

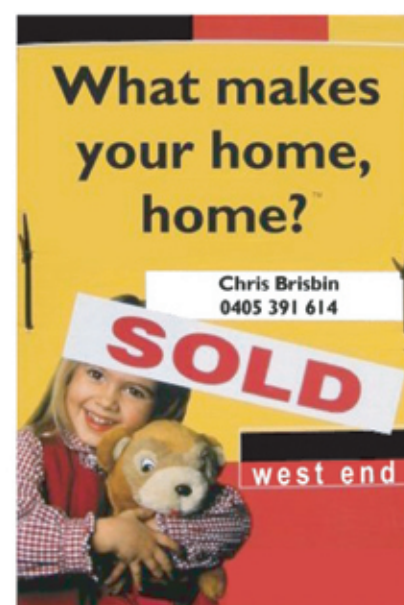
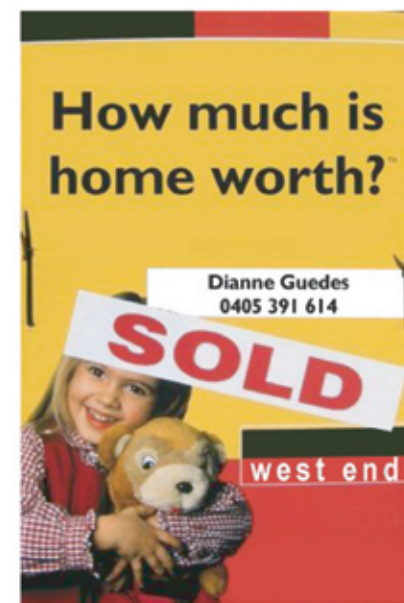
Brisbin, Christopher A. and D'Alpoim, Dianne and Dixon, Matthew I. and Paine, Ashley I. and Smith, Cathy (2004) What is the Value of Home? NOT FOR SALE - West End Interventions.

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what is the value of home?

NOT FOR SALE

west end interventions



THE PROPOSAL:

Many Australians today are image consumers. We fail to question the importance of lifestyle imagery created and promoted by Real Estate Agencies whom have no actual part in the physical creation of house, or indeed the intimate making of 'home' through our experiences of place. Real Estate Markets dictate how, where, when and what we buy. Re-sale values, profit-making, and value-adding interfere with the crafting of a home over time as a tangible, individual, collaborative, and rich lived experience of dwelling. The 'NOT FOR SALE' project is a response and critique of the dominance of real estate forces in West End within the context and unshakable presence of a booming inner-city property market. This proposal originated from an experimental dwelling in Avebury St., West End. This project has been fashioned over a period of several years primarily from recycled local materials, interconnected with the changing needs and spatial requirements of the occupants and project participants. The influence of property markets is of little concern in this home "making".

The 'NOT FOR SALE' project attempts to question and critique the purely financial value that we as a society place upon our homes. By appropriating and re-coding the Real Estate Signage typologies, we aim to provoke social commentary on the dominance of real estate forces in the West End suburb. There is a strong and rich tradition of anti-consumerist activist graffiti in West End. Activists re-code signs and property with political commentary and critique. The 'NOT FOR SALE' project draws upon this tradition through our RRESign (Re-codified Real Estate Signs): we aim to redress the dominant commercial forces associated with the single house/property. Collectively, at the scale of the street, these RRESigns will reflect a critique of street scale, amenity, and character. Finally, at the scale of the suburb, the network of RRESigns will reflect a critique of the idea of place making. Collectively, the aim of the 'NOT FOR SALE' RRESign interventions is to highlight the idea of making and the material characteristics of dwelling that challenges the cultural value of commodified property, re-defining and prioritising the idea of 'home'.

Conventional Real Estate signs use images and text to sell an idea of home: our proposed interventions sell nothing, and are rather celebrations of the joy of making tactile, handcrafted objects, and by extension, the making and crafting of home. The intimate and experiential understanding of home will be harnessed through the engagement of local residents. Community groups within West End such as Local Push can further disseminate the RRESign interventions. The signs will be constructed West End-specific materials (old signs purchased from inexpensive second-hand material merchant Reverse Garbage in Montague Rd.): turning post-consumer waste into objects of material beauty and social critique. Residents and community groups will be encouraged to place their RRESigns outside their properties and adjacent real estate signs, frustrating and recoding the existing For-Sale signs that currently dominate the West End street scape. The project is dependent on the support of the local residents, extending from a few signs in Avebury St. to a network of RRESigns throughout West End. A commentary on people's responses to the project will be linked to the www.apbv.com.au website.



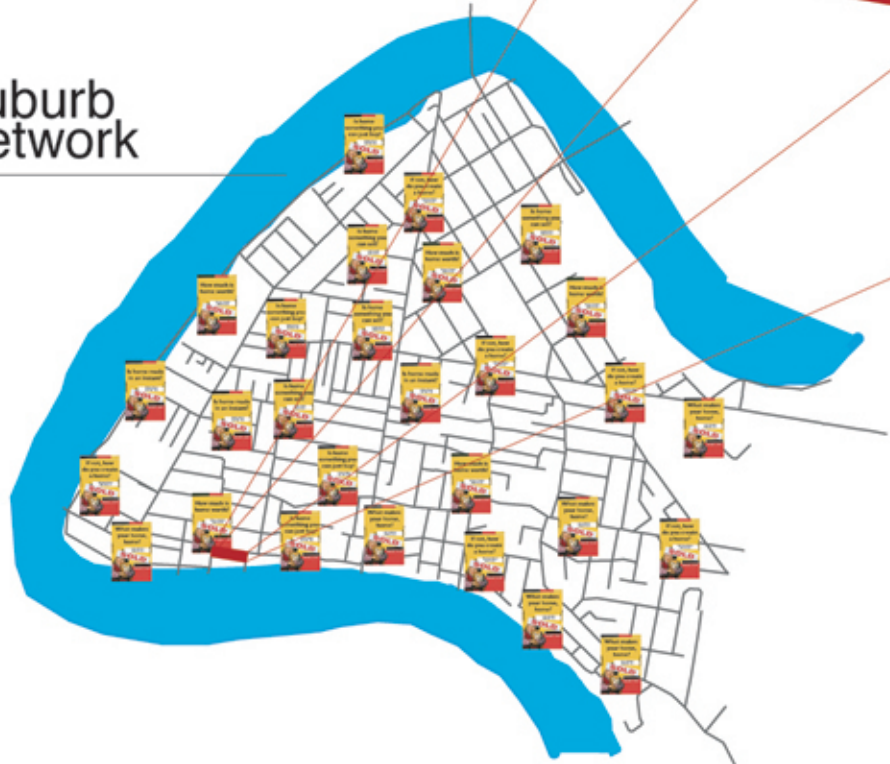
single
lot



street
network



suburb
network



THE PARTICIPANTS:

This proposal will involve a range of people from the community, ranging from neighbours of the project participants to community groups such as Local Push. Unlike many "imported" art proposals, this project evolved from the everyday lives and difficulties of some of the project participants. The project team is multi-disciplinary.

Artist Chris Brisbin is a national architectural award recipient and has won numerous academic awards and scholarships. He has a Bachelor of Design Studies and a Bachelor of Architecture (hons I), and has worked for several local architecture firms. He is currently completing a PhD in Architecture and is a Lecturer at The University of Queensland in the School of Geography, Planning and Architecture. His primary research interests concerning the role of images within the built environment and contemporary culture generally.

Artist Dianne D'Alpoim Guedes is a printmaker and teacher who has worked nationally and internationally.

Ashley Paine is a graduate of QUT's Bachelor of Architecture, and is employed both in practice and as a design / theory tutor at QUT. Awarded numerous undergraduate prizes including the RAIA Graduation Prize and University Medal, Ashley has also studied and continues his art practice in painting and installation. He has exhibited locally, and his collaborative works with architects published nationally and internationally. Artist / furniture maker

Matthew Dixon studied architecture and then trained as a cabinetmaker: His work has been published and exhibited locally and nationally in magazines such as Vogue Living.

Architect / Interior Designer / Artist Cathy Smith has worked for several local architecture firms, and has also completed experimental art installations at the West End Boundary St. festival, the QUT Art Museum, and at the RAIA Architects Art Exhibitions. Cathy is a lecturer and doctoral student at QUT. Matthew and Cathy reside in the Avebury St. residence, where they live and work experimentally and collaboratively. Cathy can be contacted on 3846 3885.