



# WHEN SIGNAGE MEETS ART

The most recent installation by artist Anita Glesta at Wynyard Station in York Street, Sydney, further develops her interest in "the dynamic of how people interact with their environment", as discussed in Glesta's Sydney Botanical Gardens piece, *Eco of Faraday Wood (Monument, issue 21)*. Physical participation is similarly encouraged by the Wynyard piece, which comes as a surprise to many passers-by.

Glesta chose not to work with an "obvious sculpture", deciding instead to transform signage into art. Using "lenticular lens" technology, an Australian invention which is used to create the "tazzos" found in cereal boxes, Glesta's "sign" creates a 3-D "hologram-like" effect when viewed from different angles. Its application to this project allowed Glesta to portray a depth of reference to the site, to create an interest-

ing and provocative response to the Mayor Frank Sartor's initiative to "decorate" the city of Sydney.

The photographic images within the "lenticular screen" represent Wynyard station in the past, present and future. The figures in the park date from the turn of the century, while a fifties shot features people ascending the station escalator. The dominant image is of grass from the artist's own yard, which is illustrative of efforts to restore the presence of parks within the city. Ten languages communicate the words "park" or "people" to include themes of multiculturalism. Our participation in the viewing of these images builds a sense of place and community. The temporary nature of this installation is therefore confusing — it will remain only until July. ANITA GLESTA CAN BE CONTACTED BY PHONE 9398 4776