



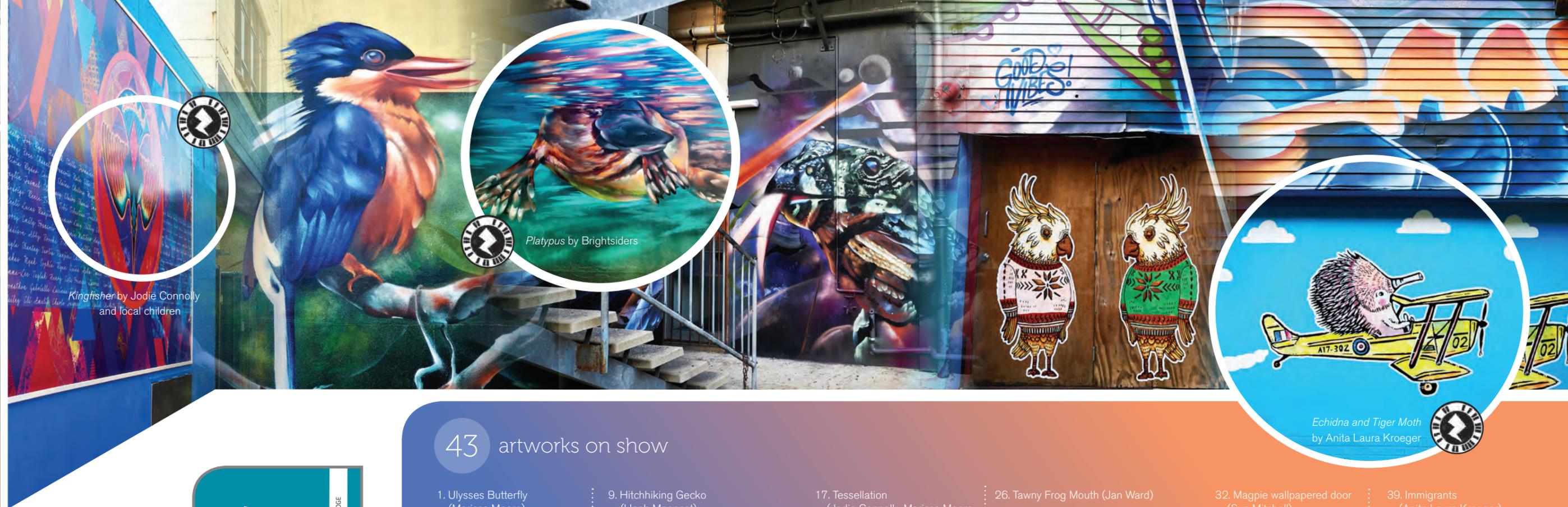
## A new way to view art

Fifth Lane Street Arts Project is the culmination of 16 local artists and five visiting artist's work. These colourful murals fuse creative art with cutting edge technology, to bring the artworks alive using the augmented reality Zappar app. For further information about the artists and the Fifth Lane activation project visit -

[mackaycitycentre.com.au](http://mackaycitycentre.com.au)



This project was made possible through funding from Mackay City Centre and Mackay Regional Council's AMP fund.



Kingfisher by Jodie Connolly and local children

Platypus by Brightsiders

Echidna and Tiger Moth by Anita Laura Kroeger

## Where can I find Fifth Lane?

Located between Gregory and Wood Streets, Fifth Lane is easily accessible from Victoria Street in Mackay City Centre.



## 43 artworks on show

- Ulysses Butterfly (Marissa Moore)
- Pink Evodia (Kate Brunner)
- Rainbow Lorikeet (Marissa Moore)
- Umbrella Plant (Kate Brunner)
- Sunny Native Hibiscus with Harlequin Bugs (Maya Harrison)
- Giant Climbing Orchid and Leaf Tailed Gecko (Kate Brunner)
- Brizi's Butterflies (Brigitte Zimmerman)
- Tree Frog (Muddy Grimes and Hanh Mooncat)
- Hitchhiking Gecko (Hanh Mooncat)
- Bilbunny and Koala (Muddy Grimes)
- Poem (Previous laneway artist)
- Swirling Sun (Marissa Moore)
- Sky and Sea Doorway (Traci Lietzke)
- Flat Back Turtles (Marilyn Bliss)
- Fickle Fish (Marissa Moore)
- Thomas the Turtle (Marissa Moore)
- Tessellation (Jodie Connolly, Marissa Moore, Donna Maree Robinson)
- Kingfisher and Children's artwork (Jodie Connolly and local Mackay children)
- Bird and leaf wallpaper (Nicole Zhara and Traci Lietzke)
- Eddie Echidna (Lesley Kane)
- Whistler Ducks (Nicole Zhara)
- Possum Family (Lyn Ahmat)
- Kingfisher (Brightsiders)
- Platypus (Brightsiders)
- Major Mitchell (Brightsiders)
- Tawny Frog Mouth (Jan Ward)
- Monitor Lizard, Peacock Carpenter Bee on Abstract Walls (Brightsiders)
- Blue Faced Honey Eater (Scott Nagy)
- Plaidypus, Skateboarding Wallaby, Bird and Various Pasteups (Traci Lietzke)
- Mackay Children's Artwork (Traci Lietzke, Sue Mitchell, Kate Brunner)
- Street Art Gallery (Traci Lietzke, Nic Zhara, Sue Mitchell, Simon Pope, Jodie Connolly, Lyn Laver-Ahmat, Brigitte Zimmerman)
- Maggie wallpapered door (Sue Mitchell)
- Mackay 'A Bird's Eye' (Cara Sanders)
- Love Letters from Mackay (Dan Cydes)
- Finch Hatton Bird Bath (Scott Nagy)
- Steam Punk Animals and DJ Brolga (Corey) (Katrina Matthews)
- Good Vibes and Pigeon (Brightsiders)
- Tiger Moth Joy Ride (Anita Laura Kroeger)
- Immigrants (Anita Laura Kroeger)
- Black Cockatoos (Tara Smith)
- Mondrian's Door (Artwork: Rosanne Kirby and Jodie Connolly Concept: Jan Ward)
- First Coffee (Anita Laura Kroeger)
- The Bungee Jumping Caterpillars (Maya Harrison and Kate Brunner)



Image: Anita Laura KROEGER 'Echidna and Tiger Moth' (detail)

# Fifth Lane Street Art project

The Fifth Lane activation project started with a few local artists wanting to beautify one of the major lanes in the Mackay CBD. The original idea of brightening up the walls developed into an engaging creative space full of murals, paste-ups, digital art and community art, all fused with augmented reality technology. The team of 16 local artists and five visiting artists have created an outdoor gallery that has something for everyone.

## Augmented Reality experiences

With the added use of current App Technology, visitors to the lane can now experience the artwork on a completely new level. Download the free Zappar app to your smart device (available through Google Play and Apple Store) to watch the artworks come to life.



*The Bungee Jumping Caterpillar*  
by Kate Brunner  
and Maya Harrison



*Ulysses Butterfly*  
by Marissa Moore



*The Sun* by Marissa Moore



## Get ready, aim, zap!

There are seven augmented reality experiences available on Fifth Lane. Simply download the Zappar app to your smart device. Open the app and look for the Zappar codes near the artworks. Find the Zappar symbol on the laneway pavement, stand on the symbol and aim your phone or smart tablet directly at the artwork. Don't forget to turn on the sound for an even better experience!

## Seven AR experiences

You can find seven augmented reality experiences:

- *Ulysses Butterfly* by Marissa Moore
- *The Bungee Jumping Caterpillar* by Kate Brunner and Maya Harrison (two experiences)
- *Echidna and Tiger Moth* by Anita Laura Kroeger
  - *The Sun* by Marissa Moore
- *Kingfisher* by Jodie Connolly and local children
- *Platypus* by Brightsiders

## Acknowledgments

An incredible amount of time and effort has gone into making Fifth Lane what it is. Artists and businesses contributed considerable time and resources. We acknowledge and thank the following contributors -

### Local business support:

Jodie Connolly - artist (formally Everyday Design), Katrina Matthews - Cosmic Art Design, Explore Property Mackay, Arts Mackay, Ray White Mackay City, Rydges Mackay Suites, Incredible Tip Shop, Kennards Hire, Visit Mackay Queensland, Nextra Gifts Mt Pleasant, Visual Graphics, Pole Fit Mackay, The Rabbit Hole, Jeremiah Bullfrogs, Wishbone Charcoal Chicken, Travel Associates Mackay and M'Lady's Shoes.

### Augmented reality:

Warwick Hays

### Multimedia and technology:

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### Photography:

Jim Cullen Photography, Cherrie Hughes Social Media and Photography

### Videography:

Simon Pope - One2productions