

The Dawn of Brookvale Arts District (BAD)

Brookvale, new vibrant heart of the Northern Beaches, is set to become the BADDEST place ever. Born from a shared vision, Brookvale Arts District (BAD) is an ambitious initiative that aims to transform the area into a dynamic creative and industrial hub, bringing an exciting renaissance to Brookvale.

Community Spirit: BAD's Driving Force

At its core, BAD is a testament to the power of community. A small group, fuelled by their desire to realise the precinct's potential, embarked on a journey to cultivate a thriving integrated arts, industry and entertainment scene. Spearheaded by local business owners; filmmaker John Meredith, brand and place-making creative Lara Allport and architect, designer, visual artist Miguel Gonzalez whose combined efforts has evolved the project into a dynamic brand strategy ready to make its mark.

The recent arrival of 11 breweries and distilleries has breathed new life into the area, set to resuscitate the Northern Beaches' once vibrant live music scene and the BAD founders have been working with APRA and Live Music Office to lobby for regulations that will fortify this music push.

Political and Financial Support: A Boost for BAD

In 2017 James Griffin MP underlined the evolution of Brookvale as an important goal for the Northern Beaches. "This will deliver a great economic and cultural boost to our area. BAD is exactly what we need for Brookie and the time has come!" Griffin said, providing ardent support and advocacy for BAD since first meeting with the team in 2020.

Brookvale Arts District immediately caught the attention of Michael Rodrigues, when he took up the role of NSW Night-time Economy Commissioner, and claims "BAD is one of the most exciting night-time precincts to emerge in Sydney over the past few years."

BAD's Vice President Allport revealed, "Recently we've been focused on securing funds and now have seed funding from Investment NSW via the UPTOWN accelerator program." BAD is primed to make a lasting impact and this major NSW Government endorsement brings credibility and excitement, further propelling BAD towards its vision.



Groundswell coming 26 - 29 October

Revitalising the Community: Vision and Events

"BAD is a catalyst for change" declares President Meredith. The organisation is currently onboarding Foundation Membership from key sectors across Brookvale, and finalising an Advisory Board with movers and shakers from media, music, arts, and advertising, including Warren Brown, acknowledged as the man who revolutionised the face of beer advertising in Australia with his innovative campaigns for Tooheys and XXXX Gold. Most will remember his gold-winning and baddass tongue commercial for Tooheys Extra Dry.

Central to BAD's mission are large-scale festival activations that will immerse the community in art, music, and culture. Groundswell is a music, film and culture festival scheduled for late October which Meredith describes as "SXSW meets Big Day Out and more grassroots...we plan to come out strong in 2023 and scale-up over subsequent years." Negotiations are underway with significant international headliners for 2024.

Also, planned for 2024 is a large-scale, augmented reality street poster festival. "Featuring significant local and international artists in a major art, F&B and entertainment event" explains Chief of Staff Gonzalez.

Over the following months BAD will be making further announcements about its corporate partnerships, membership rollout and merchandise as well as various initiatives and activations coming down the Brookvale pipeline.

Check out BAD at brookvaleartsdistrict.org and follow [@brookvaleartsdistrict](https://twitter.com/brookvaleartsdistrict)

Words: **Liam Carroll**