

“Waterfront Whale Tales” launches today

Monday, 11th August, 2022.

Today, a free family-friendly outdoor exhibition of 30 two-metre-high whale tail sculptures designed by 30 Australian artists, has launched with an Indigenous Smoking Ceremony & performance by proud Wiradjuri woman Darlene Proberts, on Sydney’s Western Harbour.

The sculptures, which have been individually painted by a diverse collective of artists, including Archibald prize winner **Blak Douglas**, illustrator and animator **Chris Yee**, and artist, author and illustrator, **Sha’an d’Anthesaka** ‘Furry Little Peach’, link the Indigenous significance of whales to the Gadigal and Saltwater Country on which the sculptures are situated.

The exhibition, which is supported by the NSW Government through the Investment NSW’s CBDs Revitalisation Program, is running up until 24th September and is expected to attract up to half a million visitors to experience Sydney’s Western Harbour.

The 6km trail, which is fully accessible for all ages and abilities and is wheelchair and pram friendly, links Sydney Fish Market to Pyrmont, via The Star to the Australian National Maritime Museum, Darling Square, Cockle Bay, King Street Wharf past Crown Sydney to Barangaroo.

As well as enjoying the spectacular free artworks and locations, visitors are encouraged to access tales of the waterfront, past, present, and future via a dedicated Whale Tales Sydney app. By entering the code on each tail into the app,

they can also unlock rewards from local businesses including free offers, discounts and prizes, with a major prize also up for grabs for completing all 30 tails.

Aboriginal Curatorial Advisor Uncle Graham Toomey, who opened today's launch ceremony said, *"Each sculpture along the trail is significant as they signify the ancient stories of the whale, the local Gadigal culture and Saltwater Country on which they stand"* said Uncle Graham.

"The New Sydney Waterfront Business Improvement District initiative is all about unlocking the value of collaboration," said Geoff Parmenter, Chair of the New Sydney Waterfront Company. *"Whale Tales is great early example of that. Dozens of partners and hundreds of businesses working together to provide a surprising and delightful showcase of creativity, culture, cuisine and community coming together. By connecting the experiences and stories across this place, locals and visitors alike will discover a part of Sydney that uniquely offers the best of our city, in just the time it takes to be dazzled by 30 Tails and 30 Tales."*

"As 24-Hour Economy Commissioner, I am delighted to be leading the NSW Government's CBDs Revitalisation Program which is supporting the Waterfront Whale Tales exhibition." said Michael Rodrigues, 24-Hour Economy Commissioner. *"The NSW Government has committed \$50 million to the CBDs Revitalisation Program, which is supporting 70 projects across 17 CBDs in Greater Sydney, Newcastle and Wollongong. The NSW Government's investment is all about giving people reasons to enjoy CBDs, not just as a place to work but a place to connect, share stories and to be entertained."*

"This project at the New Sydney Waterfront Company is a perfect example of what we're driving in the Office of the 24-Hour Economy Commissioner. It's all about encouraging people to get off the sofa and what better way than by exploring our foreshore, stopping off for a bite or visiting local landmarks, and connecting to this unique part of the city."

All tail sculptures will be auctioned off post the event, with net proceeds going to The Kids' Cancer Project. Expressions of interest to purchase sculptures will be taken throughout the event.

The event is supported by landowners and stakeholders including Lendlease, the Streets of Barangaroo and Darling Square, Merlin Entertainments, King Street Wharf,

GPT (Cockle Bay Wharf), Chinese Gardens of Friendship, Darling Quarter, Crown Sydney, ICC Sydney, Mirvac, Sydney Fish Market, The Star and the Australian National Maritime Museum.

For news and updates on Whale Tales Sydney visit waterfrontwhaletales.com.au

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