



Media release

For immediate release

Date: 8 October 2014

Subiaco becomes the Big Apple with Instaparty

The area around the Subiaco Train Station will be transformed on Saturday 18 October into a New York style block party, Instaparty, complete with DJ's, break dancers, beat boxers, food trucks and kids activities on offer.

Instaparty is free for anyone to attend, and will run from 12pm to 6pm.

In an Australian first, party goers will have the opportunity to contribute to a significant piece of public art via their Instagram account.

Photo posted on the day with the hash tag #lovesubiaco will be printed via a specialised 'Instaprint' printer and applied to a giant canvas. The accumulation of prints on the canvas will be strategically placed to reveal a mosaic image of 'selfies' creating one of Subiaco's most famous landmarks, all in real time.

Attendees on the day will also have access to the Instaprint machines, and are free to print their own Instagram photos as a keepsake from the day.

City of Subiaco Place Manager Matthew Gould said we are extremely excited to bring an Australian first to Subiaco.

"Instagram users are growing day by day. Creating a permanent piece of art from visitors to Subiaco using a growth medium like Instagram is sure to bring vibrancy and buzz to the area that will complement the amazing array of entertainment and activities on offer."

For more information head to www.visitsubiaco.com.au

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Notes to editor

The City of Subiaco is recognised as a local government leader in a range of areas such as environmental and social initiatives, and long-term planning for the future. It is located in the inner metropolitan area of Perth and includes the suburbs of Subiaco, Daglish and parts of Nedlands, Shenton Park, Crawley and Jolimont. A major centre for employment with a diverse and growing business sector, the city provides important services including waste collection, town planning and public recreation facilities, to more than 19 000 residents. The city aims to maintain its vibrant sense of community and enhance the lives and well-being of everyone who lives, visits and works in Subiaco. For more information about the City of Subiaco, visit www.subiaco.wa.gov.au