



ANZAC TRAIL INTERPRETIVE

HEINE JONES

Client: City of Greater Dandenong

Location: Dandenong, Victoria, Australia

Scope: Design, Documentation, Digital, Site Selection, Manufacture and Installation Management

Team: Mike Heine, Steve Jones, Larni Williams

Year: 2015

OVERVIEW

2015 commemorated the 100 year Anniversary of the ANZAC expedition to Gallipoli – the first major military action fought by Australian and New Zealand forces.

This project called for a series of interpretive markers. Objectives were to recognise local places of significance to the ANZAC war effort; honour local soldiers who fought in the war; engage the public at an emotive level; and make sure the public understood that the sacrifice made by those soldiers and the impact on the local community.

THE CHALLENGE

Challenges included the sensitivity of the subject, challenging sites (fragile tree roots and tight locations) and the media 'saturation' of the ANZAC anniversary in the public's mind.

A unique, unexpected and different solution was required to achieve cut through and engagement.

The outcome needed to be robust, enduring, economical to produce, sensitive to the environment, and meet the project objectives.

THE SOLUTION

The solution is an interpretation of the famous 'slouch hat' worn by the ANZAC troops. The distinctive slouch hat has a rolled brim and rounded form, and the image of a slouch hat hanging vertically from a rifle is not only iconic, but is deeply etched in the Australian identity.

OUTCOME

The curvaceous nature of the design is different and compelling, and 'softens' the confronting story being told. The base structure material is laser cut, perforated and rolled mild steel, which has been powder coated to replicate a 'rust' finish. A key feature of the design is the perforated images of the local soldiers. The black printed panel is vitreous enamel, in a matt finish.

Digital support to the ANZAC story is provided by an augmented reality (AR) solution. Triggered by the images on the structure, the viewer can use their mobile device to view videos and audio.

The client is extremely happy with the project outcome, claiming a high level of usage and a sensitive visual fit to the environment. The public's response has been overwhelmingly positive, and data from the AR component confirms a high number of participants and level of engagement.



A slim black panel on one side of the structure carries descriptive text and images which tell the story.



The signs also include an augmented reality solution. Triggered by the images on the structure, the viewer can use their mobile device to view videos and audio.



TOP: A unique and unexpected solution was required to achieve engagement. The outcome needed to be robust, economical to produce, sensitive to the environment, and meet the project objectives.

BOTTOM: The signs recognise local places of significance to the war effort; honour local soldiers and educate the public in the sacrifice made by ANZAC soldiers and the impact on the local community.



The solution is an interpretation of the famous 'slouch hat' worn by the ANZAC troops. The distinctive slouch hat is deeply etched in the Australian identity.