

Creative MULLUM

A PLACE
THAT IS
OUR
COLLECTIVE
IMAGINATION

Incorporated 2013



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INTRODUCTION

Creative Mullumbimby is a community cultural development organisation, dedicated to facilitating innovative and creative place making.

CM supports artistic endeavour in Mullumbimby and the Byron Shire.

We foster creativity as an everyday activity and actively support professional artists.

Collaborating with individuals, local community groups, organisations, the Byron Shire Council and the Mullumbimby Chamber of Commerce.



CREATIVE STORY

The Biggest Little Town in Australia, Mullumbimby, has always prided itself on being bigger than its stature, in the strength and ingenuity of its people.

The creative, inventive and constructive have melded to form the core of how the town and its ethos has evolved.

Each wave of community; logging, farming and creatives, has brought innovation with it.

The influx of alternates during the 70's and 80's, brought change and adaptation.

The creative environment has thrived, through the attraction for artists, artisans and original thinkers.

THE FOUNDATION OF CM

In 2013 Suvira McDonald and Malcolm Price, along with others, supported by the Mullum Chamber of Commerce, formed Creative Mullum.

From its inception, CM sought to express the underlying imaginative, inventive culture of the region in the town of Mullumbimby.

It would be a place that demonstrates the creativity that lives within the people, their homes, studios and workshops.

The expressions could be permanent, fleeting manifestations, esoteric encapsulations, or ephemeral.

Stories of place and the feeling or "vibe" are transformed for visitors and locals alike.



THE BIG PICTURE SHOW



In 2014, CM staged the Mullumbimby Big Picture Show, a community forum and exposition.

The outcome of the forum provided a basis for “ Our Mullumbimby Masterplan “

www.byron.nsw.gov.au/Community/Place-planning/Our-Mullumbimby-Masterplan

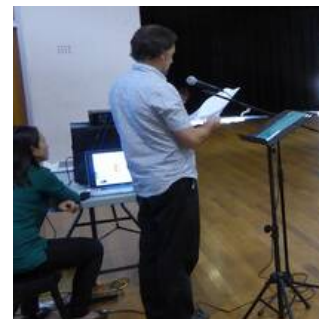
The Big Picture Show, in turn, creating a strong relationship with the Byron Shire Council for artistic projects within Mullumbimby.

Two of these being the Mullumbimby Sculpture Walk and the Ingenuity Sculpture Festival.

A priority project emerging from the forum, now embedded within the Masterplan,

is The Mullumbimby Story Trail, a primary focus for funding and community involvement for the future.

The Masterplan and relationship with BSC have enabled CM to work with the Chamber of Commerce to create works intrinsic to the Mullumbimby Artscape.



MULLUMBIMBY SCULPTURE WALK

The Mullumbimby Sculpture Walk began in 2013 with a successful development application in Palm Park along the banks of the Brunswick River.

Its intended purpose is to showcase permanent and temporary site-specific public art, expressing stories linked to the town's unique history, contemporary culture and natural environment.

The first commissioned sculpture Enter Here was completed in 2016. There are now, with the Echoes of Chincogan, five completed permanent works with a further two in the planning phase.

The opportunity continues for new works, both permanent and temporary, expressing bold and innovative ideas unique to Mullumbimby.

Threads of sculptural installation will continue throughout the Story Trail, the whole township and surrounds, as placemaking develops in the coming decades.

The Sculpture Walk will be an enduring presence of CM's achievements.



INGENUITY FESTIVAL

The Ingenuity Festival is an annual sculpture festival held along the Mullumbimby Sculpture Walk in Palm Park.

It is about art making that is site specific, fostering creative inventiveness. The festival is a showcase for both professional and amateur artists across the Northern Rivers.

It celebrates traditional and contemporary knowledge and art, promotes community input into publically presented sculpture, whilst advocating for a sustainable future.

The festival has evolved three strands of inclusion.

A curated program of selected sculptural and place making installations by professional artists and regional emerging artists.

A Smalls Gallery allowing participating artists to also exhibit smaller works.

A number of curated programs and installations that directly involve the local community in site specific art making.

Examples include :-

- Back to Balance, an Indigenous textile installation, by local Bunyarra Culture Collective
- The 2018 The Peoples' Workshop, hands on sculpture making for the public
- The Castle of Dreams, showcasing work of more than one hundred local school students.

It is a festival that encourages collaboration and involvement by the community as both spectator and participant.

Combined, the 2018 and 2019 Ingenuity Festivals have showcased more than sixty large works by individual artists and collectives.

In its first two years, Ingenuity has attracted thousands of local, interstate and international visitors .



STREET ARTSCAPE

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The Master Plan, "4 Priority Projects" forms the guidance for CM to transform the town's streetscapes with the introduction of new art works, placemaking design initiatives and artisan street furniture.

We are supported by the Chamber of Commerce, Brunswick Valley Historical Society, the Byron Shire Council and local businesses.



THE CULTURE ARK

CULTURE ARK

The Culture Ark is an off grid, solar powered, artist workshop and performance hub, in a container. Its primary purpose is to allow off-grid and remote artistic events. It is available for use by community groups for free and at a cost to commercial operators.

It was funded by a Create NSW



COLLABORATION

Collaboration and partnership with other local organisations has been key to our process from the outset. CM has partnered with and is supported by Mullumbimby Chamber of Commerce, Brunswick Valley Historical Society, Byron Community College, Byron Shire Council, Mullumbimby High School & Primary School, COREM, Arakwal Corporation, Bunyarra Cultural Collective and Social Habitat Housing Incorporated.



INCUBATION

Incubation: we seek to nurture new ideas and act as an umbrella under which creative initiatives can grow. Projects that we have supported include: Byron Trails; Stories in the Club; CALDERA Contemporary Textile Collective; and Recreation of Mullumbimby Gateway.

INSTIGATION

Instigation of projects to improve the physical fabric and well being of the community - Mullumbimby Sculpture Walk, Our Mullumbimby Masterplan, Ingenuity Sculpture Festival and Mullumbimby Story Trail



THE MULLUMBIMBY STORY TRAIL

The Story Trail, now a Priority Project within the Mullumbimby Master Plan, will connect many existing and future community projects.

To improve the access and mobility of Mullumbimby residents, the Story Trail will connect, Heritage Park Rainforest Arboretum, Palm Park and the Sculpture Walk, The Drill Hall, The Riverside walking and bike path, The Museum, The Community Gardens, the Saltwater Creek bushfood trail, The Railway Line and The Ross Industrial Estate and Arts Studio precinct.

It is also an imaginative web that creates a blueprint for project ideas that can emerge and be created by anyone. They can be grounded in truth or fantasy, be permanent, ephemeral or virtual within the Mullumbimby Keeping Place.

The Keeping Place is a virtual realm of ideas and concepts that will integrate with the physical Story Trail. It will include many existing stories of Mullumbimby's history and culture including Brunswick Valley Historical Society's Historical Interpretative Trail, a Significant Tree Trail and an Aboriginal Dreaming Trail.



OUR FUTURE - YOUR INVOLVEMENT

The future of Mullumbimby is in our hands.

Mullumbimby is a special place with a unique blend of history, culture and natural environment.

We have a compelling narrative for a surge in innovation that reveres our cultural and natural history. Creative Mullum is at the forefront of laying the foundation for a creative future.

The town has a new masterplan with 4 Priority Projects that enable the Burringbar Talking Street, the Stuart Street Green Spine, Placemaking Seed Projects and the Mullumbimby Story Trail.

CM have created new projects and infrastructure such as the Solar Culture Ark, The Sculpture Walk and the Ingenuity Festival.

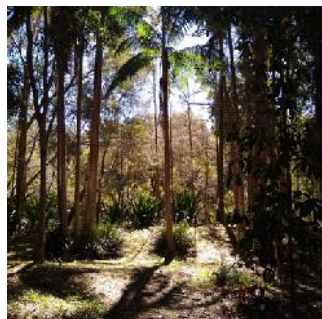
We are a part of a cohesive group of community partners that has demonstrated our expertise to support smaller projects, manage grants and successfully bring projects to completion.

Creative Mullumbimby is a strong community organisation with a solid track record, we would like to take the next step and we want your help.

In particular we would like to:

- Establish a board of patrons to advise us strategically and help raise funds
- Increase our organisational capacity
- Boost our community profile and brand
- Drive connections for all who live and share in this Shire
- Broaden our geographic impact within Byron Shire and the region;
- Continue to develop world-class place specific innovative projects.

DO YOU HAVE A PROJECT OR EXPERTISE TO CONTRIBUTE?



OUR MISSION

OUR MISSION IS TO MAKE MANIFEST THE CREATIVITY OF OUR COMMUNITY

THANKS

Special thanks to:

The Mullumbimby Chamber of Commerce

Who have provided constant support and encouragement from the outset
They were the major funder of Echoes of Chincogan

Create NSW

They have supported us in two large projects
Evolving Public Art in Mullumbimby (2016-2019) and
The Solar Culture Ark (2018-2020)

Creative Partnerships Australia

Provided MATCH funding to help fund "Enter Here"

Our many local commercial and private sponsors