



BAD

ARTS - INDUSTRY - ENTERTAINMENT

BROOKVALE ARTS DISTRICT IS HERE!

A forward-thinking lifestyle hub showcasing innovation, creativity, sustainability, and excellence.

Where design, engineering, and automotive, fashion, food, and education all co-exist.

Where the night-time economy and daytime industry survive and thrive.

**THIS IS THE BEACHES
HOOD WE'VE BEEN
WAITING FOR...**

→ **LOVE MUSIC, ART AND CULTURE?**

Come and play at GroundSwell 27 - 29 October 2023

→ **GOT A BUSINESS IN BROOKVALE?**

Visit brookvaleartsdistrict.org/business to register for BAD Business Info

Photography: @kayapacs



THE EVOLUTION OF BAD

Something truly remarkable is unfolding in Brookvale. The Brookvale Arts District, affectionately known as BAD, is a visionary venture and passion project that is primed to emerge as one of the most exciting initiatives the Beaches has ever witnessed. We caught up with BAD's founding members to see what all the fuss is about.



Photography: @kayapacs



Photography: @kayapacs

In the heart of Brookvale, BAD is a dynamic new project that's poised to transform the Brookvale 2100 postcode for business operators, industry, and consumers.

"Brookvale Arts District Inc is a not-for-profit community organisation dedicated to fostering the social, cultural and economic growth of Brookvale," says BAD Co-founder and owner of The National Grid, Lara Allport.

From the moment the idea was conceived, BAD has been nurtured by three ambitious, Brookvale-based business owners who all share a dream

of turning the area into a thriving lifestyle precinct that supports the night-time economy, as well as the daytime industry.

"We have strategies across urban renewal, education, business collaboration, improved regulatory environment, and community activations. The more success we have the closer Brookvale gets to becoming the funky creative/tech fusion hub it's meant to be," adds Lara.

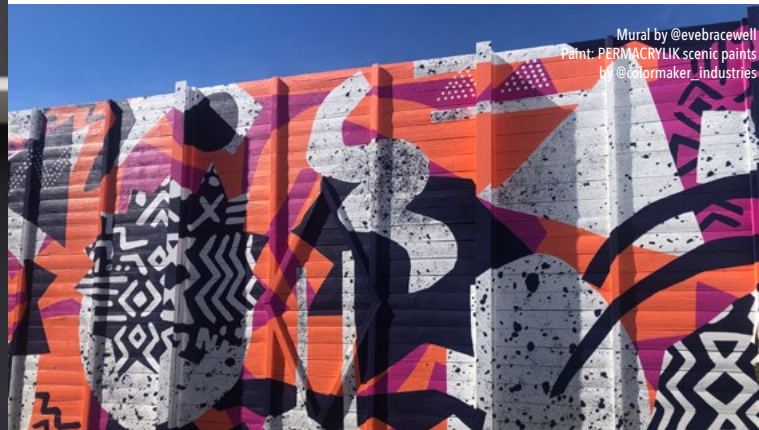
THE FOUNDING TRIO

The inception of BAD found its roots with Miguel Gonzalez, an architect, designer, and visual artist who

relocated from Venezuela to the Northern Beaches in 2013.

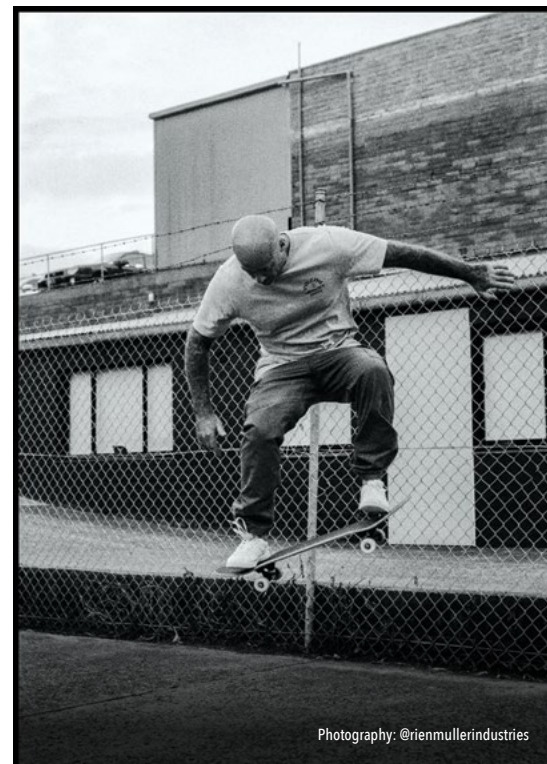
"Brookvale reminded me of Wynwood, Miami, an industrial zone close to the beach, that was transformed into a bustling creative district. I instantly saw the similarities, and potential, in Brookvale," says Miguel.

Drawing on his background in arts and community engagement, Miguel started hatching a visual plan for BAD with his colleagues at La Crème Creative Inc. Then, in 2019, he met Brookvale-based filmmaker, John Meredith, who while living and working in Los Angeles had



Mural by @evebracewell
Paint: PERMACRYLIK scenic paints
h: @colormaker_industries

Words: Donna Armstrong



Photography: @rienmullerindustries

also witnessed, first-hand, the vibrant creative-tech blend in areas such as Venice and Culver City. When Miguel's notion met John's global perspectives and local insights, the synergy was palpable. Then along came local business owner, Lara.

"I'd worked with Lara and invited her to join the conversation. Miguel had fashioned an impressive visual brand for Brookvale to which I could bring strategy and content, while Lara has excellent contacts and creative

"Our vision is for BAD to be a 24-hour arts, industry, and entertainment destination of global significance."

Lara Allport, The National Grid and BAD Co-founder

experience in the place-making and property space," adds John.

This remarkable team got to work on developing a concept that grounds BAD in local narratives while aiming for global relevance.

"Our vision is for BAD to be a 24-hour arts, industry, and entertainment destination of global significance," she says.

IDEA TO IMPLEMENTATION

As the project progressed BAD was marked by meticulous collaboration and planning. Miguel provided the artistic direction, John infused strategy into the vision, and Lara ensured BAD's plans saw the light of day.

"Brookvale is undergoing a transformative phase. It's not only about reclaiming its identity, it's also about positioning it as a hub of innovation, creativity, and community integration," says John.

BAD's strategy is not confined to the traditional boundaries of an arts district and the team have big plans with the launch of the BAD Directory on the website, which will raise the profile of the area as well as the businesses in it.

"We understand that while art and industry are the heart of BAD, collaboration across all sectors will be its lifeblood," explains Lara.

"The website connects local businesses, showcases the vast array of events, activities, service and products on offer in Brookvale, and is a unified platform that boosts community spirit and shared goals."

BAD promotes collaborations between varied industries, from film production and renewable energies to aerospace and education and is leading the way, organising festivals and events, starting with the multi-media GroundSwell festival which is happening in October.

Join the movement this summer, as BAD officially gets underway, and be a part of one of the Beaches most thrilling postcodes. •



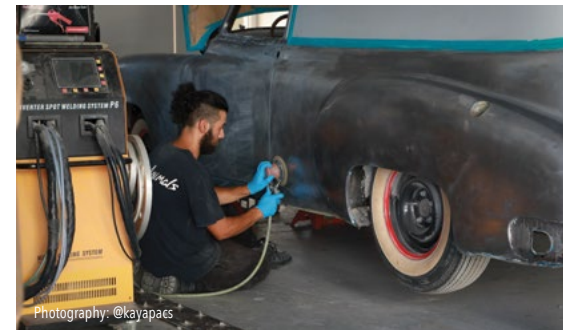
Photography: @kayapacs



Photography: @kayapacs



Photography: @kayapacs



Photography: @kayapacs

FIND OUT MORE ABOUT BAD →



THE BRAINS BEHIND BAD



JOHN MEREDITH
FULL MOON HOT SUN

John brings comprehensive strategy across BAD as well as deep connections into the local and international film, advertising, and music industries. He played a key role in attracting films such as The Matrix, to Australia. John has a keen interest in the content creation possibilities within BAD and its associated activities.



LARA ALLPORT
THE DRAWING ARM AND THE NATIONAL GRID

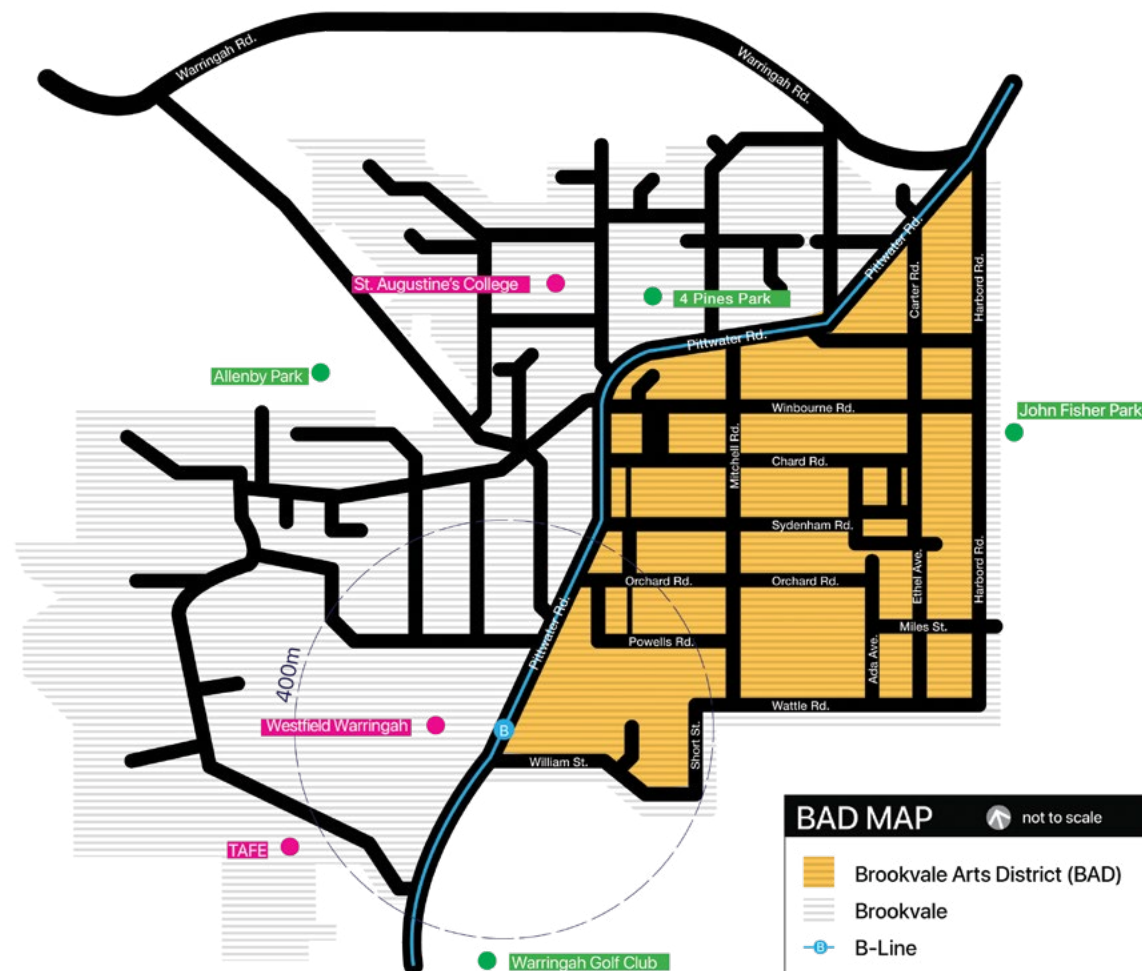
Lara gets everything done, while undertaking innovative, creative, highly successful and awarding-winning design, illustration, strategic communication and brand work. She has extensive experience and is much respected in the property/placemaking space.



MIGUEL GONZALEZ
LA CRÉME CREATIVE INC.

As the architect behind BAD Miguel has carried out extensive research and finely articulates the potential that sits behind BAD, both at home and in an international context. He is a designer and visual artist working at the cutting edge of the creative/tech fusion.

Photography: @kayaparts



BAD: A Bright Light on the Neon Grid

AN INNOVATIVE NEW PROGRAM BY THE OFFICE OF THE 24-HOUR ECONOMY IS SET TO TRANSFORM NIGHT-TIME URBAN LIVING AND BOOST ECONOMIC GROWTH. BAD – BROOKVALE ARTS DISTRICT – IS PROUD TO BE A GRANT RECIPIENT OF THE UPTOWN PROGRAM.

In late 2022, with a mission to support dynamic nightlife and hospitality districts across Sydney, the Office of the 24-Hour Economy launched the Uptown Program. This initiative empowers independent late-night business collectives and will cement Sydney's standing as a world-class nightlife destination.

Thirty district teams, including BAD, signed up to the first stage of the accelerator program and took part in a series of workshops to develop business and marketing skills to transform fledgling ideas into fully realised visions for their districts.

The districts were geographically diverse, spanning Blacktown to Bondi, and at greatly diverse stages of development. Participants bonded over their similarities, discovering how inter-business collaborations had revealed previously unknown opportunities.

"Brookvale Arts District helped shape our thinking for the Uptown district acceleration program - now in place to help groups of businesses keen to work together to bring the unique story of a precinct to life. Brookvale's rich industrial history, coupled with its breweries, distilleries, creative production and live music offering, makes it a compelling place for Sydneysiders to enjoy and also for visitors to discover," says Michael Rodrigues, Office of the 24-Hour Economy Commissioner.

Stage two of the Uptown Program saw 21 successful districts across eight different local government areas in Sydney receive up to \$200,000 in funding to further promote and realise their individual district visions. Alongside BAD, districts including Eastwood KoreaTown, Ujjala Little India and Chippendale Collective offer people a diverse going-out experience right across Greater Sydney.

As one of the grant recipients BAD will now have funding for district coordination and marketing support and an ability to launch its community activation programs.

MICHAEL RODRIGUES, 24-HOUR ECONOMY COMMISSIONER

"The funding is all about becoming self-sustainable so every dollar we spend is about taking us successfully along that path," BAD co-Founder John Meredith explains.

"We're now in start-up mode and strategically building the infrastructure we need to pull off a very expansive and well-honed vision for Brookvale," says John.

UPTOWN: A POWERFUL PROGRAM

BAD is considered one of the shining lights on the Neon Grid – an evolving network of diverse and exciting night-time precincts across Greater Sydney – and is now garnering significant interest across Sydney and beyond.

The positive response to the BAD vision was palpable when Lara Allport, BAD co-founder, recently participated in a panel discussion in front of an audience of movers, shakers and leaders from Sydney's hospitality, tourism, cultural, finance, tech and creative sectors, with brand representatives from Sonos, Uber, Amex and Jack Daniels.

"It's inspiring to have the big end of town celebrating BAD," says Lara. "Based on what these significant business and cultural entities can see in our value proposition BAD is already considered a success."

Minister for Music and the Night-time Economy John Graham says that the Uptown Program is a vital part of realising the NSW Government's 24-Hour Economy Strategy.

"This is an exciting opportunity for groups of businesses and creatives in areas across Sydney who've laid out their visions to create well-known precincts with unique offerings for locals and visitors to enjoy," he says.

The next iteration of the Uptown Program is currently underway, and a new round of participants from across Sydney are undertaking the Accelerator program, with members of the BAD team invited onboard to mentor the process.



Words: Donna Armstrong Photography: 24-Hour Economy Commission

GroundSwell @BAD

27-29 OCTOBER 2023

Coming to the Beaches this October, GroundSwell Brookvale, promises to deliver a celebration of music, art, culture, and more. Rally your mates, grab a ticket and we'll see you there!



Last year, when John Meredith discovered The Plant Room in Brookvale would be available for a five-weekend stretch, he decided to create a music, film, and culture festival that could one day grow across the eastern industrial zone of Brookvale and beyond. It is an event he describes as, 'a grassroots, all-ages version of SXSW meets Big Day Out.'

John immediately pulled together a dynamic team, including local singer and event producer Louisa Thomas, performance artist and co-producer Bec Kable, Joel Grace from Northern Beaches PA, and Emmy nominated music producer Bobby Summerfield, a man who's worked with everyone from Michael Jackson to Jimmy Barnes

According to John, "We had three and a half weeks to organise a festival with musical performances ranging from Opera to Punk; including neo-funk, country blues, and roller boogie."

The festival also had presentations from local creatives, an art exhibition,

film screenings, as well as a homage to the deep ties between Brookvale and Australian surf culture.

In the middle of Covid, without any budget to speak of or lead-time for a marketing campaign, the group was still able to create a successful festival with a bright future. While the first two weekends were relatively slow, amid the regular Covid breakouts and heavy rains, by week three the word of mouth had spread, and they were enjoying full houses.

"My favourite moment was the Flow Arts and Skater Punk weekend," recalls John. "On Friday night we had incredible drumming, jam sessions, and wild ecstatic dancing. The following night we had NZ power-punch duo Whammy, a hard-core solo set from legendary Celibate Rifles front man Kent Steedman and local punks The Darrans, and with Bobby Summerfield mixing the sound it was big and beautiful, with two hundred people going absolutely nuts."

The success of last year's event has laid the foundation for a second, bigger, and bolder iteration coming in late October, 2023.

The three-day festival, called GroundSwell Brookvale, presents a diverse ticketed music program which will run in the LABEL entertainment venue, spill out into nearby laneways, and across a pedestrian crossing on Orchard Road.

The laneways will have free public access to music, art, food, and cultural activities with easy connections to nearby breweries and distilleries as satellite venues.

LOCAL TALENT

The BAD team have been tight-lipped about scheduled artists and presenters at this year's festival. But a teaser campaign will unfold in the coming weeks.

"Our intention is to under-promise and over-deliver," says event designer, Juan Pablo Gomez, who's designed and co-produced major festivals in South America featuring the likes of Jimmy Cliff and Krafwerk.

"What we can tell you is that there'll be a selection of popular Northern Beaches-based artists including Le Shiv and Crocodylus some opera, jazz, punk, and Inner-West warehouse party crew Motorik hitting the decks on Friday night and Saturday afternoon."

There will also be a Ben Brown retrospective in large-scale street posters supplemented with augmented reality technology, including an animation element that has never been publicly shown in Australia until now.

The festival has multi-year funding from Northern Beaches Council and is enjoying support from major local businesses and organisations.

While this year's festival has more local focus, we've been told at least one international headliner, closely connected to David Byrne, has already been secured for next year and the GroundSwell team has already approached Northern Beaches Council about expanding the festival precinct for next and subsequent years to come.

Book your tickets and check out festival information at: groundswell.sydney

Words: Donna Armstrong Photography: @kayapax



ARTWORK BY @MENTALBEN

BEN BROWN @BAD

BROOKVALE IS FULL OF TALENTED, CREATIVE INDIVIDUALS. MASTERS IN THEIR TRADE, EACH WITH AN AMAZING STORY TO TELL. BAD ARTIST BEN BROWN (@MENTALBEN) IS ONE OF THOSE INDIVIDUALS.

A life-long Beaches resident and former member of the band Hellmenn, Ben Brown took a passion for drawing that started as a young boy doodling in front of the telly, and a job in his late teens at a Brookvale screen printers, all the way to becoming a legendary illustrator, specialising in poking fun at celebrities and printing his masterpieces on t-shirts.

"I have drawn on one of my art heroes to create this piece. American Ed 'Big Daddy' Roth produced fantastic custom cars, t-shirts, and model kits in the 60's and 70's. This design is a direct throw back. It invokes the wild times I spent as a youth in the Brookvale area – and of course, it is home to the mighty Manly Warringah Sea Eagles!"

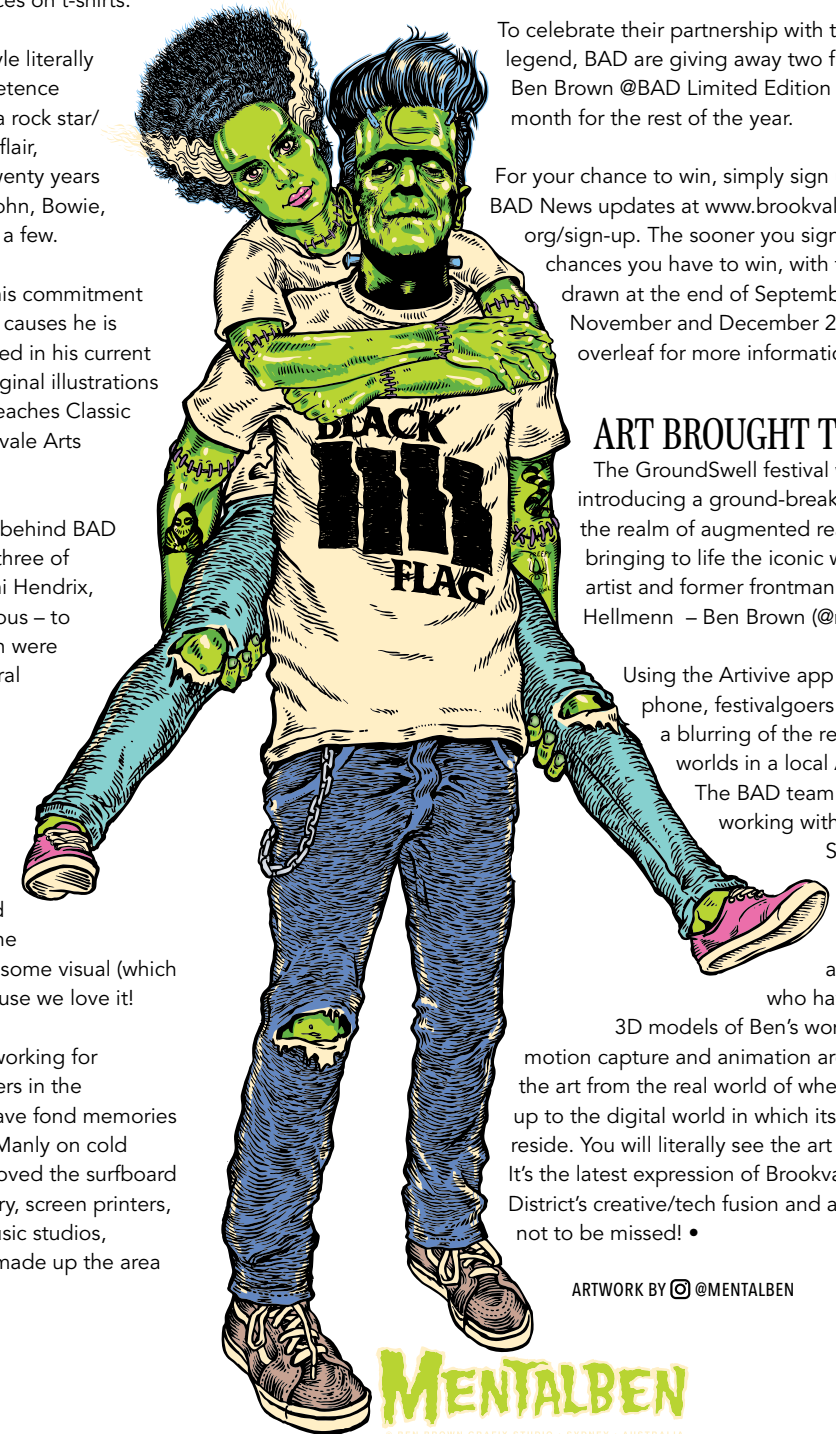
Ben's unique illustration style literally peels back the layers of pretence down to bare bones, with a rock star/pirate meets Andy Warhol flair, creating a portfolio over twenty years that includes icons Elton John, Bowie, and Jimi Hendrix, to name a few.

But what we really love is his commitment to his roots and support of causes he is passionate about – displayed in his current collaborations, creating original illustrations for the Lifeline Northern Beaches Classic event, and now with Brookvale Arts District (BAD).

Ben first threw his support behind BAD in 2022 when he donated three of his iconic illustrations – Jimi Hendrix, Debbie Harry, and Sid Vicious – to reproduce as posters which were auctioned at BAD's inaugural GroundSwell event.

This year, Ben has created a Brookvale Arts District original illustration for the BAD merchandise range, including a Limited Edition full colour t-shirt. We asked Ben to tell us a bit about the inspiration behind this awesome visual (which you can see overleaf) because we love it!

"I got my start in Brookie working for all the various screen printers in the area when I left school. I have fond memories of riding my bike up from Manly on cold winter mornings. I always loved the surfboard manufacturers, auto industry, screen printers, skateboard companies, music studios, and rehearsal spaces that made up the area and the 'culture' for me.



To celebrate their partnership with this local legend, BAD are giving away two full colour Ben Brown @BAD Limited Edition tees each month for the rest of the year.

For your chance to win, simply sign up to receive BAD News updates at www.brookvaleartsdistrict.org/sign-up. The sooner you sign up, the more chances you have to win, with two winners drawn at the end of September, October, November and December 2023. See overleaf for more information.

ART BROUGHT TO LIFE

The GroundSwell festival will be introducing a ground-breaking leap into the realm of augmented reality (AR) bringing to life the iconic work of local artist and former frontman of the band Hellmenn – Ben Brown (@mentalben).

Using the Artive app on their mobile phone, festivalgoers can witness a blurring of the real and virtual worlds in a local AR first.

The BAD team has been working with Binyan Studios, based in Sydney, London, Los Angeles and New York, who have created

3D models of Ben's work, then using motion capture and animation are blending the art from the real world of where it's pasted up to the digital world in which its characters reside. You will literally see the art come to life. It's the latest expression of Brookvale Arts District's creative/tech fusion and an experience not to be missed! •

ARTWORK BY @MENTALBEN

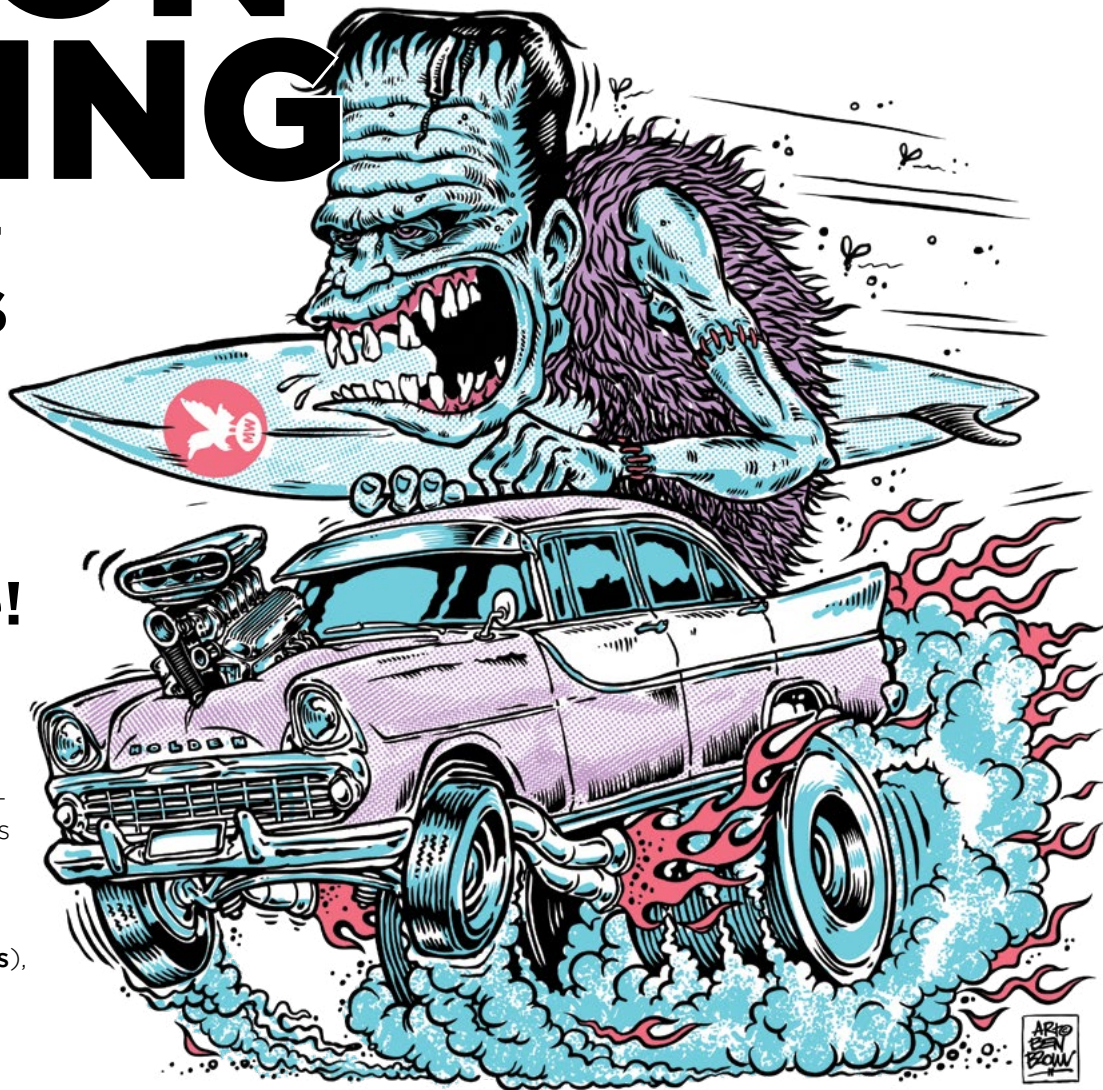
MENTALBEN
BEN BROWN GRAPHIC STUDIO - STONEY - AUSTRALIA

Words: Donna Armstrong Photography: Brookvale Arts District

BAD MOON RISING

Sign Up for BAD NEWS and win a Ben Brown Limited Edition Tee!

If you're a **BAD business** or a **BAD regular** then **BAD News** is the best way to hear all the good news coming out of **BAD** - and there'll be lots of news to share as festivals and events are announced, the **BAD Directory** grows (A to Z of **BAD Businesses**), the **What's On Calendar** fills up, and infrastructure improvements start taking shape.



Simply scan the QR code and register for BAD News - and if you're a business in Brookvale, make sure you tick the box to receive a BAD Business Information Pack.

Plus, sign up now and you'll be in this month's draw to win a Limited Edition Ben Brown Tee! BAD is giving away two Ben Brown Tees EACH month for the rest of the year!* Or you can register at brookvaleartsdistrict.org



TERMS & CONDITIONS APPLY - SCAN QR CODE TO VIEW. SIGN UP TO BAD NEWS



AVAILABLE IN BLACK OR WHITE

FOUNDER *Unfiltered*

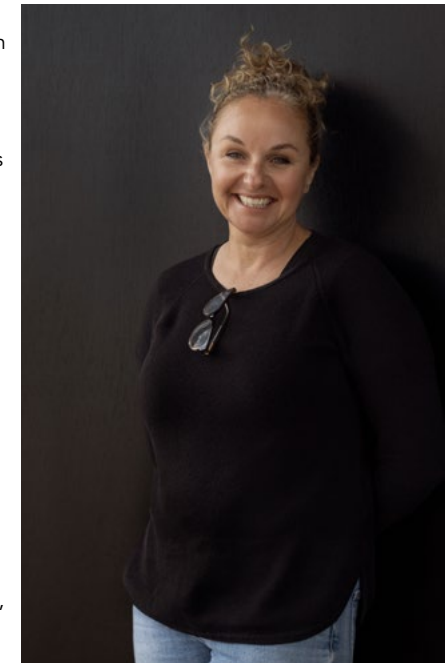
BAD co-founder, Lara Allport, shares her insights behind the making of BAD.

What inspired you and your community to create BAD? I've lived on the Northern Beaches for 22 years and been a commercial tenant in Brookvale for nearly two decades. I've always loved the eclectic mix of the area with its amazing spaces, innovative businesses, and the extraordinary talent that work behind those industrial facades.

Until recently, many people viewed Brookvale as little more than an industrial zone with some kid's activities and a few breweries and distilleries dotted around. What's often lesser known, is that amongst the 2,000 plus businesses located here, Brookvale is a hotbed of entrepreneurialism, innovation, creativity, and excellence, across just about every conceivable industry. When you look under the hood, you'll find a Pandora's box. I love that and it's something I want to share.

It was exciting to meet John and Miguel, to experience their similar passions for Brookvale and discover a shared vision for what's possible here. All three of us could see Brookvale as an integrated arts, industry, and entertainment district of global relevance so we decided to get to work and bring that reality to life.

How is BAD funded? It's been a self-funded journey with more than three years of donated time from each of us, plus other helpers along the way. From the start we've had solid support from James Griffin (Member for Manly) as well as industry associations like APRA AMCOS and the Live Music Office as well as Mike Rodrigues and the 24-Hour Economy Commission. Now we're enjoying support from other local MPs, Government Ministers like John Graham (Minister for Music and Night-Time Economy), and Northern Beaches Council. In late July, we received a significant seed-funding package from



ultimately benefit from Special Entertainment Precinct zoning and other regulatory improvements already happening in other LGAs. The BAD precinct is an expression of night-time economy successfully co-existing with daytime industry and we look forward to demonstrating how both can thrive side by side.

Will you be running any events or festivals in the district? Yes, there's a lot in the pipeline, and we have our inaugural music, film, and culture festival, GroundSwell, coming this October with other major festivals planned over the next two years. We've also been invited to participate in a couple of metro-based and regional festivals which we'll be announcing next year. Our plan is to build an annual calendar of diverse and inclusive events so you'll read and hear more about those as we prepare to roll them out. You can check out www.brookvaleartsdistrict.org

How can Brookvale businesses get involved? Now that we have launched the website, getting into the BAD Directory is a must for businesses in Brookvale. We are all about driving awareness and exposure for all businesses based here, and now that we are building traction we want Brookvale businesses to be BAD Businesses so that they are part of what's happening.

BAD Businesses will also be supported through our What's On Calendar, To Do @BAD listings, and BAD News. Not to mention other activations in the pipeline. So the best way for businesses to get involved is to sign up for BAD News, tick the box to say they are a business in Brookvale and we will send them a BAD Business Information Pack. •

the NSW Government, which we're using to create the essential building blocks required to launch BAD, to build awareness, generate membership, and get us to the point of self-sustainability. We're doing everything from strategic communications and branding to marketing, promotions, and website building. It's a very thirsty beast.

Where is the Brookvale Arts District located? As you can see from our logo, we consider all Brookvale as BAD and will be actively working to represent everyone living and playing in the suburb. However, to be eligible for the UPTOWN funding we were required to nominate a 'precinct' within the suburb. Hence, we've identified BAD as the eastern industrial zone, boarded by Pittwater and Harbord Roads, Wattle, and William Streets.

It's where most of the breweries and other venues are located that will

JOIN THE BAD MOVEMENT AT BROOKVALEARTSDISTRICT.ORG AND @ [@BROOKVALEARTSDISTRICT](https://www.instagram.com/brookvaleartsdistrict)



SIGN UP TO BAD NEWS