The area of Saint Kilda has always been a place of culture and artistic expression, a place of celebration and festivals. The Masterplan design is based to minimize opportunities for gatherings and public interaction by bringing multiple plazas, parks and a large green on the level of the Esplanade as a new festival ground space as well. The veil acts as a connection between both festival grounds guiding people through the site as a visual representation of wind and the energy being produced naturally.

The wind veil is more than just a stand still object. The veil acts as an art form and also an opportunity for community interaction as key factors of its design. As the veil is made of individual panels this gives the chance for different panels and interchangeable pieces. Pieces can be designed to make up murals, represent the city, advertise for sports of local shops and events, and even promote for upcoming festivals that will be the center piece of the site. The plan is designed to bring community benefits in both economic and social qualities. The promenade offers place for local business as well as food and bar locations on Jakka Boulevard.