

# **EARTHCHECK + UAP CAPABILITY STATEMENT**



**UAP**



# the planet deserves more than half measures

**#walkthetalk**

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EarthCheck have helped businesses, communities and governments to deliver clean, safe, prosperous and healthy destinations for travellers to visit, live, work and play for more than 30 years.

We understand the value of big ideas and the importance of clear communication. We know that what can be good for the planet is also good for business.

# WE ARE EXPLORERS WE ARE CREATIVES WE ARE MAKERS

We collaborate with Artists, Architects, Designers & Developers to bring uncommon creativity to the public realm & expert resources to creativity.

We curate, design & construct.

# EARTHCHECK + UAP

## OUR ALLIANCE

As global leaders in their respective fields of the design and delivery of creative outcomes for the public realm, EarthCheck and UAP have come together in a strategic alliance to unlock new methods in experience design and destination making.

EarthCheck and UAP's combined expertise and service offering will identify practical solutions to some of the major environmental and social challenges facing the world's creative and tourism industries. Challenges such as overtourism, visitor retention and dispersal, strengthening local supply chains and authenticity of experience are just some of the issues that can be overcome through EarthCheck and UAP's unique approach.

EarthCheck and UAP can offer clients greater insight into the role of creativity, culture and storytelling in the development of sustainable outcomes and innovative management systems. In doing so, empower clients to drive meaningful change for their own businesses and with their impact on the broader community. Holistic strategies that consider the entire ecosystem of place-the history, culture, environment, people, commerce- and explore ways to showcase these qualities through creative platforms and activation strategies have the power to fuel authenticity, connection and visitation.

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*Art and design activation in precincts and destinations have become key techniques to drive both tourism product development and sustainability initiatives.*

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# PLANNING

Research and Analysis  
Social + Environmental Plans  
Art + Culture Strategies  
Experience + Activation Plans  
Community Participation Plans

# ENGAGEMENT

Stakeholder Consultation + Engagement  
Place Narrative + Story Development  
Capacity Building + Mentoring  
Curating + Sourcing Creatives  
Creative Workshop Facilitation

# IMPLEMENTATION

Artwork Design + Production  
Destination + Event Management  
Sustainability Certification  
Implementation Plans and Tool Kits  
Branding + Marketing Campaigns

Today's global visitor economy increasingly craves meaningful journeys and experiences over disconnected travel to sites and destination.

Research has repeatedly found that what attracts a visitor to a certain destination is the opportunity for emotional connection and engagement with special places, people and cultures.

The millennial market will spend 15% more on travel than baby boomers and \$200 billion on five (5) trips a year. Importantly, 74% of those travelling want to know the story behind the experience\*. The humanity of art and its ability to transcend boundaries has proved an effective means of deepening experience and connection to a place and city. In doing so and art offers an accessible and authentic gateway to all aspects of human society and culture.

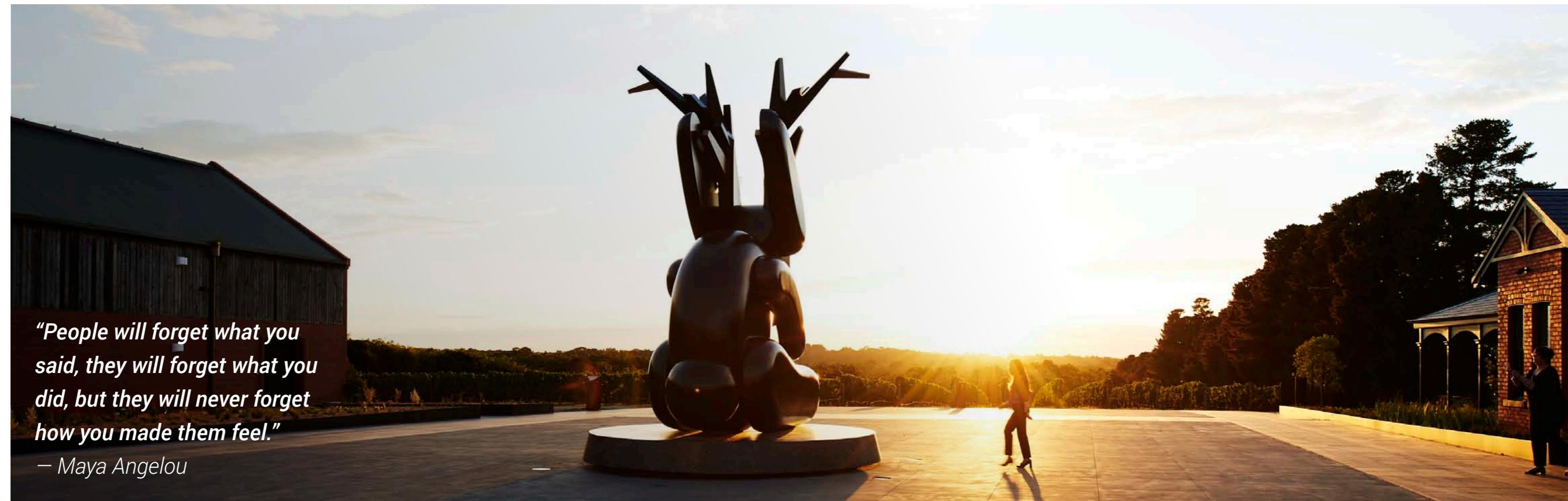
Representative of the ideas and character of a place and people, public art not only espouses feelings of community and connection, it is an artistic expression imbued with thought and meaning. It can simply articulate complex issues like climate change and policy as well place all audiences on a level playing field. With the dawning of the new visitor economy,

EarthCheck has extended their expertise in storytelling to respond to the high demand to activate destinations. EarthCheck has sought partners like UAP who can deliver on our vision of radicalising a response to climate change and sustainability through tangible and practical means. EarthCheck Founder and CEO Stewart Moore says "Globally, we see 100's of our clients progressing beyond certification and traditional strategies. They are all seeking new ways to engage their audiences in new experiences that can tell the stories of their exciting directions."

The success of art as a tool for destination activation and stimulation of the broader tourism economy is perhaps nowhere more evident than in Hobart, Tasmania. The construction of the \$170 million Museum of New Art (MONA) in 2011 has created not only a new major art attraction but a platform for programs and events, including the now 'must do' events, Summer and Dark MOFO. The impact of the museum on the local economy has contributed to an astonishing phenomenon dubbed 'The MONA Effect'. Declared "the most exciting addition to the Australian cultural landscape since the Sydney Opera House" (The Times of London). Tourism Tasmania estimates the museum contributes about \$760 million to the state's annual economy.

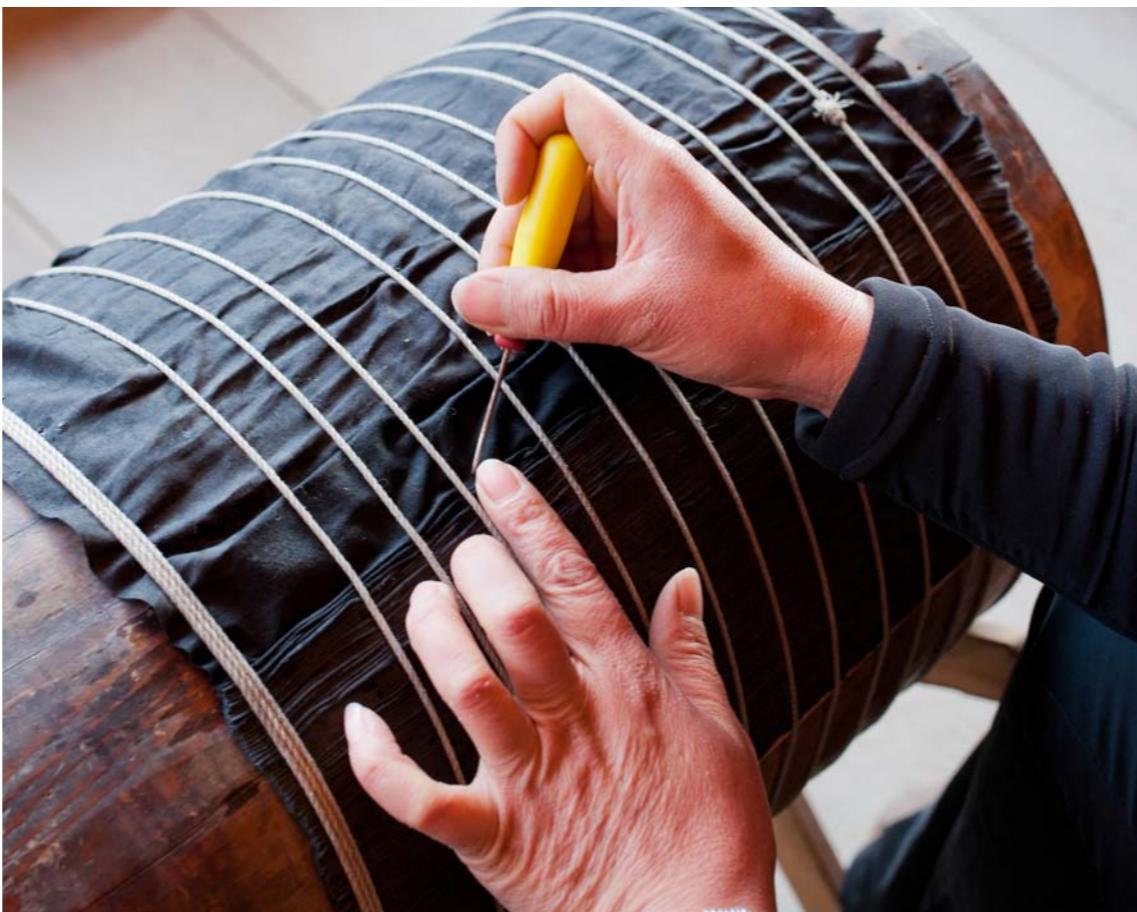
Another exemplar to come out of Australia, the highly awarded Jackalope Hotel on Victoria's Mornington Peninsular also attributes art to phenomenal results in terms of place activation, destination making and sustainable tourism. Unique in both destination and design, the luxury accommodation embraces the central concept of 'alchemy' to inform everything from the architecture to art, custom-made furnishings, decor and dining. A unique merge of art and hospitality, Jackalope Hotel embraces the work of artists within its brand positioning; a large sculpture of a Jackalope activates the hotel's arrival plaza in a spectacular installation that has catapulted social media engagement, and become an intrinsic part of the hotel's own brand story and identity.

The artwork at the heart of the Jackalope story was created by Australian artist, Emily Floyd, in collaboration with UAP. UAP works with artists, architects and designers to curate, design and construct unique creative outcomes for the public realm. With an impressive portfolio of creative projects, UAP takes uncommon creativity as a catalyst for creating successful places that inspire meaningful, sustainable, and longlasting connections between people and place.



Founded in Brisbane, Australia 25 years ago, UAP has since taken its philosophy to world, working on collaborative art projects throughout Australia, USA, Middle East and Asia. In 2014, UAP's design team led an in-region design project for Tishman Speyer's 'The Springs Development' in Shanghai, China. Commissioned to create a suite of elements, including large-scale tapestries and photographs for Tishman's buildings and offices, UAP championed a creative process that engaged local artisans in the making of the works. Working together with artisans from the Chinese Miao ethnic minority, the project provided not just artworks for visual display – but told an engaging story that connected both corporate and community cultures.

In pioneering approaches to art and creativity in public spaces. UAP recognises that real sustainability in creative projects demands more than just once-off engagement. UAP Creative Director and Co-Founder, Daniel Tobin, insists we always must ask ourselves "How can we work better?". The Tishman Tapestry project engaged local artisans, and delivered a successful outcome for the Springs project. It is acknowledged, however, that the outcome for the Miao artisans community could have been more sustainable for the wider community. Real success for this project would have been if the project team had taken it further, by running tours to meet the artisans or conducting ongoing commissions throughout the clients other offices. Sometimes this kind of success just requires the right partners and ongoing relationships.



# RETURN ON INVESTMENT

GLOBAL BENCHMARKS

## NEW YORK

The focus of activation and public art on The High Line in New York has generated five million visitors a year, created 12,000 jobs, and doubled the property value in the surrounding area.

## LONDON

London neighbourhoods with prevalent urban art increased property prices between 2003 - 2014

## SINGAPORE

The Singapore Tourism Board partnered to develop their precincts through art and activation taking out the International Presence Survey "The Most Beautiful Avenue of the World" in 2012

## CHICAGO

Chicago Cows on Parade: This world-renowned temporary public art installation brought an estimated additional 2 million visitors to the city. During the three-month exhibit, these tourists spent approximately \$500 million on hotels, food, and sightseeing.

## AUSTRALIA

Internationally acclaimed artist Bruce Munro's immersive installation, Field of Light Uluru attracted 200,000 visitors in the first year alone, prompting the installation to be extended to 2020. The award-winning exhibition has received extensive media attention during its two seasons, significantly featuring in 2017's Qantas Safety Video with over 90 million views worldwide.

# CONTACTS



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