

A NUDI FOR EVERYONE

Nudi arches at three scales allow for multiple modes of interaction. Six human-scale Nudis allow visitors to swing day or night (bottom right). Three large Nudis serve as pedestrian pass-throughs with dynamic patterns created from sunlight streaming through colored plastic (far right). The sole extra-large Nudi bridges the site to St. Kilda Beach, allowing vehicles to pass through and serving as the postcard-ready image of Nudi Beach and St. Kilda.



BRANDING & REVENUE GENERATION

The adaptable, multi-appendage Nudi is a memorable, photo-worthy form. Nude Beach presents an opportunity to brand other elements of the park including merchandise and site furnishings. Economic sustainability ensures the park's continued maintenance and ability to serve as a world-class attraction (above).

Nudi-themed plastic receptacles (right) are drop-off points for plastic collected from the beach, bringing the issue of ocean plastics and marine health home to St. Kilda.

