



SIGNATURE OF SYDNEY - CONCEPT

The brief:

Create a new, contemporary icon of Sydney and capture its real spirit - with its people, architecture, nature and all the modern business that fill this city with life.

The concept:

The Sydney Kiss - An artwork that is as iconic as Sydney itself...A kiss is symbolic of passion, spontaneity, commitment and fun. It's a touch of something that becomes part of you - it's The Sydney Kiss.

The little bit of Sydney that rubs off on you, the lipstick that remains, like a sign off, a signature. It's an expression of affection. It's a feeling you get when you are there. It's a lifestyle, it transcends all issues and multi cultures it's recognised the world over. It's the living and thriving action of the city captured in a kiss.

There's a need for the artwork to be light, fresh, fun and not painfully technical to keep with the spirit of Sydney (we are lucky). There's a little cheekiness, an inward smile, an impulse and passion.

The use of the iconic Sydney skyline becomes part of the kiss, take a second look and you see it, showing that not everything is evident on the surface of our city (like lipstick it's just the outer attraction). Between the lips lies the heart, the harbour. When you are in there you feel totally alive and surrounded by vibrancy as a few boats sail by. Businesses form an integral part of the artwork and seem to float on a spell of inner magic. Their vital role is the commitment that makes up Sydney today. Bringing the artwork alive, each has equal importance & a relationship with each other.

The vibrancy and fun of the city is reflected in its juicy colour.

It's important for every detail of Sydney to be encased within the one image. It gives it power, impact and feeling of being holistic. We all work and live together.

Feel like you're just been kissed?

See Press section for more info.