



HORSHAM INTERPRETIVE SCULPTURE

HEINE JONES

Client: Horsham Rural City Council

Location: Sawyer Park, Horsham

Scope: Discovery and Findings; Schematic Design; Research and Copywriting; Design Development; Documentation and Specification; Costing and Project Management; Manufacture and Installation.

Team: Mike Heine and Steve Jones

Year: 2022

OVERVIEW

Horsham Rural City is the largest population centre in the Wimmera located about 300km northwest of Melbourne on route to Adelaide.

As part of a major revitalisation of the Horsham waterfront precinct, the 'Horsham City Entrances Sculptural & Wayfinding Signage' project was commissioned by Horsham Rural City Council to celebrate and identify Horsham as a regional city in the Wimmera for both residents and visitors.

THE CHALLENGE

The environmental conditions of the Wimmera can be extreme with months of frost down to -4°C to the heat of summer up to 48°C. The area is susceptible to periodic flooding, and are exposed to extremes of UV. Materials for the sculpture needed to be strong, durable and sustainable.

THE SOLUTION

A new interpretive sculptural standing proudly at six metres tall, on the edge of Sawyer Park and visible from the road, will welcome motorists travelling to Horsham via the Henty and Western Highways

The sculpture, created by HeineJones, reflects the poetic character of the Wimmera, taking inspiration from agriculture and the native flora of the region. The bold structures, reminiscent of leaves and grain, delivers design excellence and responds to a need to identify and understand Horsham and the Wimmera River, while also looking to the future aspirations of Horsham as a city that supports livability and sustainability.

The sculpture features four coloured structures, representing sky, land, light and shade. Stencilling, historically used on wheat and wool bales now adorn the sculpture in the form of laser cut words that create a transparent quality and encourage further investigation of and engagement with the sculpture.

Upon closer inspection, the words form the titles of interpretive stories that are revealed on the back of the structures.

Large photographs, form a dynamic backdrop to the interpretive stories of Horsham's past endeavours on the Wimmera River and look forward to the future aspirations of the city and its people.

Featured stories include 'Sawyer Bricks', which describe the endeavours of a local Horsham family who ran a brick manufacturing business near the site and for which Sawyer Park is named. 'Ebb and Flow' tells the story of early exploration in the area. 'Crate Pool' recalls an early swimming area on the river and 'Horsham Vision' outlines plans for the city's future.

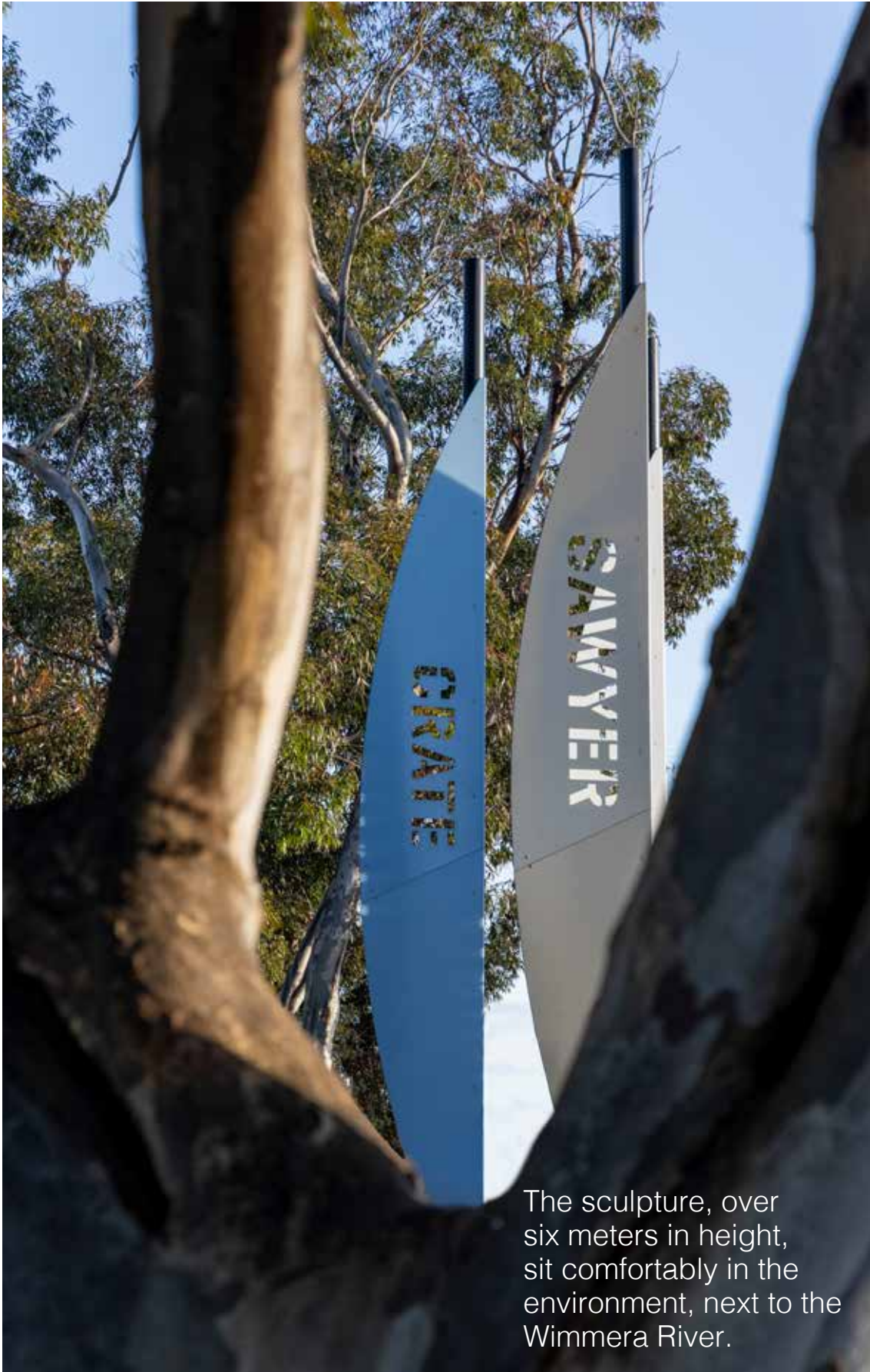
OUTCOME

The project included research of the interpretive subjects, writing, site selection, creative concepts, design, documentation, manufacturing, and installation.

The design response makes an important contribution to the overall revitalisation of waterfront precinct and influences the way public spaces in the city are understood and experienced by residents and visitors alike.

The program will also delivered sculptural entrance signage and a new signage suite for wayfinding and interpretive locations along the riverfront.





The sculpture, over six meters in height, sit comfortably in the environment, next to the Wimmera River.

The design outcome references the shape of native Snow Gum leaves, that surround the sculpture in Sawyer Park.







Past and present stories that define the identity of Horsham are featured on the reverse side of the sculpture.



Horsham community gather for 'Back to Horsham' celebrations, 1929.
Image: AHJ 000285

A vision document has been developed for Horsham that sets out the hopes and aspirations of the community, well into the future.

In the winter of 2021, the people of Horsham gathered to create the first community driven vision for the future of the rural city. Never before had a twenty-year plan been developed by the community, for the community.

The Horsham Rural City Talks Community Panel met over the course of three Sundays to listen to one another, understand the wants and needs of the people of Horsham and develop a masterplan that will inform future decision makers,

community, analyse information and data, and collectively develop a long-term vision that could meet the current and future needs of the city.

The Panel consisted of people from diverse backgrounds, and ages, all with a common goal: to make Horsham a better place to live, work and enjoy.

The community vision aspires that in 2041, the Horsham region is a vibrant, liveable hub that thrives on strong economic growth and social connectedness. The overarching goal is to empowering people to live, work and access opportunities for recreation and culture.

For more information about Horsham 2041 Community Vision, contact Member...



