

## 8. Conceptual Arts Framework

### The Paths That Connect the Community

#### 8.1 Description

The 'Paths That Connect the Community' provides the context for the artistic theming, urban design, and placemaking strategy for Coolum Village.

Translated into metaphors, storylines, themes, symbols and priorities from the community's Vision and realised within the:

- Connections of the path
- Stories and character of the path
- Hotspots (public spaces) along the path
- Streetscape elements
- Pathway Language
- Seating and lighting

The three pathway themes (next page) and the central concept of creating the 'Heart of Coolum' at Jack Morgan Park, outlined in the following sections, are synonymous with Coolum's seaside village lifestyle and give the dynamic local population and community groups an opportunity to inform the detail of the paths incrementally. The pavement paths will be created using subtle graphics and interactive points of locally inspired stories - information - imagery about Coolum's past, present and future vision and inform the key urban design "hotspots" along the pathways.

Pedestrian traffic is cyclical and as Coolum is a popular tourist destination and business centre, the purpose of movement along these paths will develop over time and infuse the spaces with identities - 'action hot spots and cool spots'. The Coolum Cliffs Boardwalk is a great example of the success such journeys on paths bring to a local and tourist community. Art and stories will have the opportunity within the Placemaking Framework (Section 4 of report) to remain robust and respond to the changing "rhythm of the town".

" Good paths nourish our senses. The visual environment is beautiful, interesting and legible. The materials are a pleasure to touch, walk and sit on. Agreeable aromas and sounds fill the air. .... Experience in a pathspace is enhanced when we know that important things happened there..."  
(White, 1999)

Footpath contacts are the small change from which a town's wealth of public life can grow.

(Adapted from Jane Jacobs, 1961)

Creating paths of discovery will encourage pedestrian activity from the easily accessible residential areas of Coolum and invites people to explore and activate the less visible 'tracks' through "Coolums Heart" at Jack Morgan Park, interact with civic and local business spaces and create new activity nodes.

This circulation between origin and destinations will create, over time, meaningful purpose within Coolum Village through greater opportunity for:

- Exchange of ideas between groups and individuals
- Promoting pedestrian rather than vehicle transport between close spaces
- Greater activity making places safer
- Education and celebration of Coolum's history, people and place, environment and future.
- Art imagery - sequence of temporary and permanent public art projects
- Local economy - activity

Note - We acknowledge that all initiatives in the public area should meet the same criteria - amenity, visual and thematic and safety and address the broader criteria of the Public Art Policy.

This approach, to encourage pedestrian activity, is designed to work in conjunction with the urban design master plan - sustainability, diversity, vibrant and green.