

CHRISTMAS & EASTER STYLE GUIDE

Temporary Installation



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The City of Ballarat acknowledges the Traditional Custodians of the land we live and work on, the Wadawurrung and Dja Dja Wurrung People, and recognises their continuing connection to the land and waterways.

We pay our respects to their Elders past, present and emerging and extend this to all Aboriginal and Torres Strait Islander People.



Scope

This style guide provides design principles, locations, timing, and rationale specifically for the temporary seasonal creative installations coordinated by the City of Ballarat positioned along the CBD's Sturt Street and Bridge Mall.

The guidelines:

- Establish a consistent reference for the design, specification, purchase and presentation of the installations.
- Establish a set of standards for the selection and placement of installation.
- Ensure the installations relate to the heritage and landscape character of the Ballarat CBD.
- Assess all existing installations to determine what styles and designs should be retained, what should be replaced, and what should be developed for future use.
- Establish guiding design principles to address a range of considerations including function, cost, use, safety, consistency, durability and sustainability.

While these guidelines aim to direct the conceptual standards of design, selection and installation details for the Ballarat CBD, it is not possible to prescribe the exact treatment and detail for each installation nor to collectively encompass both Christmas and Easter. Each festive period has a very different style, colour palate, and creative expression and installations are replaced with new and different pieces as they reach their life span.

Furthermore, it is intended that this style guide be added to over time with further inclusions of detail developed to suit evolving needs, prototypes and advancements in technology or materials, as well as the inclusion of celebrating additional festive periods.

Related Material

The City of Ballarat developed the Ballarat Street and Park Furniture Guidelines, September 2013, which is a primary reference document for the selection and installation of permanent infrastructure. The guidelines aim to provide an easy-to-use reference to assist City of Ballarat in achieving a consistent planning, design, and maintenance approach to streetscape and parkland furniture. The Ballarat Street and Park Furniture Guidelines does not address short term creative installations.

What

The City of Ballarat's Christmas and Easter installations deliver a family friendly celebration of Christmas and Easter that appeals to Ballarat's different cultural communities. To achieve this, both Christmas and Easter installations adopt family focused and nostalgic design principles. For Christmas, this is a celebration of iconic symbols such as Santa Claus, Christmas trees, gifts, and reindeer. Similarly for Easter, it is the Easter Bunny, chocolate, and eggs.

Both seasonal installations aim to inspire a sense of festivity and community by transforming Ballarat's CBD streetscapes with beautiful, unique, and creative installations.

Why

Given the length of time Christmas and Easter are celebrated, for several weeks and up to 10 days respectively, events and scheduled activities cannot provide a cost effective and engaging volume of experiences for the community. Events are unique to a specific point(s) in time, once an event is completed, it is gone from sight. The utilisation of creative installations provides an ever present, 'always on' experience.

In support of the 'always on' principle and to further encourage nighttime activation and economic activity in the CBD, both Christmas and Easter utilise and/or incorporate illuminated elements where possible. This also presents a second experience opportunity to engage with the installations that can look quite different at night.

The City of Ballarat delivers Christmas and Easter in Ballarat to:

- Provide an inclusive platform of experiences where everyone can feel valued and welcome, to come together and celebrate as one community.
- Support local retail and hospitality businesses by encouraging people into the CBD to shop local over the festive periods.
- Provide an exciting environment for locals, to retain their spend in Ballarat, rather than shop in Melbourne.
- Provide an exciting environment that provides photographic opportunities that visitors can share and promote, increasing potential for further visitation from regional visitors to travel and shop in Ballarat.
- Provide opportunities and exposure for our local creative sector.

Where

Both Christmas and Easter installations are located in Ballarat's CBD, specifically in Sturt Street and the Bridge Mall from Peel Street, to the 400 block.

These areas have been defined to enable current decoration stock to achieve maximum effect from being clustered together, to utilise open ground (not requiring road closures or footpath impediments), utilising the natural grass/garden setting, and access to power. Should additional CBD and/or Ballarat locations be included, there will be a significant increase in operational costs for additional installations, extended security, installation/removal, maintenance and replacement, flower stock, regular watering and maintenance.

Sturt St Gardens

In addition to the installations, the Sturt Street permanent gardens within the defined CBD area are bedded with red and white flowers for Christmas, in support of the adopted Christmas colour palate. This garden bed styling can also extend to boutique garden beds on Victoria Street and some roundabouts. The Sturt Street garden bed styling is not incorporated for Easter due to its short duration, and the need to prepare these garden beds in anticipation of major events scheduled around this same period.

Intercultural Garden

The Intercultural Garden, City Oval, can present a suitable and appealing location to incorporate Christian representation in the planting program each year.



Installation

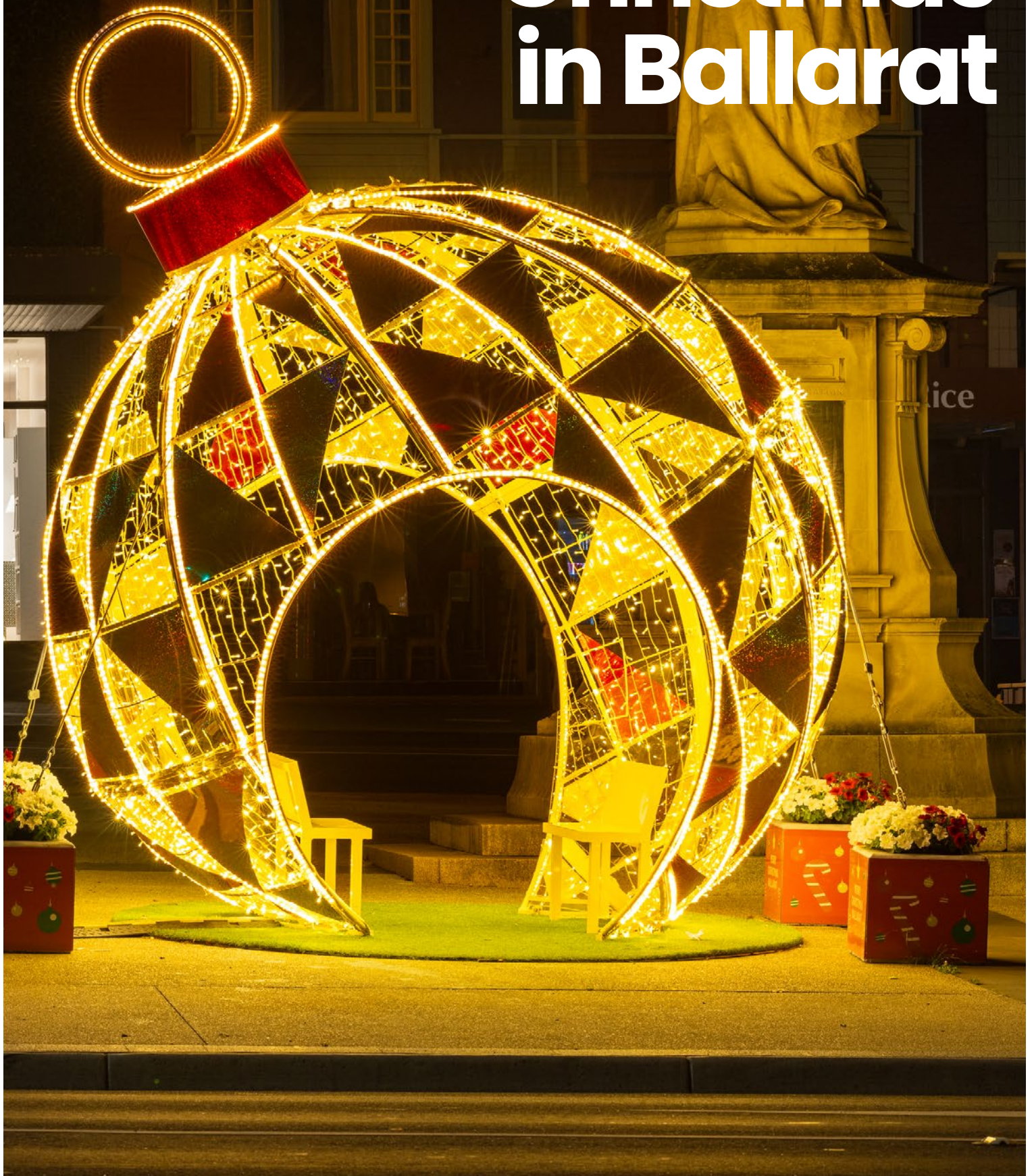
Within the defined CBD area, installations must be carefully placed or located so that:

1. They comply with DDA requirements (i.e. the preferred offset from the building line to comply with local laws is 2 metres, depending upon the width of the footpath).
2. They do not obstruct clear access to shop fronts, buildings or structures.
3. They consider loading zones requirements and unloading points.
4. They are set back sufficiently from the back of kerb to minimise the potential for vehicle damage due to reversing, unloading and overhang.
5. They do not clutter or hinder access to other streetscape or park features.
6. They avoid conflicts or issues with other uses or functions of the street or park.
7. They consider social and interactive behaviour patterns.
8. They are grouped together to achieve larger visual perspective.
9. They are appropriately anchored, with engineering computations as required, so that they are stable and do not constitute a public safety hazard or risk.
10. Where necessary, they have engineering reports and defined specifications for deployment.
11. They are installed in a manner which prevents or deters theft or vandalism.

Budget

Christmas and Easter decorations are procured through annual budget allocation and requires an annual operational and capital expenditure budget.

Christmas in Ballarat



Christmas Design Principle

The guiding design principle for Christmas is to embrace a thematic family friendly aesthetic that celebrates Christmas while reflecting Ballarat's varied community. Christmas installations will promote a traditional Christmas style with high quality installations that profile Ballarat's strengths and reputation.

By maintaining defined colours and design style, the installations will create a consistent presentation that is welcoming for all ages across the CBD. This will emphasise Ballarat's floral and heritage reputation, reinforcing the Ballarat Begonia and Heritage Festivals. With Christmas decorations specifically suited to incorporate lighting such as fairy lights, lighting options are incorporated in most Christmas decorations and do not require additional lighting infrastructure. The installations invite the community to enjoy together or at one's own pleasure. The approach balances visual delight with warmth and accessibility.

Christmas Design Guidelines

To maintain a strong sense of traditional Christmas identity, installations will follow a defined colour and style creating an experience that is both visually delightful and emotionally uplifting.

- **Colour Palette:** All installations must align with the colour pallet
 - i. Red
 - ii. Green
 - iii. Warm white/silver
 - iv. Gold/yellow
- **Floral:** Where practicable and not cost prohibitive, installations should include a live floral element within their design or positioned around each installation.
- **Inclusivity and Appeal:** The design should be engaging for both children and adults, sparking wonder, interaction, and admiration across all age groups.
- **Christmas Themed Elements:** Designs should include classic motifs such as Santa Claus, gifts, baubles, tinsel, and symbols that are familiar, comforting, and festive, inspired by 'traditional Christmas' themes.
- **Interactive and Immersive:** Installations should be of a size that are in proportion with the large open spaces of Sturt Street and can provide an Instagram/family photo opportunity.
- **Night-Time Transformation:** Installations should incorporate lighting that activates after dark, creating a magical, glowing atmosphere to extend enjoyment into the evening.
- **Family-Friendly Focus:** Installations should prioritise a warm, inviting, and safe environment that encourages shared moments and community connection.

When

Typically, the Christmas in Ballarat installation commences on the Wednesday following Melbourne Cup, taking up to eight days to complete the installation process.

Typically, the removal of all decorations begins on immediately following New Year's Day (first day back in the office for City of Ballarat staff). It can take up to 5 days to removal all decorations.

Examples of Christmas Installations

The following images represent the Christmas decorations currently owned by City of Ballarat.





Easter Design Principle

The guiding design principle for Easter is to embrace a colourful, family friendly aesthetic that celebrates the traditional yet vibrant spirit of Easter whilst reflecting Ballarat's culturally diverse community.

By artfully combining bright colours in variations of soft and muted tones, the installations create a gentle and dynamic atmosphere that invites all ages to feel welcome and engaged. This is emphasised at night with creative lighting installations that adds an ephemeral magical experience. Unlike Christmas decorations that are specifically suited to incorporate lighting, additional and external (to individual installations) lighting infrastructure is needed.

The installations invite the community to enjoy together or at one's own pleasure. The approach balances visual delight with warmth and accessibility.

Easter provides an opportunity for the engagement of local artists to develop and paint the easter eggs in patterns of their unique creation. This creates a new and fresh look to the installations and adds depth to the project by the inclusion of local artists and their stories.

Easter Design Guidelines

The Easter installation draws from the joy, colour, and inclusiveness of the Easter season, creating an experience that is both visually delightful and emotionally uplifting.

- **Colour palette:** Installations should use a vibrant and playful mix of all colours, incorporating muted pastel tones where appropriate to soften the aesthetic and maintain an Easter feel. Gold and Dark Chocolate Brown to compliment.
- **Inclusivity and appeal:** The design should be engaging for both children and adults, sparking wonder, interaction, and admiration across all age groups.
- **Easter themed elements:** Installations should feature classic motifs such as Easter bunnies, chocolate, eggs, and symbols that are familiar, comforting, and festive.
- **Interactive and immersive:** Installations should be of a size that are in proportion with the large open spaces of Sturt Street and can provide an Instagram/family photo opportunity.
- **Night-Time transformation:** Installations should incorporate or compliment bright coloured lighting, corresponding to the colour palate of the Easter installations to activate the night, creating a magical, glowing atmosphere to extend enjoyment into the evening.
- **Family friendly Focus:** Installations should prioritise a warm, inviting, and safe environment that encourages shared moments and community connection.

When

Easter installations are placed in position on the Friday of the weekend preceding Easter. It takes one day to complete the installation process.

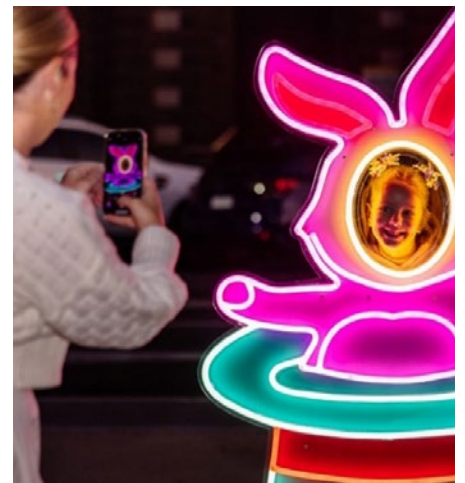
The removal of all decorations is started and completed on the Friday following the Easter weekend.

Examples of Easter Installations

The following images represent current daytime installations currently owned by City of Ballarat.



The following images represent the City of Ballarat's current nighttime (hired) installations.





Conclusion

This style guide provides a comprehensive framework for creating festive installations that foster community spirit, support local businesses, and enhance Ballarat's reputation as a welcoming and vibrant destination. By balancing tradition, creativity, and inclusivity, the City of Ballarat ensures that both Christmas and Easter celebrations are memorable and engaging for all.





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All information correct at time of publication.