Foreword

Brisbane is fast gaining an international reputation as a City of Lights. Features are illuminated to showcase the unique assets and qualities of our vibrant and creative city.

Our aspiration is that new and existing buildings embrace this movement by incorporating creative lighting of their structures and surrounding precincts to enliven the cityscape at night.

This strategy, and the associated grants scheme, aims to encourage a collaborative approach to city lighting, engaging with city building and property owners to enable more city assets to be illuminated.

Colourful lighting installations activate the city, bringing people together to celebrate our enviable lifestyle, support small businesses and create a strong local economy.

I look forward to seeing more of Brisbane’s key landmarks shining bright, and Brisbane’s residents and visitors enjoying our vibrant and creative city after dark.

Graham Quirk
Lord Mayor
A City Of Lights

World cities have vibrant and active nighttime economies, and the key to a flourishing after-dark economy is light. Urban lighting is not only necessary for functionality and safety, but can also be an outlet for creative expression that celebrates and enhances a city.

As a burgeoning New World City, Brisbane will be illuminated by a myriad of lights that welcome people into the city to dine, shop and celebrate. City streets will be open all night, full of life and adventure. Buildings, boulevards, laneways, transport structures, landmarks and natural features will be illuminated and put on show as a canvas for our creativity.
Overview

Brisbane City Council recognises that in order to deliver a holistic City of Lights, it is essential for property owners and developers to consider creative lighting for buildings and developments. Property owners and the development industry are encouraged to use this vision strategy to support plans for creative lighting for new developments and existing buildings in Brisbane.

This strategy is a guide to direct creative lighting throughout Brisbane in order to build a vibrant, exciting 24-hour city.

This document includes:

- one vision: an overarching vision for creative lighting in our city
- three key themes: to direct a cohesive response to creatively lighting the city
  - Lighting for occasion
  - Lighting for identity
  - Lighting for discovery
- case studies: to demonstrate innovative and exciting ways that respond to the vision and themes.
The Grant Scheme

To further encourage creative lighting of private properties, Council has developed the City of Lights – Creative Lighting Grant scheme. The scheme has been developed to financially assist private property owners to deliver creative lighting outcomes for their buildings and assets through monetary grants.

Visit www.brisbane.qld.gov.au and search ‘creative lighting grant’.

Safety Through Design

This vision strategy is primarily focused on creative lighting outcomes, however a good design will combine creative lighting with safety and functional lighting. Well-designed creative lighting can also aide personal safety through illuminating public spaces and increasing visibility at night.

Responsible Energy Consumption

To promote a sustainable and energy-efficient city, Council uses energy-efficient light-emitting diode (LED) lighting technology for all Council lighting projects. Using LED lighting is also a requirement for all grant applications.

Keeping Brisbane clean and green is all about making our city liveable and sustainable for our children, and their children to follow. To find out more, visit www.brisbane.qld.gov.au and search ‘clean, green and sustainable’.
Hiromi Tango
Promised, 2014; Tears, 2014; Magic, 2013
Vision

Brisbane will be the canvas for innovative and imaginative lighting that will contribute to the city’s distinctive and memorable identity.
Lighting for Occasion

Lighting can enrich our experience of an occasion or event and provide a new dimension to the celebration of our city.
Objective

To enhance events, occasions and city celebrations by illuminating the city with colourful and/or creative lighting which will ignite the atmosphere, increase visual reach and build excitement for night-time events.

Key areas of interest

- Lighting of public and event spaces and the vertical edges of surrounding buildings.
- Projections onto blank building walls and buildings.

Opportunities

- Structures and features can be illuminated with luminaires, capable of changing colour to suit certain celebrations or events (temporary or permanent).
- Structures and features can be illuminated with projected images relating to or specifically commissioned for a celebration or event (typically temporary).
- Structures, features and spaces can be decorated with luminaires specifically designed to visually contribute to a vibrant, festive atmosphere (for example, bud lighting or festoon lighting).
- Light-based artworks (temporary or permanent).
Opportunity

It is possible to project images that relate to or are commissioned for a celebration or event, and are specifically designed to visually contribute to a vibrant, festive atmosphere.

Design Response

Small projection towers located on either side of the Brisbane River, facing towards the central business district (CBD) side of the William Jolly Bridge, have been installed. Each tower contains two Pani projectors. Artworks and images can be projected onto the bridge using specially fabricated slides that are manually inserted into the projectors.

Since the projectors were installed in 2009, the bridge has featured images commemorating a diverse range of occasions, such as Christmas, World AIDS Day, Breast Cancer Awareness Month, Royal Queensland Show (affectionately known as ‘Ekka’) and Maiwar festival.
Case Study: King George Square and Brisbane City Hall
Opportunity

Structures and features can be illuminated with luminaires capable of changing colour to suit certain celebrations or events.

Design Response

Council offers the opportunity to light up City Hall and King George Square for significant city, state or national events or significant events taking place in City Hall or King George Square.

Lighting of City Hall and King George Square is available to:

- organisations holding significant events or activities in City Hall or King George Square, or
- significant city, state or national events or awareness campaigns that:
  - have a Brisbane-wide audience, or
  - impact all Brisbane residents, or
  - attract 10,000 participants or more, or
  - form part of a national event represented in multiple states.
Theme 2

Lighting for Identity

Lighting plays a key role in defining and showcasing Brisbane as a new world city.
Objective

Brisbane will have a recognisable after-dark identity, and be a vibrant and inviting night-time destination.

Key Areas of Interest

Vertical edges

• Building fronts facing towards areas of lower scale development.
• Building fronts facing towards open parkland and the Brisbane River.
• Building fronts viewable from long distances when looking towards the city from key approaches or locations (e.g. the M1, CBD bridges, Countess Street, Ann Street, Mt Coot-tha lookout, South Bank).
Key Areas of Interest

Streets

- Building podiums and first four storey frontages
- Street trees
- Cross-street lighting
- Street canvas artworks.
Key Areas of Interest

Key landmarks

- Heritage buildings
- Bridges
- Large trees
- Parklands
- Statues, memorials, and major artworks.
Key Areas of Interest

Opportunities

Gateways

- Combination of outcomes associated with vertical edges, streets and key landmarks.

Opportunities

- Showcase iconic features and landmarks within the city at night via lighting and/or projection
- Enhance significant viewpoints towards the CBD by lighting up the vertical faces of the CBD.
- Create illuminated gateways into the CBD.
- Enrich the visual appeal of key CBD and city frame streets at the pedestrian interface level.
Case study: Victoria Bridge

Designer
Brisbane City Council
Location
North Quay, Brisbane City
Date
2015
City of Lights theme
Lighting for identity

Opportunity

To showcase iconic features and landmarks within the city at night via lighting and/or projection.

Design Response

Decorative LED lighting was installed consisting of 236 economical LED light fittings which can be programmed for variable coloured light displays.

The lights are located under the footpath and are remotely programmable, allowing for an impressive range of colours and visually stunning effects to be displayed along the vertical face of the bridge.

The LED fittings replaced fluorescent tube lights reducing energy consumption by more than 60%, as well as providing significant cost savings in maintenance, due to the increased reliability of LED technology.
Case study: Bowen Park Fig and Pine Trees

Opportunity
To showcase iconic features and landmarks within the city at night via lighting and/or projection.

Design Response
Two large fig and pine trees within the park have been decorated with warm white LED bud lights to create a stunning landmark feature for vehicles moving along Bowen Bridge Road.

The trees are situated next to a heritage-listed rotunda which regularly hosts weddings as the trees provide a stunning night-time backdrop for celebrations.

The park is also located next to the Brisbane Showgrounds. During Brisbane’s annual Exhibition in August, the lights combine with the sights and sounds of the Ekka, acting as a beacon.
<table>
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<tr>
<th>Designer</th>
<th>Location</th>
<th>Date</th>
<th>City of Lights theme</th>
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<tbody>
<tr>
<td>Brisbane City Council</td>
<td>Bowen Park, Herston</td>
<td>2015</td>
<td>Lighting for identity</td>
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Theme 3

Lighting for Discovery

Lighting to enrich and showcase hidden and forgotten urban spaces, creating a new dimension to the city experience.
Objective

To establish Brisbane as a city that can be explored at night where discoveries will include illuminated artworks, projections and light-based spatial installations. These discoveries will create photo opportunities around each corner.

Key areas of interest

- Permanent or temporary light-based artworks or spatial installations.
- Light boxes showcasing a gallery of two-dimensional art.
- Artwork projection (static or mobile).

Opportunities

- Activate underutilised spaces through creative lighting.
- Use the city as a canvas for creative expression through lighting.
- Curate a program for lighting for discovery that provides engagement opportunities for the diverse range of residents and visitors in the city.

Lighting for discovery

- General area
- Civic spaces
- Small scale spaces
- Lanes and cross-block links
- Streets for activation
- Public art and outdoor gallery
Case study: Wintergarden Façade

“Our response to this brief was to build upon the deep cultural collateral and public goodwill that resides in the location and the name ‘Wintergarden’, and create a radically experiential composition; a complex and beautiful study of nature, geometry and layering that communicates the rich diversity of life.

“It is not an illustration of nature or an abstract pattern: the depth of engagement with these façades lies within this irresolvable ambiguity.”

studio505

Opportunity
To combine light and art.

Design Response
New façades were required for three street frontages of Wintergarden Shopping Centre in central Brisbane. This required the creative application of a coherent identity and architecturally holistic sensibility in order to realise a multitude of intentions at the heart of Brisbane’s city centre, including; creating an entertaining and engaging retail experience, a lifestyle destination and a ‘must-go-to’ meeting place and thoroughfare.
<table>
<thead>
<tr>
<th>Designer</th>
<th>Specialist engineer</th>
<th>Artist consultant</th>
<th>Location</th>
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<tr>
<td>studio505</td>
<td>Tensys</td>
<td>John Warwicker</td>
<td>Queen Street Mall, Brisbane City</td>
<td>2012</td>
<td>Lighting for discovery</td>
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Opportunity
To combine light and art.

“PoinsettiaRiverfire aims to inspire optimism and the lotus-like design evokes a sense of the transcendental”

Luke Roberts

Design Response
‘PoinsettiaRiverfire’ is a 10.5 metre sculpture with integrated lighting erected near the Forum of Emma Miller Place. The artist, Luke Roberts, took inspiration from the nearby flowering gardens at Roma Street Parklands in developing his concept. The sculpture references Brisbane’s official floral emblem, the Poinsettia, and celebrates the annual Riverfire Festival and other popular fireworks displays which take place throughout the year in Brisbane.
Case study: Outdoor Gallery Light Boxes

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<tbody>
<tr>
<td>Brisbane City Council</td>
<td>Brisbane City, South Brisbane</td>
<td>2013-ongoing</td>
<td>Lighting for discovery</td>
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Opportunity

To activate underutilised spaces through creative lighting and use the city as a canvas for creative expression.

Design Response

The concept behind the Outdoor Gallery initiative is to expand the diversity of artists, artworks and experiences within the city by installing infrastructure around the CBD that supports the display of two-dimensional works.

The city’s laneways were seen as the perfect location to host a gallery of works usually unseen in the public realm.

The intention is to expand the reach and sites for the gallery over time so that pedestrians can take a tour of the outdoor gallery and experience hidden and forgotten spaces within the city at the same time. This also encourages the revitalisation of these spaces, contributing to Brisbane as culturally-rich New World City.

The works within the gallery are temporary and there is an ongoing program of exhibitions of artworks produced by both locally and nationally recognised artists. Light boxes also contribute significantly to the night-time presence and function of public spaces and laneways, supporting Brisbane as a vibrant 24/7 city.

Hiromi Tango *Moon Jellies*, 2013
Relationship to other Council strategies

The City of Lights program contributes to the success of a number of policies, plans and programs for Brisbane City Council. Across all of these strategic alignments, the City of Lights program will contribute primarily to the following four areas:

- Providing opportunities for economic development.
- Promoting Brisbane as a New World City.
- Engaging residents and visitors.
- Contributing to a 24/7 event city.

Brisbane Vision 2031

The City of Lights program will contribute to the achievement of several themes outlined in the Brisbane Vision 2031. Lighting for occasion and discovery projects will contribute to a vibrant and creative city. Lighting for identity will encourage a friendly, well-designed, and subtropical New World City to emerge. A combination of projects under each of the City of Lights themes will together make a substantial contribution to achieving the overall Brisbane Vision 2031.
Brisbane’s Economic Development Plan 2012-2031

The City of Lights program will contribute substantially to key objectives outlined in the Economic Development Plan 2012-2031. Lighting for identity and Lighting for occasion and discovery will play key roles in showcasing Brisbane on a global scale. Lighting for discovery will contribute to an active, vibrant and accessible city for both visitors and residents.

City Centre Master Plan 2014

City of Lights is a key mechanism for developing a 24/7 event city as defined in the City Centre Master Plan 2014. City of Lights also has the potential to contribute to other areas of the master plan, such as A Growing Skyline through developing an instantly recognisable city skyline, and Active and Vibrant Streets through encouraging our streets to come alive at night. Additionally, creative lighting and a 24-hour city were two of the most popular ideas when consulting the people of Brisbane.
Corporate Plan 2016-17 – 2020-21

The Corporate Plan 2016-17 to 2020-21 has several programs that relate to the City of Lights strategy. Program 4 - Your Brisbane, aims to achieve social and cultural wellbeing for the diverse communities in Brisbane. Lighting projects under the City of Lights program will contribute to a thriving arts and culture dynamic within the city, providing spaces at night for social interaction.

Window of Opportunity Report 2011

Brisbane’s Window of Opportunity Report is grouped under three main themes. The Identity theme has the potential to be enhanced by the City of Lights strategy. In particular, Lighting for identity and Lighting for occasion will contribute to establishing our New World City.

Creative Brisbane Creative Economy

The City of Lights strategy will help to achieve objectives under all three of the goals identified in the Creative Brisbane Creative Economy 2013-2022 strategy. Lighting for discovery and Lighting for identity will help to achieve an expressive city by creating a sense of place and identity, creating an exciting city life and contributing to vibrant and accessible city spaces. Lighting projects involving creative professionals will contribute to the energetic city goal by providing new opportunities for the creative workforce. All lighting projects will encourage residents and visitors to interact and experience the city, therefore contributing to an enthusiastic city.

Further considerations

The City of Lights strategy will also contribute to the achievement of other Brisbane City Council strategies, such as the River’s Edge Strategy 2013 and the City Botanic Gardens Master Plan 2015. Primarily, lighting projects will enhance Brisbane’s public spaces, many of which are on the riverside or in existing parks and gardens.