

Creating Place in Place

This is the merging of design and art.

Creating place is a cost effective and convenient way of transforming (re-creating) any existing (or new) place to provide a desired *experience, expression or experiment* opportunity. It requires no Development Application, is easy to implement and remove and has a profound impact on the place's look and feel.

It is applicable in interior and exterior spaces across all building types and it uses the Built Surface Design technique developed by Latitude 4-40 Consulting which is a form of installation art. The Built Surface Design technique integrates existing place with creative images co-developed with the client to provide the experience.

The process for Creating Place in Place involves:

- Meeting with the client to understand problems or aspirations associated with the place
- Considering together the experience, expression or experiment that is desired
- Making proposals to the client of the possibilities
- Agreeing on the experience, expression or experiment to implement
- Implementing the scheme

Implementation normally takes between two and five days.

