

Event Brief

/// ZigZag \\ A Culture Cluster in City South Day / Nite - Saturday July 29 - Sturt & Halifax Streets

Concept

- A Day and Night cluster of free-entry events, gigs and installations promoting Music, Art and Light along Sturt and Halifax Streets in the City. There will also be an indoor Beans & Sprouts Family Day event on the day featuring a Kids Playspace, Circus Performers, Facepainters and more.
- Zig Zag will be held during the Umbrella Winter Music Festival (July 14-30)
- The event is designed to embrace a large number of businesses over significant portion of the City South Precinct.
- City South Association envisages this as being a major place-making project that will help to define Sturt Street as City South's Mainstreet.
- This concept marries City South Association's two primary aims – to support Business and enhance Community for residents and visitors.
- Zig Zag is also an opportunity to leverage established City South concepts (Festive Lights, Beans & Sprouts) to help local business during the winter months.
- The Zig Zag name refers to the event attractions and participating businesses having some distance between them, and that many of them are on opposite sides of the street. Hence when joining the dots between them, it forms a zig zag pattern. This pattern then becomes a bold marketing, visual and graphic design tool.

Headline Events

- City South will coordinate a number of Headline Events to attract patrons to the Precinct. These events become feeders to other participating venues and businesses in the area.

City South Projections Project

- The Credit Union SA building is an imposing box-like structure on the corner of King William St and Gilles St with sheer dark glass on all sides. Its large flat surfaces are ideal for projecting onto, assuming the lights are off inside the building. On weekends this is usually the case. Weeknights sometimes have cleaners or staff working late.
- There are two possible sites to setup projectors within workable distances to project onto the building.
- The first option is the Australia Post Office building on the corner of Halifax and King William. From street level, you can see there is a verandah space on the roof that would be of good height and proximity to project onto the Credit Unions Northern Wall. These projections would then be seen from Halifax St and the footpaths in front of the Kings Head and along King William St.

- The second option is the Quest Apartments building on KW Street. A projector set up on the balcony of one of their upper rooms would shine across to the Northern end of the Western wall of the Credit Union building. Street level viewing of this side is slightly less effective, with only King William St footpaths suitable for viewing.
- City South would need to seek permission from Credit Union SA to do these projections. Credit Union SA have strong Community engagement programs and we see this as a good chance to engage with them and look at possible sponsorship of this activation.
- Splash has been actively encouraging applications for Projection projects in their promotion for the Winter Grants, so we see this a particularly timely project.
- Three Reasons owns a projector capable of this sort of projection and has access to another unit that can be linked to provide stronger projection or used separately.
- Three Reasons would curate still and moving images that work with the Zig Zag theme but also other subjects.

Beans & Sprouts Playspace at Sturt St Centre (Adelaide Christian Centre)

- Following on from successful events in South Terrace playgrounds, City South with this year utilise the large hall at the rear of 33 Sturt Street to host an indoor Beans & Sprouts event.
- 10am-5pm. Entry will be a voluntary gold coin donation.
- An enclosed play unit will be hired and parked outside the entrance.
- Roving performers Zig Zag Circus will perform.
- Face painters
- Balloon animals
- Splash Imagination Playground (as per previous Beans & Sprouts events)
- Music Playlist – a mix of children’s songs and fun retro and modern music.
- City South to run a bake sale – get local mums to donate cakes to sell.
- City South to run offer filter coffee and tea for sale.
- People wanting Barista coffee will be encouraged to support local business East of Norman Café across the road.
- BBQ by Rotary Adelaide South.
- Close off part of Myers St but still allow one way traffic from Gilbert St. to create an outside area where BBQ and play unit can be positioned
- Venue has enough tables/chairs etc as well as kitchen facilities to not need to hire in extra.
- **Venue does normally hire out the space on Saturdays but seems to have very little on their calendar on Saturdays. Need to work with them to make this event happen, but there is a good chance they will see the benefit of being involved in this type of community event and will support it.**

Zig Zag Hub at Minor Works Building

- City South info stall.
- DJ Smiley and possible live acoustic act.
- City South History prints display and info.
- Possible food truck site.
- Splash furniture outside (weather permitting)
- Roaming Circus performers from B&S event across road.

Zig Zag Club

- In addition to having a free live band on during the afternoon at The Kings Head Hotel, Three Reasons will promote a two room event at the Kings Head, utilising the front bar and Ballroom space.
- The Zig Zag club party will feature DJs playing 60s / 70s / 80s pop and rock in the Front Bar and DJs and percussion playing 80s / 90s / 00s indie, pop and dance in the Back Room. Expect to hear plenty of Ziggy Stardust on the night!
- 8pm- 3am. \$5 entry, free for City South members.
- Costs of this event born by the promoter and venue.

Whitmore Square Festive Lights

- A mini version of our annual Festive Lights display will be erected to highlight the East / West path across Whitmore Square and link both sides of Sturt St together for this event.
- Festoon lights will run East / West and Floods or LEDs at either end will highlight the large Moreton Bay figs.
- This installation will stay up for a week: installed on the Tuesday before event and taken down the following Tuesday

Street Art

- A number of significant street art pieces are to be found in along Sturt and Halifax Streets. These sites will be highlighted on the event map, and illuminated at night if possible.

Business Engagement

- To be a part of Zig Zag, businesses will need to become City South Business Members (cost \$50) . This will be a great chance for City South to engage and offer value to local business.
- Encourage businesses to add their own elements to the program eg. Art exhibitions in their premises, a live music act if they can accommodate one.
- Highlight venues that already regularly program live music – eg. Rob Roy, Café Troppo.

Event Timing

- Saturday July 15, 22 or 29 are the Saturdays within the Umbrella Festival.
- Ballroom space at Kings Head available on July 15 and 29 for Zig Zag Club gig.
- Saturday July 29 is the preferred date for the event.

Zig Zag Marketing

- B&W Posters on Bright coloured paper – inexpensive, unique and effective
- B&W A4 folded fliers on bright paper, distributed in letterboxes and venues.
- Prominent entry in Umbrella brochure.
- Splash promotion (if grant application successful).
- Website page on City South site.
- Public relations to generate Media stories.
- Facebook
- Twitter
- Look at unique promotions such as footpath stickers, chalking etc.

Budget / Funding

- Initial Event Budget approximately \$15000. See separate Budget document.
- City South would seek \$5000 in funding from Splash Adelaide.
- If \$5000 in funding is secured, City South to contribute the remainder of \$10000
\$3000-4000 to be allocated from the 2016-17 financial year, \$6000-\$7000 in the 2017-18 financial year.
- These amount to come from established budgets for City South Traders projects and the Beans & Sprouts event.