



## **POLICY**

### *PUBLIC ART POLICY*

**Approved by:**      **City Strategy Committee 13 October 2008**

**Next Review Date:** March 2013

**Responsible Officer**

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## 1. INTRODUCTION

Public artworks, both historic and contemporary, are an important part of a city's character and an expression of its cultural richness, history and creativity.

The City of Adelaide has a long history of commissioning works of art for the public realm and has also been the recipient of many donated artworks over the years.

Since the Council's original Public Art Policy was endorsed in 2001, a number of public artworks have been commissioned either as new 'stand alone' artworks or integrated as part of capital works projects.

Stand alone major public artwork commissions include:-

- *Voyagers* by Shaun Kirby and Thylacine in Whitmore Square;
- *Talking Our Way Home* by Shaun Kirby and Thylacine on the Torrens Lake; and
- *Lie of the Land* by Aleks Danko and Jude Walton on Sir Donald Bradman Drive.

Integrated public art capital works projects include:-

- *14 Pieces* by Hossein and Angela Valamanesh as part of the North Terrace Redevelopment;
- *Hindmarsh Square Playspace* by artistic team Ryan Sims, Andrew Stock and Gerry Wedd with landscape designers Taylor Cullity and Leathlean;
- *Forest of Dreams* by Anton Hart in Hurtle Square undertaken as part of the Pulteney Street upgrade; and
- *Coins* by Michelle Nikou incorporated in the Rundle Street footpath resurfacing.

In addition to its own public art commissions, the City is also the owner or lessee of a significant collection of artworks commissioned by various Government agencies and private benefactors or gifted to the City which include:

- *The Knot* by Bert Flugelman and *If It Is – the eternal question* by Richard Tipping on loan from the Art Gallery of South Australia in Light Square;
- *Vietnam Veterans Memorial* by James Martin on Victoria Drive;
- A bi-annually changing exhibition of artworks in Pilgrim Lane.

Public art is an important element in the marketing, promotion and economic development of the City. A strategic City-wide approach to public art will ensure consistency in commissioning and the best possible public art outcomes that represent a range of artists and artworks in the City.

## 2 COUNCIL STRATEGIC FRAMEWORK

One of the eight outcomes from Council's Strategic Directions is to create a City of *Unique Heritage, Park Lands and City Design* in which excellence and innovation are hallmarks of contemporary City infrastructure, artworks, buildings and the public realm.

Council's Strategic Directions also seek to achieve an outcome of a *Culturally Vibrant City*. The aim is to strengthen the City's role as the State's hub for creativity, recreation, cultural and artistic activity and exciting events and to create vibrant City streets and public spaces.

Supporting a vibrant cultural life in a City with attractive and interesting public spaces is an essential element in the Council's Strategic Directions for the City of Adelaide.

The following Council strategies are particularly relevant:

- The Adelaide (City) Development Plan;
- City Arts and Living Culture Strategy (2003-2007);
- Park Lands Management Strategy (2000-2037); and
- Visitor Growth Plan (2006-2010).

### 3. OBJECTIVES

The overall aim of the Public Art Policy is that:

**The City of Adelaide's public realm will speak of the City's creativity through a diversity of quality public artworks that engage, please or challenge the viewer.**

To achieve this, the objectives of the Public Art Policy are to ensure that:

- A strategic approach is taken to commissioning both permanent and temporary public art;
- Quality outcomes of high artistic and conceptual standards are achieved;
- Council's discretion over the public realm is upheld and protected;
- Adequate funds are provided to achieve quality public art outcomes;
- Public art commissions reflect a diversity of artistic practice;
- Public art commissions reflect the diversity and cultural richness of the City;
- Public art continues to be an important element of community cultural development activity in the City;
- Effective and efficient management of the commissioning of public art is achieved;
- Asset Management of public art is in accordance with Council's Asset Management Plan as required under the Local Government Act (1999).

### 4. POLICY STATEMENTS

Council's objectives for public art will be achieved through the following policy statements:

#### **Creativity and Place-making**

- 4.1 An exciting range of both permanent and temporary public artworks will be created in the public realm expressing the City's image as a centre of creativity and innovation and as the cultural heart of South Australia.
- 4.2 A diversity of art forms will be supported such as sculpture, painting (murals) and new media<sup>1</sup> artworks.
- 4.3 A range of public art activities at a local level will be supported.
- 4.4 Public art will make an important contribution to the City's place making projects through the Council's capital works program.
- 4.5 The City's diversity of cultures and cultural activities will be reflected in its public art.
- 4.6 Both established and emerging artists will be supported.

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<sup>1</sup> **New media art** is a genre that encompasses artworks created with new media technologies, including computer graphics, computer animation, the Internet, interactive technologies, robotics, and biotechnologies delivered through a wide variety of devices ie projection.

## **Resourcing**

- 4.7 Public art projects commissioned by the Council will be funded to achieve high quality outcomes. Council will commit a minimum of 1.3% of its total Capital Renewal and Strategic Enhancement budgets annually to a public art funding pool for the commissioning of artworks and the co-ordination and administrative costs of implementing the Policy.
- 4.8 The acceptance of gifts and the purchasing of existing public artworks will occur when the opportunity adds value to Council's Public Art collection and reputation. Preference is given to gifts that are in the form of a monetary donation to that of gifts of existing artworks.

## **Partnerships**

- 4.9 Council will build and maintain strong partnerships with the South Australian State Government and the South Australian arts sector to ensure that opportunities for joint projects and quality public art are maximised.
- 4.10 Council will build and maintain strong partnerships with local communities to design and implement public art projects which help to develop community spirit, involvement, ownership and identity. Funding through Council's annual Sponsorship and Grants Scheme can support community public art outcomes.
- 4.11 Council will build and maintain strong partnerships with the private sector to explore opportunities for donations of public artworks and sponsorship funding. The inclusion of public art in major development projects delivers mutual economic benefits that add to a vibrant public realm.
- 4.12 A Public Art Round Table will be convened by the Chief Executive Officer (or nominee) to advise on public art matters in the City with membership including two (2) Councillors, people with expertise in community arts, at least one practising artist and representatives of State and private sector arts organisations.

## **Planning, Commissioning and Maintenance**

- 4.13 The 5 Year Public Art Plan outlines an approach for the City's public art program that supports Council's Vision. The planning, commissioning and maintenance of public art will deliver outcomes for the City through clearly defined priorities with regard to location, category, type and programming of public artworks to give effect to the Policy.
- 4.14 An annual Public Art Plan will be prepared within the framework of the 2008-2013 Five Year Public Art Plan and will focus on delivering public art outcomes in strategic development areas of the City.
- 4.15 A variety of public art forms will be planned and commissioned across three (3) distinct categories.
- ~ *Outdoor Gallery Art* - stand alone works that have been commissioned for a specific site such as *Voyagers* in Whitmore Square.
  - ~ *Integrated Art* - artwork projects that are incorporated into infrastructure projects such as facades, interior fit-outs, paving, street furniture and landscaping.
  - ~ *Community Art* – involving artists working with a community to create an artwork or working as a facilitator to assist the community with the actual creation of artwork such as murals.
- 4.16 The Council's commissioning processes will achieve a diverse range of public artworks that are of high artistic merit and add value to the City's public art collection and public realm developments.

4.17 Existing public artworks will be appropriately maintained.

## **5 RELATED POLICIES AND GUIDELINES**

The following Council Policies and Operating Guidelines are also relevant to the Public Art Policy:

- Public Art Commissioning and De-accessioning Operating Guidelines;
- Memorials and Monuments Policy;
- Placement of Small Memorials in the Park Lands and Squares of the City of Adelaide - Operating Guidelines;
- War Memorials Operating Guidelines 2004;
- Commemorative Plaques Operating Guidelines;
- Footpath Paving Policy and Operating Guidelines;
- Sponsorship and Grants Scheme Policy and Operating Guidelines;
- Childrens Playspace Policy and Operating Guidelines; and
- Public Art Round Table Terms of Reference.