

Media Release

28 October 2007

Street art legalised in free permit process

The City of Melbourne's street art permit system was launched today to coincide with the unveiling of the latest street art in the municipality.

A colourful collection of art by more than a dozen street artists was unveiled today in Finlay Alley after being commissioned by the law firm, Kliger Partners through JD Mittman of PinXit Arts and Events Management.

Lord Mayor John So said legal street art is a way of brightening up the city and displaying our cultural heart.

"Legal street art contributes to a vibrant urban environment, which Melbourne has become so well known for, and we believe that it has the potential to reduce the amount of illegal graffiti 'tagging' in the city," the Lord Mayor said.

The permit process distinguishes between 'tagging' and murals or street art. Under the process, property owners or tenants are required to apply for a street art permit on their property. There are no costs involved. Applications can be made for new street art or for existing art work.

Ten permits for new street art have been approved since the new permit system was introduced in December 2006 and a further three applications are pending.

Geoff Kliger of Kliger Partners commended the new permit process.

"Amendments to the Council's Activities Local Law are in line with a cultural shift in Melbourne, giving artists and property owners the opportunity to enjoy and display creative street art while discouraging tagging," Mr Kliger said.

Permits granted so far include art on some properties in Hosier Lane, the underpass at Princes Rd Parkville, The Lounge backing onto Caledonian Lane and private properties in North and West Melbourne.

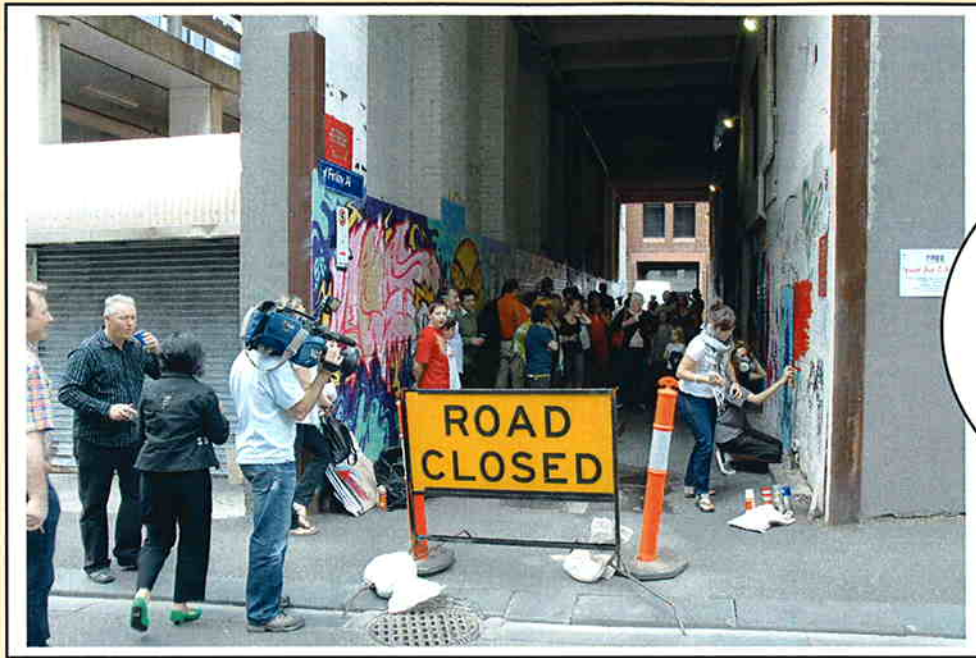
Chair of the City of Melbourne's Community Services Committee, Councillor David Wilson said it is important for street artists to remember that they need to go through the correct planning process before they create street art.

"The City of Melbourne has a zero tolerance towards graffiti in relation to 'tagging' – but we support street artists who obtain permission to create street art," Cr Wilson said.

Successful applicants receive a legal permit, under Council's Activities Local Law, that contains a number of conditions. Permits are valid for three years, provided all permit conditions are maintained.

Under its *Graffiti Management Plan*, the City of Melbourne cleans graffiti from property at no cost for the first time graffiti is reported. The City of Melbourne provides a free graffiti removal kit or paint vouchers for any subsequent graffiti.

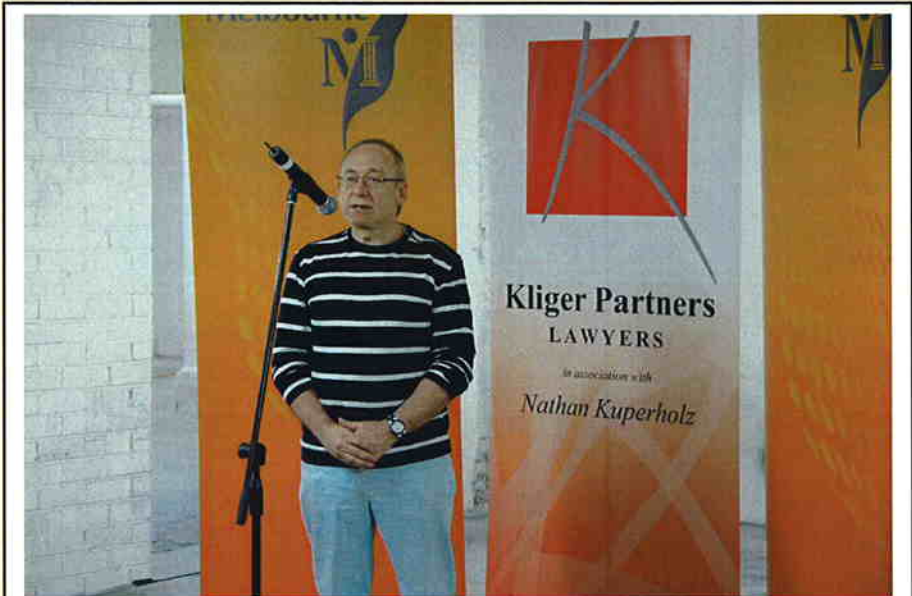
- ENDS -



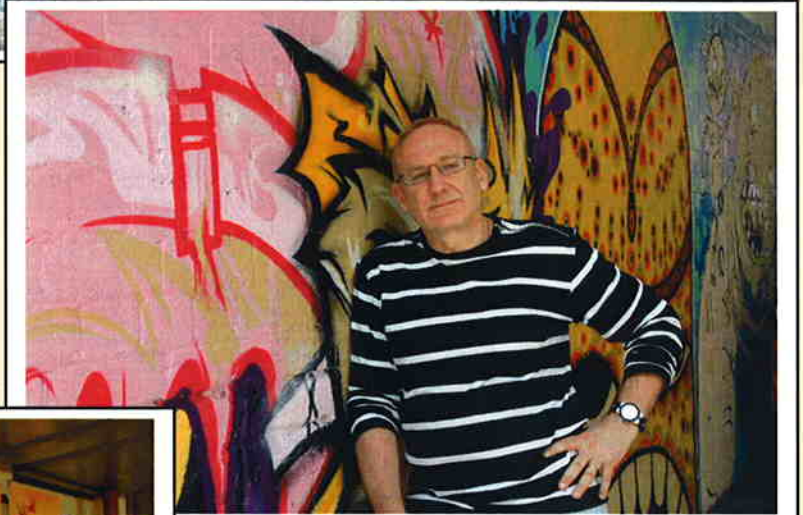
the Finlay Alley
project gets
under way —
Sunday,
28 October
2007



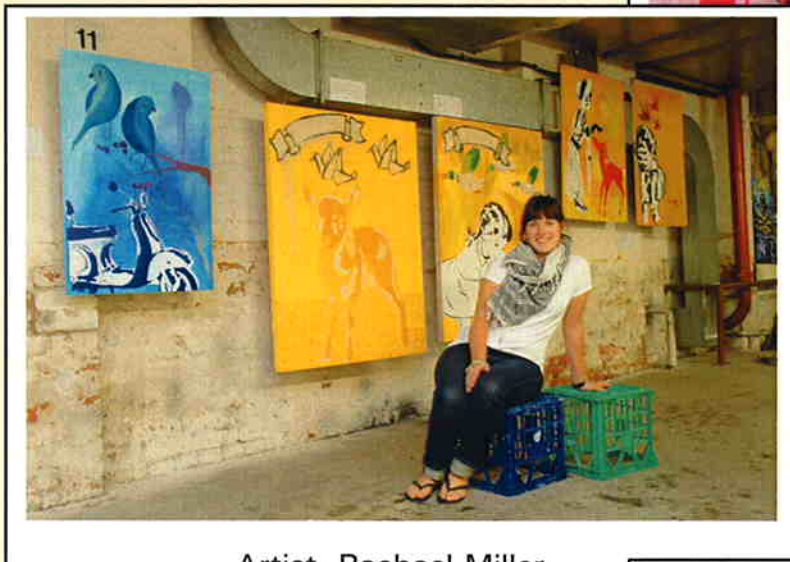
Gordon Harrison — Melbourne City Council



Geoff Kliger — Kliger Partners



Geoff Kliger — Kliger Partners



Artist, Rachael Miller

Artists,
Rachael Miller
&
Andrew Yeoh

