

4th July 2014

To whom it may concern

Re: Projector Bike

Last year, as part of our Christmas in Yarra celebrations, Yarra City Council commissioned a series of Projector Bike Tours throughout the City of Yarra. The tours covered most of the local government area including through Richmond, Fitzroy, North Fitzroy and other iconic locations.

The Projector Bike provided members of our community with the opportunity to have some fun on summer nights. Yarra supports sustainable transport and encourages bike riding. The logistics were relatively simple and the risks were low.

Joseph Norster was exceedingly easy to work with and very self-contained which made a busy time of the year much less stressful.

We encouraged the idea of works being screened that had a relationship to our local culture and identity and we were able to make a beginning with this.

Our Youth Arts Officers were delighted to be able to have some of the work made by young people screened, and we also screened a short film about Smith Street Dreaming (a project about the culture of Smith Street).

I have had many interesting discussions with Joseph Norster about the potential of the Projector Bike and how it can be used. The Projector Bike is versatile and offers an option for many different kinds of outdoor screenings, whether this is stationary or mobile, film or art, context specific or in response to an issue or need.

The City of Yarra is the home of the Gertrude Street Projection Festival and we are champions and fans of projection art and projection systems.

I would recommend the Projector Bike to anyone, not just because it is a clever and unusual system but because the people who own and operate the bike are innovative, accessible and open to experimentation and adaptation.

With kind regards,

Kirsty Baird
Arts and Cultural Officer