



Artist: OX King

Historically this building site was a playground for graffiti artists wanting to hone their artistic skills. Since its development in 2016 the building has remained graffiti free.



Before development the building was constantly targeted by taggers

Embracing its inner bohemian heritage

GRAFFITI AND TAGGING CAN BE PROBLEMATIC FOR MANY RESIDENTS AND IT SEEMS NO SUBURB IS IMMUNE TO THE ISSUE.

The estimated cost of graffiti and other forms of vandalism to the Australian community is a massive \$2.7 billion a year.

Whilst councils are committed to the quick clean-up of graffiti, the lure of a freshly painted wall is too attractive for taggers, an invitation to encourage new graffiti. And so the cycle goes on, proving an expensive

exercise to remove each time.

Sydney's Inner West Council has recognised it is time to consider a different attitude towards graffiti. The Perfect Match program is a renowned alternative council initiative to combat local graffiti.

Perfect Match is a unique initiative tackling unwanted graffiti through fostering legitimate creative expres-

sion and art in public spaces. This program has grown to become one of Australia's best-known public art and graffiti prevention initiatives.

The program's unique approach brings artists, residents, businesses, property owners and the community together to collaboratively create fantastic and appealing new street artworks in public places.

Newtown's Bedford Foundry

One perfect example of a successful response to battle graffiti is at the Bedford Foundry apartment block in Newtown.

Historically this building site was a playground for graffiti artists wanting to hone their artistic skills.

Located close to railway lines, proven attractive for offenders, the site's developers knew they had to find a new method to address the issue of constant tagging and feature this in the design of the new apartment development.

The developers, in collaboration with architect, PBD Architects, designed a

building that responds to the culture of the local community, and doesn't work against it.

The Bedford Foundry apartment block features space for a large street art piece on the surrounding, diagonally piercing blade walls.

Social media used to seek artists

The mission was then set to find the right artist for the development. A social media campaign was established by the developers calling for entries from artists interested in being involved in the project:

"Do you want to be the artist commissioned to paint the graffiti works on

this forth coming development? Send us what a draft of the artwork which you would install on this building. The judging will be based on community voting (i.e. likes, and comments) as well as suitability for the project which will be determined by the developers and architects."

Several responses were received and the decision was made to commission the artwork of highly respected local street artist, Steven Nuttall, well known as OX King.

The result was outstanding. This striking artwork spans the entire western feature wall in a burst of red, blue and orange colour. OX King's work adds a funky edge to the sharp concrete lines of this architecture. 