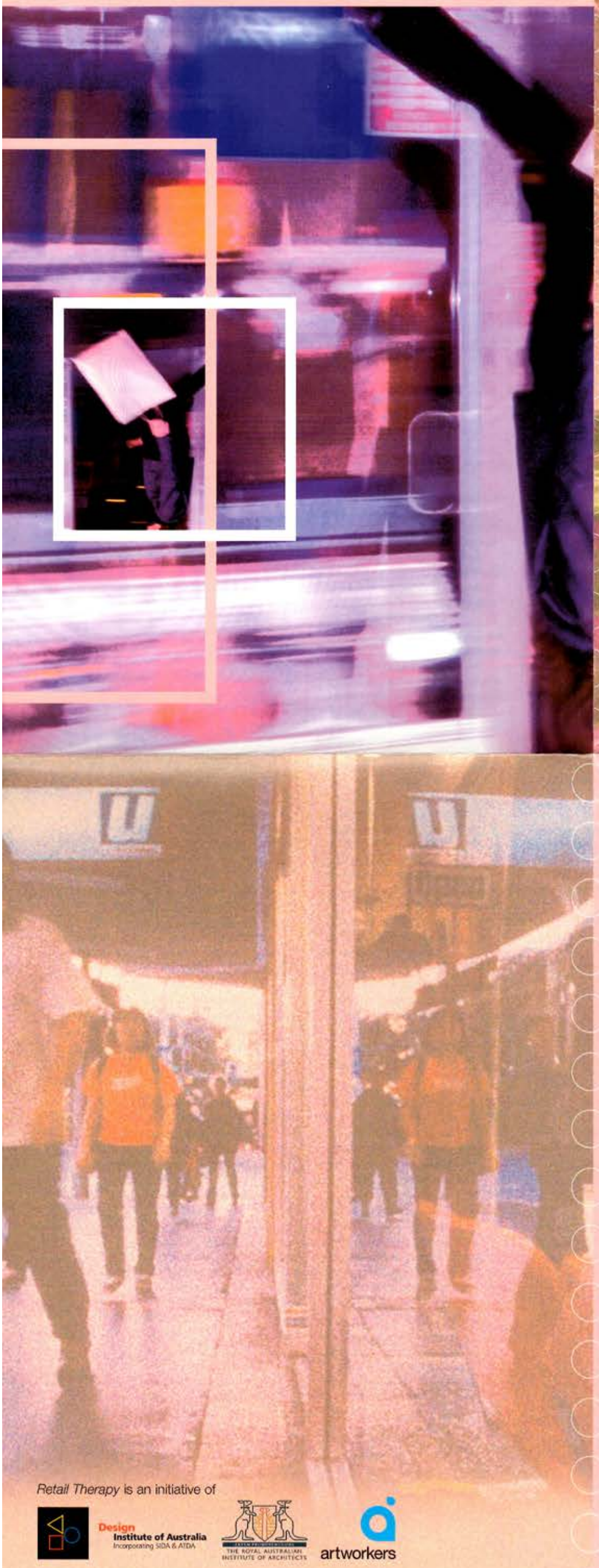
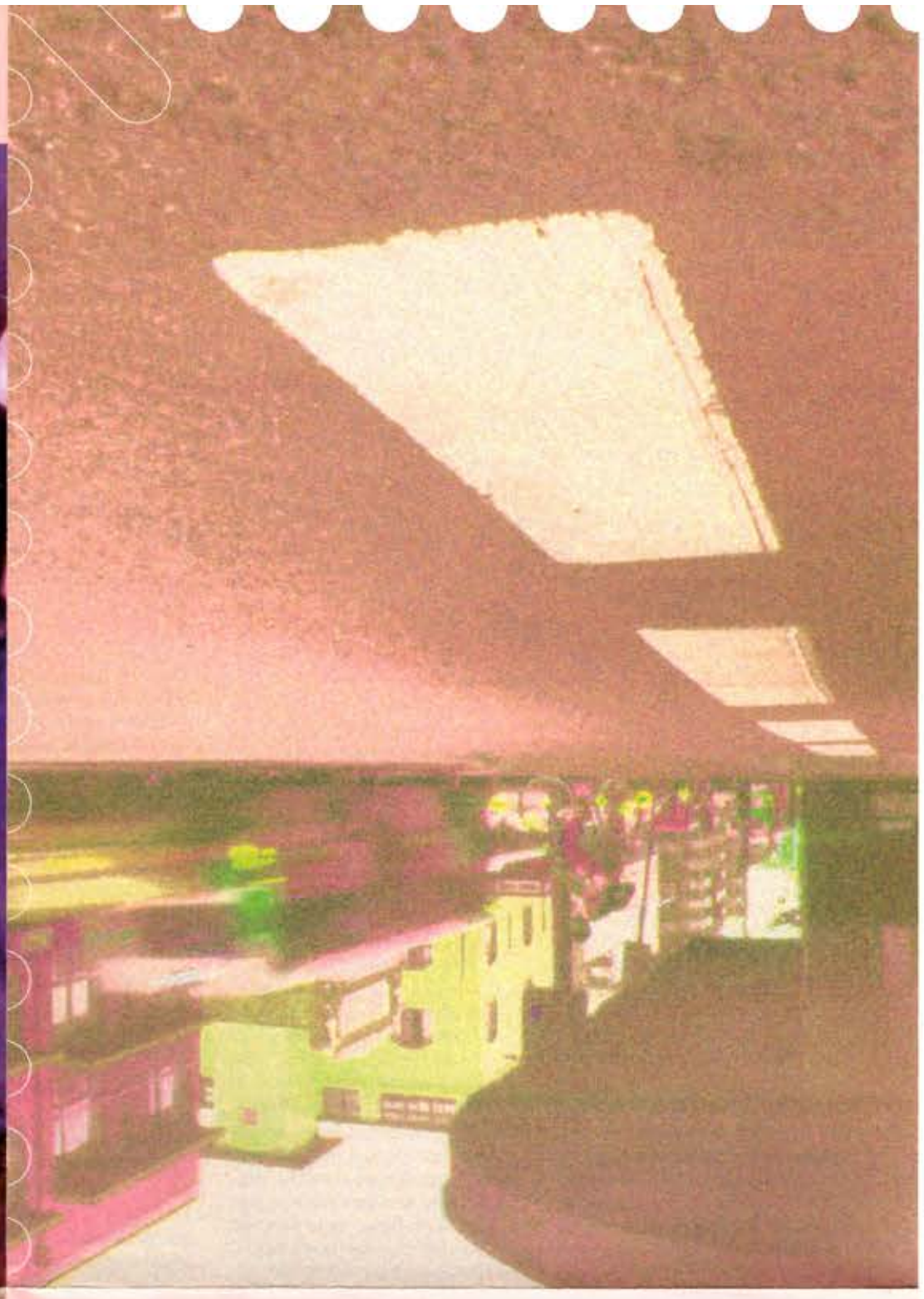




# what?

Fortitude Valley is Brisbane's downtown—the city's highly festive heart of live music and all things social. Here you'll find some of Brisbane's grooviest, most lively restaurants, cafes, clubs, bars and shops. The precinct is the place to hang out and shop. Visit the valley from the **21 September – 30 September** and you will notice something a little bit different in the windows of your favourite fashion store.

*Retail Therapy* is an integrated public art exhibition that uses the Valley shop fronts as a gallery. Each *Retail Therapy* display represents a collaboration between an interior designer or architect, an artist and a retailer. The works on display will employ a mass of media, including video, audio, text, sculpture, painting and performance.

*Retail Therapy* brings together **art**ists, **design**ers, **fashion**, you, me, the stuff we buy, the things we do and the space we occupy. The exhibition involves some of Brisbane's coolest artists, designers and retailers—such as Craig Walsh, Sebastian Di Mauro and Bianca Beetson; Donovan Hill Architects, Box Interiors and Yolk Design; Ultrasuite, Mod Cons and Blonde Venus.

Best of all, *Retail Therapy* is free. Venture down to the Valley Mall on Sunday 23 September for the *Retail Therapy* **fashion parade**, enter a competition and **win gift vouchers** in the participating stores by voting for your favourite installation.

## Have your say.

Some talented people have brought you this exhibition…read on to find out who the faces are behind *Retail Therapy*…

*Retail Therapy* is an initiative of

Design Institute of Australia
Incorporating SIDA & ATDA

The Royal Australian Institute of Architects

artworkers

# Retail Therapy

## who?

### ❶ MOD CONS

Fishing for ideas for gift? *MON'S COD* is an evocative installation with the shoppers participating as 'window dressers'. The idea was born from an anagram of the shop name Mod Cons.

**YENDA CARSON**

Yenda graduated from Griffith University with a BVA Honours and is a qualified teacher who has worked in Australia and overseas for 10 years. Yenda's work explores the juxtaposition between the built environment and the natural landscape as both the physical and conceptual space for her artwork.

**FAIRWEATHER PROBERTS ARCHITECTS**

Fairweather Proberts Architects is an innovative Brisbane architectural practice. In just 5 years the reputation of the firm has grown with successfully completed projects in commercial, residential and educational sectors.

### ❷ URBAN GROOVE

In an age where cash and couture reign, a new religion has taken hold and its name is RETAIL. Mary and Joseph have been replaced by Dolce & Gabbana, and the holy sacrament is usually washed down with a latte. We salute the god of Retail!

**BIANCA BEETSON**

Bianca Beetson is a contemporary Indigenous Australian artist working in the medium of painting, sculpture and installation. Her work is best known for the use of her trademark colour pink. Her work is in public & private collections around Australia and overseas.

**YOLK DESIGN**

Interiors...coffee...work...multi-residential... meeting...work...commercial...materials...cad... mushrooms...sleep...work....hospitality...spec... furniture...work...retail...draw...soup...client... work...resorts...presentation...shopping.

### ❸ BRISBANE MISSION

The City Mission's goal is to transform unwanted items into desirable and needed commodities. The installation emphasises elements of fashion to symbolise this goal.

**THIERRY AURIAC**

Thierry Auriac is a multimedia artist whose art practice revolves mainly around installations. He works with all sorts of material and media, with a particular affection for plastic things. He also includes found objects and recycled elements in his ideas. His work has a strong emphasis on Graphic Design with usually a humourous and sometimes cynical touch.

**ARKHEFIELD**

ARKHEFIELD promotes an objective process that creates and tests ideas, developing them into practical reality. ARKHEFIELD creates an autonomous and positive environment that fosters innovation and excellence in design.

### ❹ SUPERFUN 5

Image branding of fashion outlets is as important as the merchandise. Visually-provoking shop windows will subtly challenge design-savvy consumers to see products in a new light. The juxtaposition of graffiti combined with captivating abstract mannequin parts to heighten the 'Retail Therapy' experience, the retro-modern style of Superfun 5 and the eclectic mix of the Valley culture.

**GLEN HENDERSON**

Glen Henderson is a contemporary multimedia installation artist and sculptor. She has initiated a number of projects concerned with the integration of art and architectural ideas such as *The Architecture of a Bug* at the Brisbane Powerhouse, and *Tekhne* at the RAIA.

**CONRAD & GARGETT**

Conrad & Gargett, a major practice in Queensland for over 100 years, has been recognised for their multi-disciplinary approach to architecture, master planning, health, heritage, landscape and interior architecture.

### ❺ HONOR LULU

As a space, the shopfront is both a lens through which the view beyond is captured, and a view in itself .... *how becci gets her brand back* is a site specific installation reflecting on 'glocal' issues of relevance to the retail industry through investigation of the repeated visual language inherent in each store.

**SUSAN LINCOLN art+design**

Susan Lincoln is a Brisbane based visual artist who uses a clean minimal aesthetic to document aspects of culture and lifestyle. This aesthetic lends itself readily to experiments with light and transparency as a means to transform and manipulate space.

**BUD BRANNIGAN ARCHITECT**

Brisbane based award winning architect Bud Brannigan likes the idea of the grid – a frame which supports a set of other propositions. The shopfront is the ideal space to view this interaction – prop and object to be viewed, structure and fabric – very architectural.

### ❻ LOISIDA

The body is the motive for the evolution of the Loisida installation. The concept of protection, covering, concealing and dressing the body is investigated. Connections with the elements allude to human beings symbiotic relationship with nature.

**SEBASTIAN DI MAURO**

Sebastian Di Mauro is a lecturer at the Queensland College of Art, Griffith University. His art practice spans a number of disciplines including installation, sculpture, painting, and artist books and is featured in the collections of many of Australia's key art institutions.

**ALICE LTM HAMPSON, SHEONA THOMSON AND SARAH FOLEY**

Collaborators, Alice LTM Hampson, Sheona Thomson and Sarah Foley incorporate design studio teaching, research and competitions to extend exploratory thinking beyond architectural practice. Preoccupations include habitation, landscape, experience, scale and memory.

### ❼ BLONDE VENUS

Flanerie is urban tourism. Tourism like window shopping is visual consumption. Blonde Venus' window is a nostalgic snow dome of the Australian landscape, removed from its context in space and time. Commodified – ready-to-wear.

**CHRISTINE MORROW**

Christine Morrow trained at the Queensland College of Art and Queensland University of Technology. Her art practice centres on painting and installation and reinterprets everyday objects focusing on their materiality. Her work highlights the cultural meanings of objects and explores the way in which consumer goods reflect the rhythms and concerns of everyday life.

**DONOVAN HILL**

The particularities of place and the creation of a memorable space, underpin the Donovan Hill strategy. Comparisons of large and small, of interior and exterior, the action of light and the reaction to landscape, have an enduring capacity to engage the imagination.

### ❽ PRINCEPESSA

Conceptualising an initiatory journey into the realm of collaboration.....Princepessa is a more recent addition to the valley. The owner, Rocco Riotto, has developed an outlet which provides affordable fashion for everyone. The installation explores the relationships between the historical context of the space and the types of merchandising that exist within this precinct.

**NICOLE VOVEDIN-CASH**

Nicole's focus as a sculptor is on the construction of furniture, specifically cabinets, boxes, and containers, which conflate functionalism and interactivity. Intended to be touched, caressed, sat upon, opened, and otherwise engaged with.

**HASSELL**

Hassell is a collaborative design practice established in 1938. Today it constitutes one of the largest and most successful planning and design consultancies in Australia and the Asia-Pacific region. The Hassell interior design team that worked on the installation were Catherine Allen, Daniella Rowles and Kirsti Simpson.

### ❾ MARZ

GROUND Control to MARZ 2.415 km orbit. Seeking Applicants to share PROBE. Pick-Up: Marz, Ann St. MUSCLE CRUISE: Brunswick, McLachlan, James, Ann. Bonus: free moustache with every secret transacted.

**JAY YOUNGER & MATT DABROWSKI**

Jay Younger's practice focuses on the body, gender, and space. Matt Dabrowski's focus is astrology and human nature. Younger and Dabrowski work in photo media, public art, site specific installation and performance.

**HAYSOM SPENDER ARCHITECTS**

Haysom Spender Architects is an award winning Brisbane based architectural firm and part of the Australasian group Architecture Alliance (Melbourne, Sydney and New Zealand). Our strengths lie in hospitality, leisure, commercial and interior design projects. Our premise is to enhance both the natural ambience and resources of spaces through design excellence.

### ❿ DE FUZE

The shop front as it is situated does not directly address the street. The design attempts the projection of "Defuze" out into Ann Street. An "explosion" of varying textural elements which reflect the cultural and creative diversity of the area.

**CRAIG FLOOD**

Craig is a visual artist who combines the elements of commercial/industrial materials with more elusive mark making through the concepts of layering, refraction and reflection of light and physical surrounds.

**"BOX" INTERIOR DESIGN**

"Box" Interiors are specialist commercial, retail and residential interiors consultancy based in Adelaide Street, Brisbane. As designers we have greatly welcomed the opportunity to collaborate with other local artists and retailers to lift the role design plays and its effect on our urban culture.

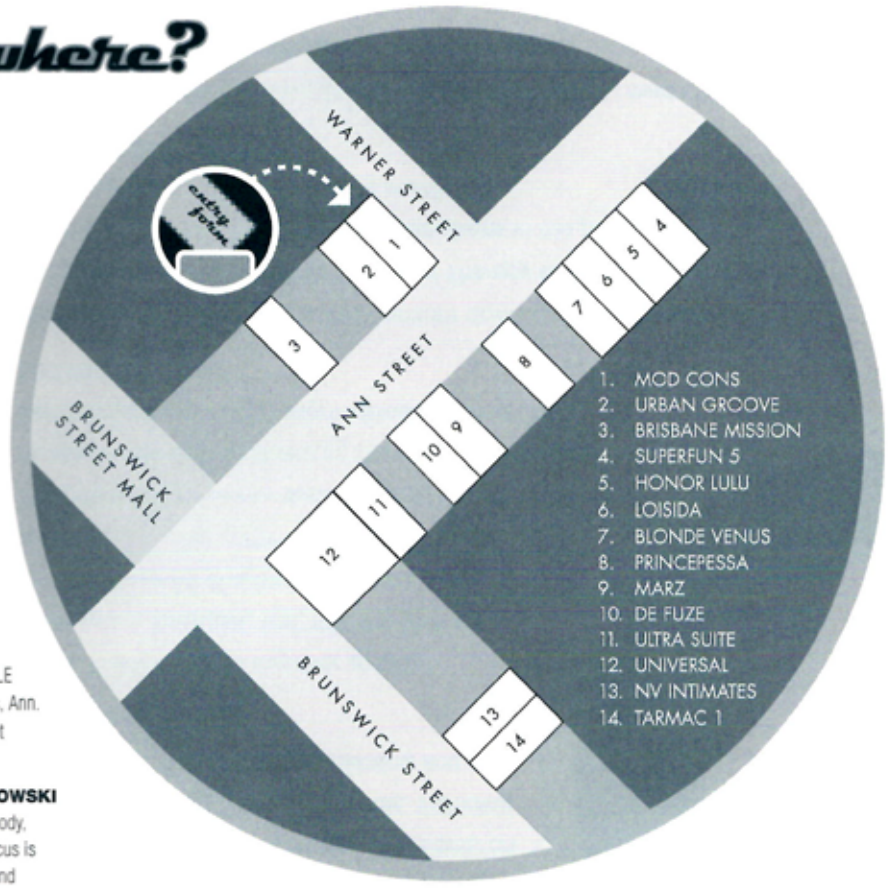
### ⓫ ULTRA SUITE

Ultrasuite is a departure from the conventional style to the latest ultramodern look from International and Australian fashion houses. The journey of fashion and it's trends will be exposed through architectural elements combined with movement and shadow.

**JODIE COX**

Jodie Cox is an installation artist dealing with notions of gravity, weight and their effect on materials. Cotton, nylon or elastic are used within a space to build a work which has form, using the ceiling, walls and floor as anchor points for the construction. Jodie has exhibited both in Brisbane and interstate.

## where?




**MINALE BRYCE & PARTNERS**

Minale Bryce Design Strategy is a leading multi-disciplinary design company that provides graphic, interior and urban design services. The firm's Interiors division is known for its collaborative ventures with leading artists and architects to combine their contemporary, classic approach with strong graphic elements.

### ⓬ UNIVERSAL

The installation explores the relationship between the body, retail and architecture. The universal body is transformed, citified and urbanized. Atmospheric qualities using repetition of fabricated forms on mass; lighting and animated imagery of the body in action are used to engage the passerby.

**ANN-MAREE REANEY & ANN WULFF**

Ann-Maree Reaney's art practice can best be described as site specific installation. She has been involved in public art as both an artist and a curator, and has exhibited and undertaken residencies in Paris, London, and Berlin. Ann Wulff has an established career in photography, digital imaging and installation. She also works in the hybrid areas of theatrical spectacle and ephemeral site-specific artworks.

**THE BUCHAN GROUP**

Long term Valley-based Architects, The Buchan Group, is a leader in retail design. This international practice is committed to the creation of quality spaces, integrating graphics and artworks with architecture. The Buchan Group has consistently been recognised for design excellence through many design and retail awards.

### ⓭ NV INTIMATES

I need, I desire....I need what I desire.

**CRAIG WALSH**

Craig Walsh is a Brisbane based installation artist whose practice would be best defined as a response to specific environments, audiences and contexts. He has produced work nationally and internationally.

**COX RAYNER ARCHITECTS**

Cox Rayner Architects work throughout Queensland and Asia. The practice has been protagonists for several years in promoting collaboration between artists and architects as a path towards enriching cultural relevance of the public realm.

### ⓮ TARMAC 1

Tarmac 1 was one of the first fashion outlets to open for business in the 90's resurgence of the Fortitude Valley area. Peter Leach the owner, typifies the "original valley guy" who has chosen to snub carefully controlled cbd convention in his self styled boutique. This installation will play on the airport theme and Tarmac's range of cool cut, zippered or velcroed streetwear – after all – you can never have too many pockets!

**DANIEL T GUINSBERG**

Daniel T Guinsberg is an experienced multimedia and traditional medium installation artist who has been awarded Silicon Graphics scholarships for digital artwork, and has run several multi-media workshops. His work is included in private collections around Australia, as well as the Queensland Art Gallery.

**BLIGH VOLLER NIELD**

Bligh Voller Nield is a progressive architectural practice, which is one of the largest in the country with a team of around 200 technical staff nationally. Bligh Voller Nield are recognised internationally for their sports architecture, corporate interiors and lastly airport design, which has particular relevance to this installation.

## win!

**Spend over $100 in any participating *Retail Therapy* store during the exhibition and you can enter the draw to win a shopping spree in Fortitude Valley worth up to $1,000.** Look for more details regarding the prize at the entry box at Mod Cons. Put your entry in the box by close of business 1 October 2001 to win.

Name

Address

Phone

Store

Store verification

## vote!

**Vote for your favourite window and win gift vouchers to a total of $120 from two of the participating stores.** Put your entry in the box at Mod Cons by close of business 1 October 2001 to win.

Name

Address

Phone

Favourite Store Window

Gift voucher amount includes GST. Judges decision is final and no correspondence will be entered into. Competition runs from 21 September 2001 until 1 October 2001. Winners will be drawn on the 2 October 2001 and notified by telephone and vouchers mailed. Vouchers will be selected at random from the stores involved in *Retail Therapy*. Vouchers are not refundable or exchangeable for cash. Expiry dates for the vouchers will be at the discretion of each store.


**Sponsors**

Queensland Government Arts Queensland · Brisbane City · Brisbane Marketing · Design Institute of Australia incorporating SOA & AIDA · The Royal Australian Institute of Architects · map magazine · artworkers

**With thanks to** Valley Chamber of Commerce, Carol Gordon, Janet Campbell, John Stafford, Renai Stoneley, Bruce Thomas, Charlie Apostolos, all the retailers, interior designers, architects and artists.

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