

## #BackyardExperiment Product Guide

As seen in



The Canberra Times

arch



THE Real Estate  
Conversation.

ARCHITECTURE  
& DESIGN

Fore—  
ground



Design by CONTEXT. Image courtesy of WE-EF LIGHTING.

## how to activate space

Providing places to sit is one of the fastest, easiest and most cost-effective ways to attract people to a space.

As seen in 10-minute documentary #BackyardExperiment, Street Furniture Australia offers a tried-and-tested range that has been shown to increase:

- foot traffic by 190%,
- dwellers by 247%,
- families by 487%,
- and on the weekend by 780%.

#BackyardExperiment was a pop-up experiment at Garema Place in the heart of Canberra city. It was a joint initiative by Street Furniture Australia and the Australian Institute of Landscape Architects, with support from ACT Government and In The City Canberra.

An overwhelming 99% of respondents from an independent survey by ACT Government responded positively to the furniture range supplied by Street Furniture Australia.

*“Only when opportunities for sitting exist can there be stays of any duration.”*

Jan Gehl

enquire now

1300 027 799 [streetfurniture.com](http://streetfurniture.com)

OFFICES IN SYDNEY, MELBOURNE, BRISBANE, ADELAIDE AND PERTH

 **street  
furniture**  
Australia



## compose your pop-up

Street Furniture Australia products are strong, weather-resistant and safe for public environments.



**Forum Seat (single) FS7**

BOLD. ROBUST. MOVABLE.

Follow the shade, relax with a book or unwind with friends. Forum's robust structure also deters theft.



**Forum Seat (extended) FS7**

3- AND 4-SEATERS

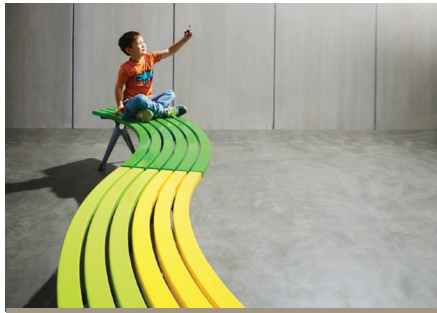
Anchor furniture layouts with extended seats. Couple with Cafe Tables and Stools.



**Mall Sun Lounge CMM-S**

REST AND RELAX

Create focal points with wavy, colourful sun lounges.



**Mall Slim Benches CMM803**

MIX AND MATCH

Build social hubs by mixing straight and curved benches.



**Frame Planter PT3**

GREEN IT UP

Mark your area with rectangular planters, or set up a tree in an oversize square planter.



**Tree Bins LB2**

TAKE IT OUT OF CONTEXT

Place trees in bins for a quirky, pop-up look.



**Cafe Stool S1**

MULTI-FUNCTIONAL

Use these light, versatile stools as seats or tables.



**Cafe Round Table T1**

TAKE A LUNCH BREAK

Offer places to dine and chat. Round shapes also help soften spaces.



**Cafe Macchiato Table T7**

CHOOSE YOUR HEIGHT

Choose a 600mm diameter coffee table, dining table or bar table.



Avoid trip hazards by using 'dome' bases from the Cafe range.

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## make it pop

Select from a wide range of bright, fade-resistant colours.

More colours are available from [streetfurniture.com/au/colour-chart](http://streetfurniture.com/au/colour-chart)



**Lobster Satin**  
Interpon Lobster YG154A



**Sensation Gloss**  
Interpon Sensation YF049A



**Jaybird Satin**  
Interpon Jaybird YJ175A



**Bondi Blue Gloss**  
Interpon Bondi Blue YJ046A



**Brilliant Yellow Gloss**  
Interpon Brilliant Yellow YE087A



**Shamrock Gloss**  
Interpon Shamrock YK043A



**Viper Green Gloss**  
Interpon Viper Green YK051A



**Lycra Strip Gloss**  
Interpon Lycra Strip YK063A



**Safety Yellow Gloss**  
Interpon Safety Yellow ME096A



**Pink (Telemagenta) Gloss**  
Jotun Telemagenta RAL4010



**Dark Violet Gloss**  
Dulux Alphatec Dark Violet 984-51926



**Pearl White Gloss**  
Interpon Pearl White Gloss GA078A

## need more ideas?



**CHALK PAINT**  
Colour the pavement with water soluble and weather resistant 'Annie Sloan' paint.



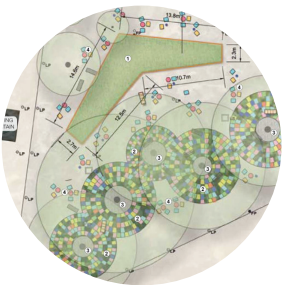
**YARN BOMBING**  
Create a Facebook group and get knitting. Set up a competition and offer prizes.



**CHEAP CHAIRS**  
Street Furniture Australia also bought and spray painted lightweight chairs from Kmart.



**DIGITAL**  
Offer free WiFi and create an event hashtag for social media engagement.



**DESIGN**  
Engage a landscape architect for a custom solution.  
Contact: CONTEXT  
[context.net.au](http://context.net.au)



**LAWN**  
Add lawn to soften and welcome more people.  
Contact: Lawn Solutions  
[lawnsolutionsaustralia.com.au](http://lawnsolutionsaustralia.com.au)



**LIGHTS**  
Create a sense of beauty and safety at night.  
Contact: WE-EF LIGHTING  
[weef.de](http://weef.de)



**BOOKSHELVES**  
Request a free drawing to source from a local carpenter.  
Contact: Street Furniture  
[streetfurniture.com](http://streetfurniture.com)



Involve local businesses and communities before and during the event to increase social shares and visitation.

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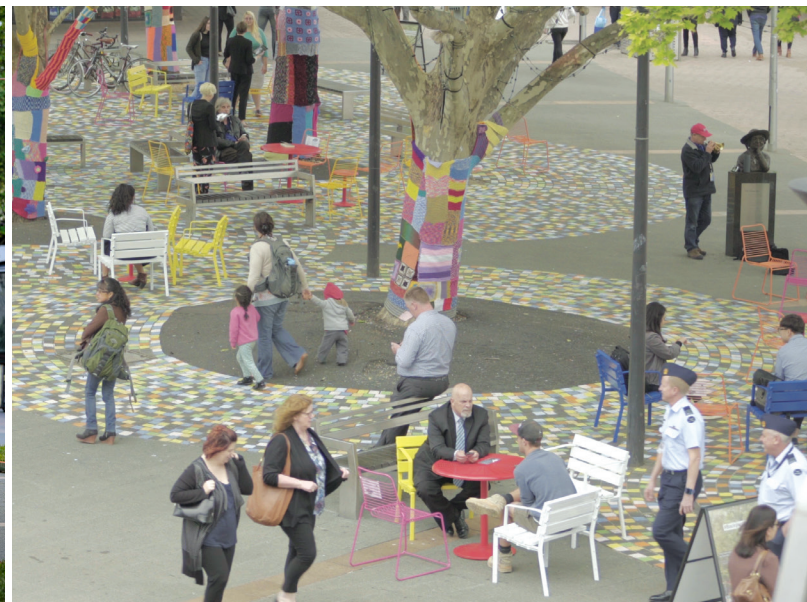
## #BackyardExperiment Product Guide



BEFORE



AFTER



Also available at  
[streetfurniture.com/au/backyardexperiment](http://streetfurniture.com/au/backyardexperiment)



#BackyardExperiment  
White Paper



#BackyardExperiment  
10-minute Documentary

*"If you are involved  
in shaping cities,  
you must watch this  
10-min video"*

Adam Becks, Executive  
Director Smart Cities  
Council via Twitter



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Australia





“The process and results of the pop-up park were documented in a report by Street Furniture Australia, with some impressive results.”

Ariana Ziliacus, ArchDaily

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[6 Low-Cost Techniques to Activate Underused Urban Space](#)



“By adding some color and nature to a concrete plaza, designers in Australia transformed an intimidating place into a welcoming one.”

Adam Sneed, CityLab by The Atlantic

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[Turning a Dull Park Into a Place People Actually Enjoy](#)



“New research shows that even the smallest humanising interventions can have a dramatic impact on the way a public space is perceived and used.”

Nicholas Rider, Architecture&Design

[CLICK TO READ:](#)

[Pop-up park experiment proves we value colour and playfulness in public domain](#)



Australian Institute of  
Landscape Architects

#BackyardExperiment was part of the  
2016 International Festival of Landscape Architecture: Net in my Backyard.

Street Furniture Australia is a supporting corporate partner of the  
Australian Institute of Landscape Architects. The company is dedicated to  
enhancing the public realm through product innovation and manufacturing.

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