

MEDIA RELEASE

Wednesday, 17 January 2018

THE DISTRICT DOCKLANDS UNVEILS NEW ART TO HELP WIN THE WAR ON WASTE!

“By 2050 there will be more plastic than fish in the oceans.” United Nations

Would you drink from a public fountain? It seems most people would rather spend \$4 on a bottle of spring water than drink from a community water bubbler.

On Tuesday, 23 January The District Docklands will, in collaboration with Wonderment Walk Victoria and new startup the O Initiative, unveil two O fountains in the heart of Docklands shopping precinct to help reduce the 118,000 tonnes of plastic drink bottles purchased in Australia each year.

As part of the \$150 million redevelopment of the centre, The District Docklands has committed to an engagement program with local community and artists through a variety of creative initiatives. This includes the O fountains which has involved collaborating with Wonderment Walk Victoria to commission Melbourne based artist Lisa Roet to create the art for The District Docklands’ O fountain installation. The centre hopes that visitors will be encouraged to refill their water bottles rather than purchasing unnecessary one-use plastic.

The O initiative founder, Gretha Oost believes that engaging the community through art via initiatives like the O fountains installation can play a vital role in changing the way Australian’s think about public water fountains and help reduce the one million disposable plastic bottles that end up in landfill and our oceans in Australia, daily.

“Each Fountain serves as a focal point in the public spaces where they are located, and can create a sense of community. From basic watering holes to opulent Renaissance city fountains, right through to modern day water coolers, water sources have always played an integral part of public meeting places, in contrast to traditional, sterile, uninviting metal drinking fountains.”

Using primates as inspiration for her two O fountains creations, Lisa Roet conducted extensive research at major zoos and field studies in the Borneo forests before coming up with her designs, and is only too aware of the true impact human behavior can have on our closest relatives.

Lisa will unveil the two O fountains, featuring her beautiful creations inspired by the hands and fingerprints of the primates, with a children’s workshop to be held at The District Docklands on Tuesday, 23 January from 12pm - 3pm.

- ENDS -

For all media enquiries, images or to speak with a representative of *The District Docklands*, please contact:

- Georgina Hood | iD Collective
- E: georginah@idcollective.com.au
- P: +61 3 8554 4888, M: +61 429 997 275

The District Docklands is the hottest new shopping and entertainment precinct in Melbourne. Drawing inspiration from Melbourne’s iconic laneways and distinctive culture, The District Docklands is well into the process of transforming into a new, distinctly Docklands precinct, intended to provide an urban oasis and a vibrant new village for Melburnians on the edge of the CBD.

For more information: <https://www.thedistrictdocklands.com.au>

Wonderment Walk Victoria (WWV) is a public art project that aims to create accessible open-air galleries that engage the public in an appreciation of science and mathematics. Their installations use art as a science communications medium to encourage innovative thoughts and expression and highlight research that is an integral part of Melbourne's identity and unique offering to the world. The support and partnership from Wonderment Walk Victoria allows The O Initiative to stimulate curiosity and interest through art and installations.

More information: <http://wondermentwalk.org.au/>

The O initiative is a movement to change the way we drink water in public spaces.

Our goal is to reduce the massive amount of disposable water bottles that end up in our rivers and oceans. Each O fountain is the result of a collaboration between local people and local artists.

Now you can refill your bottle with fresh, filtered water from a unique work of art.

More information: <http://theoinitiative.com/>

