04 / DELIVERED | GEELONG TOWN HALL | 2023

XMAS IN GEELONG

A civic landmark after dark

Geelong Town Hall projection. Portfolio images supplied by Georgie Pinn.

An eleven-minute projection artwork that turns civic architecture into a shared celebration of cultural diversity and belonging.

THE PUBLIC OPPORTUNITY

Commissioned for Geelong Town Hall in 2023, the artwork used a familiar public building as a canvas for animated storytelling. The creative focus was gathering, migration, reunion and the connections between traditions.

THE EXPERIENCE

The Town Hall appeared wrapped as a gift, with changing animated layers drawing on cultural groups in the region. Georgie composed an original soundtrack, bringing image and sound together around a public landmark.

WHAT IS DOCUMENTED

The portfolio documents the council commission, eleven-minute format, animated facade and original score. Its contribution is architectural storytelling and shared viewing. Audience interaction is not claimed for this particular work.

Source: Georgie Pinn portfolio/CV p. 8, and Interactor project listing.

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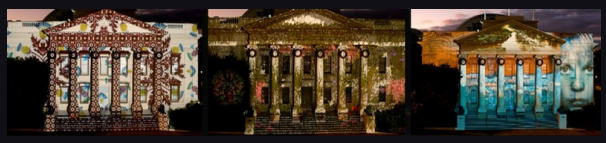
PUBLIC VALUE AND NEXT APPLICATION

Outcomes to pursue and measure in a future commission

BELONGING THROUGH CIVIC STORYTELLING

A recognised public building becomes a setting for narratives of migration and shared humanity. The work offers a precedent for a council programme that reflects the people of its region.



A REASON TO VISIT AFTER DARK

A scheduled visual artwork can anchor an evening cultural visit. Future programmes could link screening times with dining, markets and other attractions to encourage movement through a precinct.

A DISTINCTIVE IMAGE OF PLACE

Architecture, animation and music create a recognisable setting for visitor memories and photography. The destination identity comes from the actual building and its local cultural story.

EXISTING ARCHITECTURE AS A STAGE

This commission shows how temporary media can transform an existing civic asset. The building supplies scale and recognition; animation and sound provide a changing narrative without requiring a permanent new sculpture.

A PRACTICAL NEXT APPLICATION

A Brisbane or regional Queensland adaptation could feature local stories and original visual commissions. Community contributors would help shape the content, while viewing routes and nearby businesses could be integrated into the event plan.

HOW TO EVALUATE A FUTURE COMMISSION

Precinct activity	Compare audience counts and dwell time with suitable baseline evenings.
Community representation	Gather contributor and audience feedback on recognition, inclusion and cultural accuracy.
Local visitor value	Use voluntary visitor surveys and participating-business data to assess onward activity.

A USEFUL COMMISSIONING STEP

Set the local story and community consultation process first. Confirm building access, projection positions, sound, accessible viewing and weather operations. Agree the screening schedule and evaluation approach with precinct partners.

Evidence: Georgie Pinn portfolio/CV p. 8, and Interactor project listing. Full source notes accompany this collection.