

01 / PROPOSED LANDMARK | BRISBANE RIVER

NUMINA

A gateway to Queensland



Original NUMINA deck concept visualisation. Proposed work, not a built installation.

A monumental river experience that invites the world to discover Queensland through its people, landscapes and stories.

THE PUBLIC OPPORTUNITY

Brisbane can be the beginning of a longer Queensland journey. NUMINA proposes a distinctive night-time landmark: faces, water and landscape imagery emerging beneath the city's bridges through mist projection and cinematic animation.

WHAT IS DOCUMENTED

The source pitch establishes the creative concept and visual direction. It builds on delivered participatory work including ECHO/OHCE and RIPPLE. Site selection, engineering, approvals, funding and operating arrangements remain to be developed.

THE EXPERIENCE

The deck describes an evolving storytelling platform, with a proposed riverbank console that lets visitors place their portraits within the work. The experience connects city-scale visibility with a personal encounter: people become part of the destination's story.

Source: NUMINA 26 supplied pitch deck pp. 1–7 and 9–11. Concept imagery from that deck.

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PUBLIC VALUE AND NEXT APPLICATION

Outcomes to pursue and measure in a future commission

DESTINATION RECOGNITION

A distinctive river image could help Brisbane stand out internationally. Landmark visibility and shareable portrait moments create opportunities for earned media and visitor storytelling.

REGIONAL VISITOR JOURNEYS

A proposed rotating programme could connect reef, rainforest and inland stories to opt-in regional itineraries. The ambition is to inspire travel beyond Brisbane and across Queensland, then into wider Australian journeys.

AN INCLUSIVE NIGHT-TIME OFFER

Shore-based viewing could provide a shared cultural attraction for residents, families and visitors. Coordinated programming with hospitality and river operators could extend an evening visit.

A PRACTICAL NEXT APPLICATION

Proposed tourism pathway: encounter the landmark, interact with a portrait, discover a landscape story, then explore a linked regional itinerary. Cultural and environmental content would be developed with appropriate custodians and specialists.

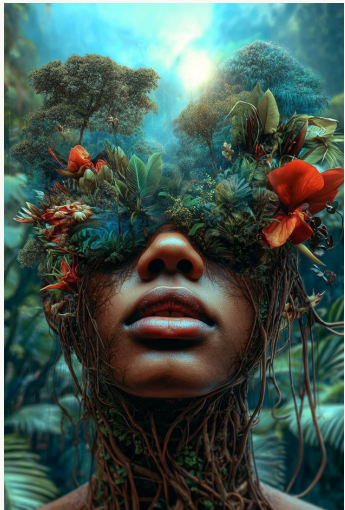
HOW TO EVALUATE A FUTURE COMMISSION

Participation and place	Count viewers and completed interactions; sample dwell time and accessibility feedback.
Tourism and local value	Track opt-in itinerary visits and referrals; survey onward travel intent and nearby visitor activity.
Sharing and learning	Measure consented shares and attributable reach; test recall of featured places and stories.

A USEFUL COMMISSIONING STEP

Commission a feasibility and audience pilot first: river conditions, wind, navigation, light and sound, accessible viewing, consent, cultural authorship and running costs. Agree success measures before considering a permanent landmark.

Evidence: NUMINA 26 supplied pitch deck pp. 1–7 and 9–11. Concept imagery from that deck. Full source notes accompany this collection.



FROM LANDMARK TO PERSONAL MEMORY

Skyline presence draws attention. A responsive portrait creates personal agency. A visually dynamic encounter gives people a reason to capture and share their experience. These are design strengths; emotional impact and distribution would be evaluated with audiences.