

Artistic road signage to add charm to Sydney streets

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Chippendale's NG Art Gallery is about to get an artistic boost with the introduction of art street signs directing visitors to its doors.

The new signs will be paid for and erected by Sydney Council which said it recognised the gallery's involvement in the local community and its support of local artists.

Gallery Owner Nicky Ginsberg said the signage would help people not only find the gallery but expose passers-by to the work of talented artists.

"I think it's recognising that we are a cultural institution and the work we do with artists, and getting involved in the wider local community such as through the food cooperative and the Chippendale markets, are important," Ms Ginsberg said.

"How do people find you if there's no signage?"

"If you think about Europe there's directional signage for things like museums and galleries absolutely every where.

"It's the absolute charm of it that really makes it work."

Ms Ginsberg said that with thousands of new residents expected in the area in coming years with the Frasers development at the old breweries site it was important the suburb establish its identity further and build in the existing sense of community.

"Chippendale is becoming a really interesting artistic entity and this is part of that," she said.

A spokeswoman for the council said the signs were being tried at NG Art Gallery and if successful they would be used elsewhere for selected areas.

"The City encourages and supports local artists and galleries and has supported the signage as part of a trial. If the trial is successful it may become part of a broader wayfinder signage policy that the city is currently developing."

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