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MEDIA RELEASE

Gippsland Man Honoured with Inaugural Art Tourism Contribution Award

A quiet achiever who drove the creation of Australia's first town dedicated to the work of a single internationally-renowned street artist has been recognised with the inaugural Outstanding Contribution to Australian Art Tourism Award.

Wayne Tindall is a man who has been deeply involved with art tourism for many years and recently guided a monumental project in the Victorian Gippsland town of Yarram.

The Outstanding Contribution to Australian Art Tourism Award announcement was the finale at the Australian Street Art Awards, broadcast from the Sunshine Coast tonight. The Australian Street Art Awards encourage Australians to explore the world-class street and public art that is safely accessible all year round and found in every corner of the country.

Mr Tindall is a seasoned film director, writer, multimedia producer, and artist. Founding Creative Director of Chaotica Pty Ltd, in 2009 he embarked on a four-year project to transform a then-unnamed laneway that runs behind Melbourne's famous Chapel Street into a street art icon. By arranging for artists to paint vibrant pieces, Mr Tindall created a unique destination that remains a magnet for visitors. It is now appropriately and officially named Artists Lane.

Then a move to the country saw Mr Tindall kickstart conversations about the transformative power of public art. He and other residents of Yarram strapped on their thinking caps and began planning a whole new future. As a result, when the country went into lock-down in early 2020 Yarram turned to street art as its secret weapon. Under Mr Tindall's guidance, artist Heesco Khosnaran began the first of 24 large-scale murals that were completed in 24 months. The result was a destination with a new identity as Heesco Town – Yarram.

Along the way Heesco Town has secured the highly coveted Gold Award for Best Street Art Trail twice, gained international praise and become as a must-visit location for art lovers.

In announcing this award, Australian Street Art Awards' Director Kim Morgan said, "Thanks to Mr Tindall's leadership and dedication to finalising the Heesco Town murals, the whole Gippsland region is enjoying the benefits of this legacy project."

"Australia has a long history of creating superlative public art that captivates visitors, but there has never been a way of recognising those passionate people like Wayne who stand behind the artists to create these incredible experiences. The Outstanding Contribution to Australian Art Tourism Award fills that gap," Ms Morgan said.

Gold winners of the 2021 Australian Street Art Awards, also announced tonight, are:

Best of the Best: SWELL Sculpture Festival, Gold Coast QLD

Best Entrance Art: Gunimidjina Gwala Daraniki, Darwin NT

Best External Mural: Wind Dance, Kingston SE SA

Best Landmark Sculpture: Accessible Cuttlefish Throne, Whyalla SA

Best Mega Mural: Dorothea Mackellar Memorial Mural, Gunnedah NSW

Best Monument or Memorial: Vincent Lingiari Memorial Mural, Darwin NT

Best Rural Art: The Horsepower Highway, Gnowangerup WA

Best Sculpture Park or Trail: The Horsepower Highway, Gnowangerup WA

Best Street Art Festival or Event: SWELL Sculpture Festival, Gold Coast QLD

Best Street Art Laneway: Fifth Lane Street Art Mackay, Mackay QLD

Best Street Art Tour: Frankston Street Art Walking Tours, Frankston VIC

Best Street Art Trail: Heesco Town, Yarram VIC

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