

Key Findings

reVITALise - Rainbow Tunnels

August 2023



Before and after: Kieran Butler '1000 Kisses', Newtown (Credit: TfNSW)

Before and after: HOSSEI 'Stars of Splatters', Petersham (Credit: TfNSW)

The **reVITALise** program is a series of state-wide collaborative and community-driven demonstration projects. These trials are creative interventions that support long term best-practice placemaking and attachment to place. The program kicked off with the transformation of three Sydney Inner West walkways (Newtown, Petersham and Ashfield) with rainbow lighting artworks by local LGBTIQ+ artists during the Sydney WorldPride Festival 2023.



90+%

of survey respondents agreed that the **art installation improved their experience** in the tunnels

“The colourful lighting completely changes my mood when driving past it or walking through it at night. Thank you.” (Non-binary, Newtown)



24%

increase of **female pedestrians**, across all 3 tunnels

“I wish we could keep the installations in the tunnels all the time! As a woman often walking alone at night, it makes me feel safer and more at home.” (Female, Newtown)



35K+

pedestrians visited the tunnels while art installations were up

“These light installations are brilliant. I now purposely travel through here with my 2-year-old daughter.” (Male, Petersham)

Key findings

1 Attachment to place
The program received widespread support from the local community. Across all 3 tunnels there were more observed instances of people stopping and engaging with the installations.

“This tunnel is such a wonderful surprise to come across and experience, particularly because I walk through here everyday. **This makes me feel proud to live in the inner west.**”
(Non-binary, Newtown)

2 Perception of safety
Metrics show an improvement in women and gender diverse people’s perception of safety when using the tunnels.

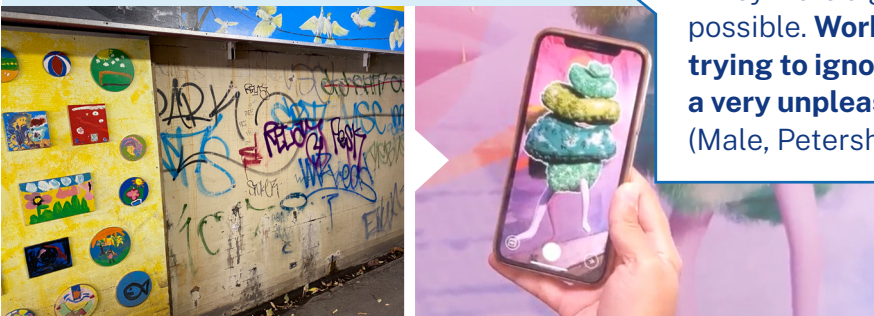
“Love the queer representation of the artwork, the bright lights have made a huge difference. **I much prefer the tunnel now.**”
(Female, Ashfield)

3 Test and trial were effective
The project’s low-cost temporary approach allowed the impact of light installations to be assessed quickly.

“Please can we have more art installations in the tunnel? **My children and I love it and enjoy walking through every day.**” (Male, Newtown)

4 Vandalism reduction
Feedback indicates that less maintenance was required at all 3 sites while the installations were in place.

“They were a great demonstration of what is possible. **Worked with the graffiti rather than trying to ignore it, and transformed what was a very unpleasant place into something fun.**”
(Male, Petersham)



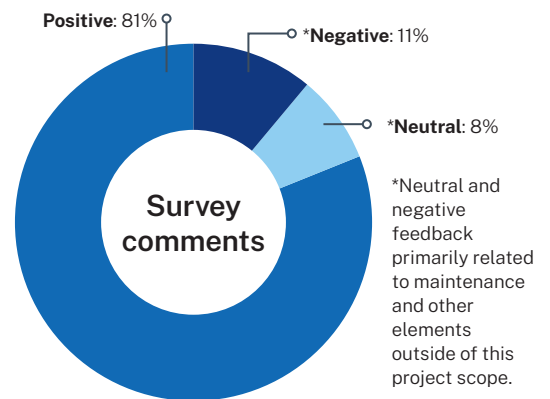
Before and after: Alexandra Jonscher and Andrew Christie ‘Slipstream’, Ashfield (Credit: TfNSW)

Trial evaluation approach

The three Inner West rainbow tunnel installations were evaluated between **17 February and 26 May 2023**, the approach included:

1 Evaluation Tool for Public Space and Public Life used to measure pedestrian flow and dwell times before and after the installation.

2 Qualitative evaluation of the artworks via a community survey. People walking through the tunnels were invited to scan the QR code set up at each end of the tunnels.



Almost **300** survey responses were collected from community members