

2025 Festive Art on Windows Program

With the festive season around the corner, the Sydney Road Brunswick Association (SRBA) is again organising the highly successful Festive Art on Windows program for 2025 – and we'd love to have your shopfront involved!

How does this work? What do I need to do?

If you would like to participate and include your shopfront window, then all we would need to know is:

- Yes, you're happy to be included
- Any space allocation or size restrictions for the artist to work within

When will this happen?

We're running this program on two Saturdays over two weekends – with the dates being:

- Saturday 22nd November, between 10am to 4pm
- Saturday 29th November, between 10am to 4pm

Where will this happen?

This year, we are focussing the artist efforts to shops between two sections of the Sydney Road Brunswick precinct, activated over separate days (outlined above) – they are:

- **Brunswick precinct**, from Dawson Street to Victoria Street, on Saturday 22 November
- **Moreland precinct**, from Albion Street to Moreland Road, on Saturday 29 November

What is the purpose of the program?

The purpose of this program is to create a largescale display of creativity within the Sydney Road Brunswick precinct, showcasing artists from near and far, and creating a walkable attraction during the festive season.

This program will:

- Generate foot traffic and bring people to the Sydney Road Brunswick precinct
- Showcase a unique and authentic experience
- Bring the festive spirit to the precinct
- Create social media content
- Draw attention to your shopfront

SRBA are working behind scenes to ensure:

- Suitable artists are selected to create a custom festive design for your shopfront
- All artists are of an acceptable quality

What do you get?

Not only will you have an original festive painted piece on your shopfront window, but SRBA will also provide collateral to your business to give out – promoting your involvement along with all other businesses that are participating!

Accompanying the artworks will also be a small sign to promote the artist themselves.

How long will the painted window remain on display?

Artists are provided with student grade acrylic paints that are easily washed off, with the creations remaining on display until early January 2026, with SRBA arranging and paying for its removal.

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The annual program is a huge success!