

Dominion Rd gets a splash of colour as Kiwi father and son kick off new Street Art Project



DOMINION RD

Dick Frizzell

Otis Frizzell

Well-known New Zealand artists, Dick and Otis Frizzell, have woven their magic to create the first of a series of street art works that will grace Dominion Road.

This will be the start of a project where other artists will be encouraged to apply to the BID-operating Dominion Road Business Association (DRBA) for funding to do the same - resulting in an inspiring sequence of works painted by artists from a range of diverse backgrounds.

BID programme manager Gary Holmes says DRBA is thrilled to be launching this project, and to have secured artists of the Frizzells' calibre.

"We're so excited that Dick and Otis have agreed to be part of our first mural for Dominion Rd. Their work is so well-loved and what they've created will become truly iconic.

"It's all part of our vision to create a strong sense of identity and local connection with the area, and support our brand proposition of *World within a Street*," he said.

"Street Art adds such a great dimension and sense of diversity to any area, as the recent proliferation in cities like Dunedin and Christchurch have shown. We can't wait to add a big splash of colour here in the heart of Auckland too."

Dick Frizzell said he was excited to be part of such an amazing project in one of Auckland's most colourful, vibrant neighbourhoods - and to be able to give some up-and-coming artists a paid opportunity to share their style with Auckland.



SOURCE: NZ Herald



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Son Otis agreed: “It can be tough out there, especially when you’re starting out and we can’t wait to see what talent is waiting to be discovered. We’re hoping to get a wide range of cultures representing their different styles, as well as some Kiwi artists, as this will accurately reflect the multicultural nature of this place Aucklanders love so much,” he said.

Dominion Road is perhaps best known these days for its ethnically-diverse dining. Hand-pulled noodle bars sit cheek-by-jowl with Spanish tapas courtyards, New York pizza, Sichuan dumplings and Nepalese curry houses; some of Auckland’s most authentic food from all over the world can be found on this one road.

Gary Holmes said the Dominion Road Street Art Project is part of bringing this culinary diversity to life in a visual way, as well as highlighting other qualities of this area – like vibrancy and creativity.

“We want to make it attractive to families too, so they can come and grab an affordable, delicious bite to eat and check out the street art at the same time. It’s such a fun way for children to get a real cultural education,” he said.

Of their first work, Otis said, “Dad and I took a walk around the part of Dominion Rd where our mural was gonna be [corner of Ewington Ave and Dominion Road]. We looked, listened, took photos. Just to get a really good feel for the area. Then we went back to the studio and tried to distill it all down to an image that really reflected the vibe. We’re pretty pleased with what we’ve come up with.”

Now it’s completed, other artists will be encouraged to add their flair by applying to create a work for this series. Each piece will have its own message, but collectively they will speak about embracing and celebrating the mix of cultures that now make up Tāmaki Makaurau. Dominion Road is, by its nature, already a huge celebration of this idea, the street art will solidify this even further, in a visually exciting way.

Gary described Dominion Road as an important, cherished and truly central part of Auckland’s cultural identity – just like Cornwall Park, Mission Bay or Piha.

“While other iconic spots often revolve around more physical natural landmarks, this street is a representation of Auckland’s heart and spirit - and the joy of finally becoming a truly international city. Everyone involved in this project is excited about seeing that spirit, and coming-of-age illustrated by some of Auckland’s finest artistic talent.”