



Transport for NSW Media Release

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INSTAGRAM-WORTHY ART BRINGS PARRAMATTA TO LIFE

A collection of 'augmented reality' (AR) artworks on display around Parramatta will bring the area to life in exciting and surprising ways these summer holidays, as part of a NSW Government activation campaign to support local businesses.

Parramatta Light Rail Program Director Anand Thomas said the interactive art installations will allow locals to explore their community in a new way as well as attract visitors into the Parramatta CBD.

"When viewed through a smart phone, augmented reality technology will animate scenes of the beach, a white Christmas and a Dreamtime story from the Burramattagal people," Mr Thomas said.

"After the year that 2020 has been, these artworks are a fun way to celebrate the season and liven up the streets of Parramatta."

On display from now until January at sites along the future Parramatta Light Rail alignment, audiences will be treated to special displays from artists including Shannon Boyd, who will paint an original piece live on site as part of Christmas celebrations for the precinct.

From January 11 to February 1, the Parramatta River foreshore will host a beach-themed artwork, painted on site by artist Keith Stanley, while at Riverside Theatre, Indigenous artist Geoff Sellman's work will highlight the journeys of eels and connections of people through time, showing how 'Burramatta' (the Dharug word for 'Parramatta', with 'Burra' meaning the Eel Ancestor of Parramatta and 'matta' meaning place) has always been a meeting place for people, animals and nature alike.

Audiences will be able use their smartphones to create augmented reality effects on all the artworks, including the falling of snow, breaking of waves and swaying of trees.

Mr Thomas said the artworks are open for viewing from now until early January at Centenary Square, Parramatta Foreshore and Riverside Theatre.

"It's an exciting meeting of cutting-edge technology and the community love of place that will create a great buzz for the area over the summer break," said Mr Thomas.

The Parramatta Light Rail will connect Westmead to Carlingford via the Parramatta CBD and Camellia, and is expected to open in 2023. For more information, visit www.parramattalightrail.nsw.gov.au