

# Involve Unley Public Arts Strategy



## **Acknowledgements**

The *Involve Unley: Public Arts Strategy* has evolved out of engagement with the community through information sessions, web based forums and feedback sessions. Discussions were also undertaken with Arts SA. It has been guided by WAX Design, Tanya Court and Craige Andrae of SPUD in collaboration with the City of Unley staff and Elected Members.

These discussions, presentations and workshops have informed the principles, recommendations and actions of the Strategy.

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## Introduction

*Involve Unley: Public Arts Strategy* seeks to set a new example of how public arts can be conceived, developed, implemented and sustained. The Strategy provides directions for the commissioning of public arts that are creative, relevant, contemporary and also increase awareness, as well as complement the qualities and values of the City of Unley.

Over the next five years, *Involve Unley: Public Arts Strategy* will create a program of public arts commissioning and support, which stimulates thinking, invites interaction, celebrates diversity, and allows for contemplation and even questions our assumptions.

*Involve Unley: Public Arts Strategy* adopts public arts as a plural rather than a singular term. The use of the word 'arts' considers the potential for many and varied responses, suggesting a multiplicity of approaches to public works of art that includes; visual, digital, spoken word, literary and performance arts practices and media that demonstrate creative or cultural intent and moves away from the accepted sculptural (static) responses.


The title '*Involve Unley: Public Arts Strategy*' expresses the intent of involving Unley, making its people and places central to the creation and implementation of public arts in the City, as audience, contributor and participant.

Ultimately, individuals, the community and spaces will become a resource and source of inspiration for the generation of ideas and content as well as being an audience and location for the public arts.

A key focus of *Involve Unley: Public Arts Strategy* is including participation as a primary condition of public arts in the City of Unley. The Strategy aims to conceive and implement public art works that will impact on the cultural, social and physical fabric of the City of Unley.

*Involve Unley: Public Arts Strategy* will create, test and question opportunities for place making in the City. The Strategy will be an integral part of the urban planning and design for the City of Unley.





The strategy is designed to influence the creation of public arts for the next 5 years. During this time the commissioning of public arts in the City of Unley will focus on involving Unley as both as a conceptual and physical response. *Involve Unley: Public Arts Strategy* encourages creativity and provides a collection point for ideas to be conceived, created and implemented.

This Strategy includes:

- Objectives, principles and types of art that will underpin the delivery of public arts over the next 5 years
- Actions and pilot projects involving different types of public arts
- The City of Unley Public Arts Policy

## Strategy Objectives

The *Involve Unley: Public Arts Strategy* aims to achieve the following objectives:

- Provide guiding principles for public arts in the City of Unley
- Create and facilitate a variety of opportunities for artists as instigators, practitioners and consultants in public arts projects using ephemeral, temporary and permanent public art practices
- Establish a program of public arts projects within the public realm to improve the attractiveness, enjoyment and aesthetics of the City of Unley and encourages participation with the public over the next 5 years
- Increase awareness among the community of the value and role of public arts
- Instil a culture of creativity that values the potential contribution of artists and public art works in all areas of Council
- Promote a public arts culture which values challenging and innovative concepts throughout the City of Unley and its community.
- Celebrate the cultural and environmental heritage of the City of Unley
- Support and encourage cultural diversity and a strong community identity for the City of Unley
- Develop a process for ongoing evaluation of the Policy, Strategy





Community arts project, Goodwood Community Centre



## Public Arts Discussion

The ambition of *Involve Unley: Public Arts Strategy* is to go beyond the usual public arts offerings. This reconsideration of public art(s) informs the approach of the Strategy, in particular the emphasis on meaningful engagement, direct participation with the community and place making through public art.

*Involve Unley: Public Arts Strategy* respects the community, acknowledging it is mature enough to engage in a diversity of themes, types of art and approaches. Ultimately, it encourages a conversation between the City and those who live, study and work within it and those who come to visit.

The aim of the *Involve Unley: Public Arts Strategy* is to provide a plan that allows the community to be more fully engaged and take ownership of projects and programs, transferring and sharing the benefits and risk associated with creating public works of art. Therefore Council becomes the enabler, facilitator and manager of a process of positive engagement.

Much public art is still defined by traditional sculpture and monuments. Even temporary works are often still based on conventional categories like painting, sculpture or photography.

The concept of “public arts” in the City of Unley through the Strategy places a new emphasis on alternative art media such as text, publication, spoken word, video, graphics, digital and performance.


In addition, the Strategy recognises and encourages the importance of the ideas equally with the final object. It encourages recognition of the processes, discussions and engagement that shapes and informs the art works.

The Strategy ensures that, the experience and memories are valued just as much as the physical objects. For the City of Unley this offers the potential for new cultural experiences and opportunities to involve the community in the process, as well as the public arts outcomes.

While *Involve Unley: Public Arts Strategy* may still result in conventional commissions, this will develop from a process that carefully considers the project evolution, its presentation, and its reception by the audience. *Involve Unley: Public Arts Strategy* is a framework that does not merely facilitate the commissioning of objects, but promotes arts that engage with the community through whatever means are most appropriate.

Another central motive of *Involve Unley: Public Arts Strategy* is the importance of the everyday. Public arts can perform a variety of civic duties, creating visitor destinations and places and engaging audiences, as well as playing a role as an important part of everyday life.





*Involve Unley: Public Arts Strategy* suggests we should celebrate spectators' ability to value experiences, including challenging ones. We should also celebrate the potential of artists to respond in different ways and media to the potential of public arts in the public realm.

*Involve Unley: Public Arts Strategy* proposes a diversity of themes, concepts and methods for supporting relevant and contemporary approaches to commissioning public arts within the City of Unley.

## Involve Unley Overview

*Involve Unley: Public Arts Strategy* intentionally expresses the potential that public arts have to engage and interact with the community of Unley directly. A key intention of the Strategy is how to involve the community authentically, using participation as a primary condition of public art in Unley through this strategy.

The Council already has a dedicated cultural officer and the Strategy recognises the ongoing importance of this role in the creation of public art processes, events and projects. This position provides an opportunity to develop and oversee the planning and delivery of an arts and culture program within the City of Unley of which public art and community involvement is a key component.

In addition, there is the opportunity to expand and formalise a public arts database, by connecting and communicating with various creative and interested parties within the community. This engagement affirms Council's various roles as facilitator, partner and advocate.

*Involve Unley: Public Arts Strategy* values works where high levels of social interactions are involved in the processes and production of the public art. Projects will have an emphasis on sharing ideas, abilities and experience. The emphasis is on authentic engagement over simple consultation and narrowly defined participation.

This compliments current opportunities for community to apply for a range of community grants from Council.

A dynamic and robust public arts culture is one that is constantly evolving, requiring numerous responses that reflect changes to society and the shifting and contested concept of the public.

For the life of the Strategy the primary source for the inspiration and content of artworks is the people and places of the City of Unley. Realising the potential of the City of Unley's community can be achieved by:

- Reflecting on the history of Unley
- Considering narratives, stories or experiences related to Unley
- Involving local artists and crafts people to create and make
- Collecting data, facts and figures as a source for public art unique to Unley
- Sourcing materials, products or artefacts within the City of Unley
- Manufacturing and producing art works locally
- Developing local audiences for all Council cultural activities including public art though targeted, meaningful marketing
- Exploring all parts of the City to use public arts to recognise the unique urban fabric and cultural character
- Encouraging individuals to record, share and curate public arts in the City
- Place making and creating a sense of place within the City of Unley

*Involve Unley: Public Arts Strategy* considers how public arts can create unique experiences for the community and how the City of Unley can develop an 'experience economy'<sup>1</sup> around the outcomes of the Strategy where the events, experiences and memories associated with public works of art create cultural capital. The types of public art and actions recommended by the Strategy are designed to encourage cultural animation and social engagement throughout the City.

*Involve Unley: Public Arts Strategy* focuses on the opportunities that exist to use public arts as an urban and social activator in the City. The Strategy aims to activate spaces through public arts experiences which will support and encourage a sense of community and connection.

*Involve Unley: Public Arts Strategy* has the potential to integrate a large number of arts and cultural programs and projects into many areas of Council including youth, heritage, marketing, community services, tourism, urban design, open space and asset management. Ultimately, the Strategy represents a considered approach to public arts which will lead to well planned outcomes and will impact on the cultural, social, economic, environmental and physical fabric of the City of Unley.

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<sup>1</sup> [http://en.wikipedia.org/wiki/The\\_Experience\\_Economy](http://en.wikipedia.org/wiki/The_Experience_Economy)



## **Public Arts Principles**

The principles are divided into Guiding Principles and Implementation Principles. The Guiding Principles focus on the intent and aspirational value of the work. The Implementation Principles focus on the operational and delivery requirements of public arts.

## **Guiding Principles**

The Public Arts Strategy has the following guiding principles:

### **1. Engage Unley**

- Public art works are contextual and provide recognition and celebration of the City of Unley, its history, environment and community.
- Art works use, include or express Unley as a focus within the content, themes or responses.
- A culture of participation and interaction is encouraged where every aspect of public art is related to connecting people, places, histories and narratives.
- Sensitivity to community aspirations for identity and interpretations of place are considered in public arts projects and programs.

### **2. Foster Creativity**

- Opportunities and support is provided for artists and the community to be creative.
- A demand for excellence, creativity, innovation and craftsmanship in public arts is fostered within the community, Council and other stakeholders.

### **3. Encourage Diversity**

- Programs that respect physical, social and cultural diversity of the City of Unley.
- All members of society are represented.

### **4. Deliver Artistic Value**

- Projects and programs of the highest artistic quality that encourage creativity and put the artist's vision at the centre of the project conception.
- Projects and programs that enrich human experiences through aesthetic experience, contribution to the aesthetic of the place or the enjoyment it provides.
- Innovate and challenge through public arts to engage wider participation in debate.

### **5. Be Relevant**

- A dynamic and robust public arts culture is fostered that is constantly evolving, requiring numerous responses that reflect changes to society and the shifting and contested concept of the public.
- New cultural conversations inspire the creation of public arts that provide a new cultural conversation in Unley, creating artworks which have the capacity to entertain, question, provoke and introduce new ideas into the City.

## **Implementation Process**

Projects, events and programs within the *Involve Unley: Public Arts Strategy* need to be adequately supported with ongoing financial resources, curation, good management and maintenance. Forming partnerships and seeking additional funding is a key component which will enable the expansion of the creative and cultural potential of any project.

### **1. Resourcing and Funding**

- Funding and resourcing for public art projects must be realistic to ensure the required scope, intent or scale of the works can be delivered in accordance with *Involve Unley: Public Arts Strategy*.

### **2. Seek Partnerships**

- Partnerships, relationships and associations must be established and maintained that assist in the funding, curating, commissioning and delivery of *Involve Unley* projects and programs with interested parties including government departments, community based organisations, private business and tourism organisations.

### **3. Planning**

- Good planning principles, procedures and actions facilitate the planning, creation and implementation of public arts in the City of Unley over the next 5 years as per Council's Public Arts Strategy.
- Public art opportunities and treatments are considered within all urban design and place making projects.
- Regular reviews to consider future requirements and potential for new or adapted public art works.

### **4. Curating Collections**

- Agreed guidelines and procedures-are established to guide the development, implementation, and preservation of public art works. Commissioning a highly visible contemporary public art collection that is progressive, innovative and embraces a variety of stimulating approaches, media and scales.



## **5. Document**

- Processes and programs are established for the recording and capture of public arts in the City of Unley. Develop suitable collection points, archives, catalogues and digital media to ensure the lasting presence of all public art works.
- Community play an active part in the documentation and recording process and capitalise on existing social media platforms such as (but not limited to) facebook, twitter, youtube, myspace, blogs and wikis.

## **6. Maintenance and Care**

- Care of existing and future collections and ongoing maintenance operations is funded to ensure a continuous cultural connection is maintained between the public artworks and the City
- A register of public art works in the City of Unley is developed.
- Work Health and Safety compliance , insurances and safety and risk assessments are undertaken in relation to the design, installation, maintenance and refurbishment of public art works.
- De-accession of works respects the art works, the location and the artist(s) under the Copyright Act 1968 (Moral Rights) and has their work treated in the required manner under the act (right to attribution or a right to integrity).

- Appropriate timeframes (to be determined by each individual project) are applied for the life of the art works in conjunction with the creators and curators.

## **7. Evaluation**

- Criteria for the evaluation of public arts are established in the early stages of each project. Criteria are based on the objectives of promoting debate, encouraging change and expanding thinking.
- Formative evaluation methodology is embedded into the process and production of public artworks that provides ongoing discussion and feedback to measure the key indicators of success of each project and program.
- A summative evaluation methodology is used for the public art works outcomes that measure the success of each project and program against the principles and objects of the Strategy and makes future recommendations.

8. Council reserves the right to seek external professional expertise in the drafting of project briefs, commissioning and assessment of tenders/submissions, and with ongoing curating, valuation, and de-accessioning of public art works under its care and control.

## Public Art Typologies

To meet the principles and achieve the objectives of *Involve Unley: Public Arts Strategy* a typological approach will be used to structure the programs, projects and action under various categories.

The idea of typologies enables potential public art works to be systematically classified according to type in terms of defining characteristics or common themes. The typological approach provides a means to collect, group and maximise different creative, social and financial opportunities. It also provides a structure for the conception and implementation of public arts where each response is focused, relevant and can be delivered progressively and matched to budgets and funding opportunities.

These typologies can be responsive to the demands and appetite for public arts in the City, providing opportunities from temporary and ephemeral to permanent. They also act as collection points for ideas and discussions around future public arts projects, allowing individual typologies to accommodate and adapt to future demands as the Strategy progresses over time.

Collectively, the typologies provide a creative and cultural reference point for Council and its community, where public art ceases to be the simple procurement of assets and becomes an integrated process.

There are 7 typologies that focus on providing opportunities to explore and generate art works in the City.

- **Tempo**
- **Flora**
- **Furnish**
- **Assemble**
- **Relic**
- **RO-RA-RU**
- **Centrepiece**

In order to increase the relevance of *Involve Unley: Public Arts Strategy*, the typologies have been developed to respond to one or more of the strategic directions set out in the City of Unley's 4 Year Community Plan (2012-2016). By aligning the typologies with strategic directions, such as Emerging (our path to a future City); Living (our path to a thriving City) and Greening (our path to a sustainable City) and specific strategic objectives such as, 1.3 A dynamic mix of uses, 2.2 Activated places, 2.3 Cultural and artistic diversity, 2.5 Collaborative and engaged community, 3.2 An integrated, accessible and pedestrian-friendly City and 4.3 Functional open-green space, the Strategy can become a key tool in achieving a 'Community of Possibilities' over the next five years.

The following section provides an overview of each typology outlines recommended actions to be undertaken for each with indicative funding required for consideration over a 5 year term. Each action is referenced with a number in brackets that indicated the year the action will be undertaking and provides a work plan for the Strategy.

In addition, several pilot projects are proposed that demonstrates the potential of each typology

- TE Tempo
- FL Flora
- FR Furnish
- AS Assemble
- RL Relic
- RO RO-RA-RU
- CP Centrepiece



## Tempo

### *Description*

Tempo provides opportunities for short term, low cost, pilot, quick response initiatives. Tempo is focused on ephemeral and temporary public art works or events conceived, created and installed over short periods.

Tempo aims to demonstrate and stimulate cultural activity. Tempo projects allow for dynamic responses that create interest, intrigue and critique of the City.

Tempo aims to avoid the long lead in times required of normal public art commissioning processes and will encourage artists to act in response to the character, context and qualities of the City. The shorter duration and temporary nature of the works means there is greater opportunity to consider challenging themes or more provocative outcomes.

Tempo will engage and encourage artists, businesses, residents and communities to become involved in the creation of art in the City.

Tempo will use the streets, public places and open spaces. It is an opportunity to focus on sites that are abandoned, undervalued or underutilised and in need of activation. Tempo has the potential to use creativity to change or reinforce the perception of community and the City of Unley's sense of place.

Ultimately, Tempo allows Council to explore the strategic value of temporary activation and animation across the City. Tempo can become a testing ground for ideas, experiences and concepts.

### *Action Plan:*

- Identify and map the locations suitable for interventions that exploit underutilised sites and spaces in the City **[1]**
- Establish an artists' register, to identify suitable artists to produce temporary public art work for the Tempo program **[1]**
- Develop a directory of collaborators (building owners, stakeholders and private sector) **[1]**
- Identify budgets and grant funding to support the implementation of Tempo works **[1]**
- Seek local sponsorship to assist in funding the program **[1]**
- Develop understanding and provide advice on opportunities and legal ramifications **[1]**
- Commission works on an annual basis that embraces the unique properties and narratives of identified individual spaces **[1 and ongoing]**
- Record, catalogue, promote, market and celebrate Tempo to ensure that the ephemeral nature of the public art works is captured and preserved **[ongoing]**
- Seek grant funding from Arts SA (Art for Public Places) for Commission funding to implement catalyst projects **[2]**

### Tempo Pilot Project (Years 1 and ongoing)

- Develop initial Tempo project with the intent of commissioning 5 to 6 artworks within 12 months
- Capital works budget for the development of Tempo art works (\$5 000)
- Artists fees (\$3 000)
- Promotion and recording of inaugural Tempo artworks (\$2000)
- Potential Commission funding from Arts SA (\$10 000)

Total cost over Year 1 (excluding grants)      **\$10 000**



TE

## Flora

### *Description:*

Flora builds on both the natural and cultivated landscapes of Unley; its open spaces and parks, community gardens and creeks. The City's rich history and early settlement has left a patchwork of open spaces, habitats and trees that remain across the Council area and offer potential locations and sources for public arts.

With an already low provision of open space, amplifying the amenity of the reserves and parks through public arts offers a creative response to the enhancement of the open spaces of the City of Unley. The social and cultural significance including play, biophilia (connection with nature), happiness and wellbeing can be explored and expressed.

Flora engages with landscapes, gardens and public open spaces of Unley. Artistic interventions will use the materials of the landscape and gardening traditions including plants and other organic materials.

Themes that can be explored by Flora projects might include migrant and Indigenous connections to land, reinterpreting inherited European traditions or expression and contemporary Australian sensibility, climate change, adaptation, flooding and food security.

Flora realises opportunities for artists to partner with Council, environmental organisations, community gardeners, school children and others. Through collaboration between artists and other groups new contemporary expressions can emerge.

### *Actions:*

- Develop process for the engagement of artists and designers based on curated landscape works **[1]**
- Identify Council open space upgrades and other initiatives to incorporate public art activities **[1]**
- Identify potential interest groups to collaborate and engage with **[1]**
- Align potential site selections with interest groups **[1]**
- Invite appropriate artists to develop 3 prototype projects (focussing on Unley Oval, Orphanage Park and Heywood Park) **[1]**
- Prepare second Flora program **[2]**
- Seek grant funding from Arts SA (Art for Public Places) for Commission funding to support additional Flora programs **[2]**

## Flora Pilot Project (Year 1 and 2)

### *Lost and Found*

*Lost and Found is a programme of public art works and events that use open space and the materials in these spaces to foster creative responses. Using only objects, materials and location artists, interest groups, Council and community will collaborate to create works of art.*

*Lost and Found builds on the Tempo typology and can be seen as a parallel pilot project.*

- Select and curate artists for Lost and Found
- Identify potential open space sites (consider Unley Oval, Heywood Park and Ridge Park)
- Capital works budget for development and delivery of Flora (\$6 000)
- Artists fees (\$3 000)
- Promotion and recording of inaugural Flora Project (\$1 000)
- Potential Commission funding from Arts SA (\$10 000)

Total cost over Year 1 (excluding grants)      **\$10 000**



FL



## Furnish

### *Description:*

Furnish capitalises on the opportunities to add craft, art and design to the street furniture and social infrastructure of the City.

These facilities such as the seats, shelters, lighting and signage in the City of Unley require constant upgrade and repair. If the public realms and open spaces of Unley are to continue to effectively serve the community then the street furniture and objects in the public realm must not only be fit for purpose, but should reflect the community's needs, be beautiful and provide opportunities to reinforce a sense of place for the City.

Furnish provides public arts the opportunity for new objects and existing artefacts increase amenity and add vibrancy. Street furniture and other assets become objects of desire that provide an opportunity for artists to work with community groups as well as using local materials and fabricators to implement Furnish.

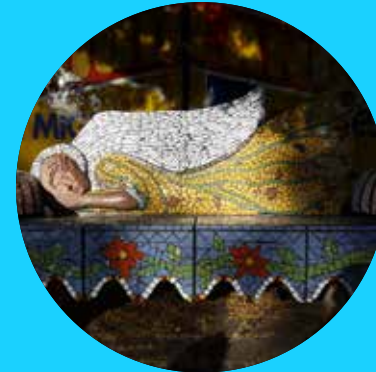
### *Actions:*

- Undertake audit and review, in association with other Council staff, of existing assets and street furniture to gain an understanding of the potential opportunities for Furnish **[3]**
- Encourage Council staff (Landscape, Asset and Cultural officers) to assess opportunities and review the provision and range of street furniture, shelters, lights and signage **[3]**
- Set up method for notifying staff of upcoming upgrade, infrastructure or facilities projects **[3]**
- Develop a program that provides a succinct framework outlining all relevant requirements for the projects **[3 and 4]**
- Establish a community art database of people, material and fabricators in the City of Unley who can assist with the development of Furnish **[3]**

### Furnish Pilot Project (Years 3, 4 and 5)

- Develop a clear and concise strategy for evaluating opportunities for Council projects and facility upgrades
- Commission established artist/designer to work with Council and community to design/upgrade a range of street furniture specifically for the City of Unley
- Develop and implement furnish project in 2016 and beyond (\$10 000 per annum)

Total cost per annum (excluding grants) **\$10 000**



FR

## Assemble

### *Description:*

Assemble focuses on the opportunity to stage events that encourage interaction, place making, the sharing of experiences and memories in the public realm and within community facilities and buildings.

The City of Unley has a strong sense of community and belonging. While there are some existing strongly supported community events, there is an increasing demand for additional activities and places to gather and act as a community.

Assemble is a program that encourages, promotes and supports the development of events, festivals, celebrations and performances throughout the City of Unley.

Assemble considers both the formal and informal opportunities for congregation. Assemble includes the opportunity to add richness through additional creative thinking and artistic interaction in existing community events

Assemble aims to increase interest in the City as a destination for people to interact and offers positive, ambitious and creative activity for tourists and local residents. Potentially, Assemble offers a place making approach to public arts in the City of Unley where additional activities could bring different demographics, cultures and generations together, increasing understanding and empathy within the community as well as increasing and reinforcing community's cultural connections and sense of place.

### *Actions:*

- Identify Council sites and programs that will allow public art activities to be incorporated into future projects **[2]**
- Discuss with other Council staff opportunities to develop pilot project for Assemble within existing Unley Centre masterplan and urban design project **[2]**
- Identify potential artists and community groups to collaborate with **[2]**
- Discuss with Council staff opportunities to develop further projects for Assemble within future masterplan and urban design projects **[4]**
- Align potential site selections with groups where possible **[4]**
- Invite curators and event organisers to propose a year long program for Assemble **[4]**
- Seek Commission funding from Arts SA and/or Tourism SA for second Assemble **[4]**

### Assemble Pilot Project (Year 2 and 4)

- Identify potential sites and community groups
- Develop artist shortlist and engage in the development of preliminary concept (based on \$13 000 budget)
- Identify funding requirements for implementation 2018 (based on \$25 000)
- Seek seed funding (based on preliminary budget of \$10 000) with grant funding from Arts SA 'Art for Public Places Program'

Total cost (excluding grants) **\$38 000**



AS



## Relic

### *Description:*

Relic uses public art to engage with the rich historic legacy of the City of Unley. Throughout the City are places, memories and stories as well as artefacts that contain significant natural and built heritage which charts the development of the City of Unley and its community.

By recognising this context, Relic provides the opportunity to construct new conversations and ways of thinking in relation to the importance and significance of these artefacts.

Relic will create contemporary responses drawing attention to the history of the City. A new layer will be added to the existing fabric of the City of Unley creating new cultural references for the community.

### *Actions:*

- Work with Unley Museum, local historians and heritage advisors to identify the range of 'relics' for artists to consider as potential project sites and opportunities [3]
- Investigate scope of artistic interactions in relation to project sites [3]
- Develop specific briefs in response to Relic [3]
- Select and commission artists to develop concepts through a curatorial process [3]
- Seek Seed funding with grant funding from Arts SA [3]
- Develop briefs and art program for second year of Relic [4]
- Seek Commission funding from Arts SA for second Relic [4]

### Relic Pilot Project (Year 3 and 4)

- Undertake community consultation to identify potential sites, stories or projects for Relic
- Select artists based on community consultations and research
- Develop commissioning/engagement process for Relic program
- Undertake Relic projects in 2016 and 2017 (\$20 000)

Total cost per annum (excluding grants) **\$10 000**



RL

## RO-RA-RU

### *Description:*

The RO-RU-RA typology leverages off the cliché that what Council does best is...Roads, Rates and Rubbish.

Council is a constant and prominent presence in Unley and yet the culture and artistic values of Council are often hidden or limited to specific locations. Council actively connects with the community in numerous ways, rates letters, flyers, posters, waste collections and the ongoing management and maintenance of the City by staff, vehicles and equipment.

These operations and activities form a type of public discourse, one in which Council already operates. RO-RA-RU will use these activities to integrate arts into every process of Council.

RO-RA-RU considers the creation of art works which are able to exist throughout Council and the City at any time and any place. RO-RA-RU treats the whole of the City of Unley as a “canvas” by increasing the presence and exposure of the arts, making Council’s role in the arts more visible. .

RO-RA-RU also has the potential to offer public arts opportunities to a wide range of artists and practitioners who do not usually create public works of art. Poets, visual artists and graphic designers could all produce work for the RO-RA-RU.

Council’s various existing traditional roles become the opportunity for the art, becoming a dynamic artistic element within the urban fabric of the City.

### *Actions:*

- Identify equipment, vehicles, literature, correspondence and items that Council uses and sends out to its constituency that would be capable of incorporating an artwork into/onto it, consider opportunities such as bills, rates, fines, notifications, recycle bags, etc. **[2]**
- Develop commissioning process to engage artists to produce specific art work for appropriate equipment and documents **[2]**
- Identify potential prototype projects and approaches **[2 and 3]**
- Explore potential for going RO-RA-RU program **[3 and ongoing]**

## RO-RA-RU Pilot Project (Year 2 and ongoing)

### *Poets in the Papers (Year 2)*

*'Poets in the Papers' is a collaboration between Council and local poets and writers. Using the existing Council documents and notifications poets and writers will be commissioned to create written words, poems and stories that express Unley, embedding a cultural signature in the day to day correspondence of Council.*

- Allocate budget for inaugural RO-RA-RU (\$11 000)
- Select poets and writers
- Determine material and locations to the works
- Develop program over a 12 month period (\$1 000)
- Market the events, and encourage community interaction (\$1 000)

RO



## Centrepiece

### *Description*

Centrepiece aims to create significant public art through sculpture, performance, design and interactions in the urban realm and public spaces of the City.

Across the City of Unley are numerous significant places and urban corridors that provide opportunities for public arts. The urban fabric of the City is highly contested with open spaces and the public realm conflicting with transport and stormwater needs. Roads, rail lines, creeks and culverts crisscross and intersect through the City creating links, areas and sites for public art.

Other opportunities exist in the urban space of the City. Works can be located at Unley Central, the main shopping precincts, local centres and hubs associated with the Unley Villages or areas that are prominent and create a focus in the public realm.

Centrepiece considers larger scale and more complex works that would form an iconic presence within the City of Unley. Although, predominately sculptural, the works should increase the activation and interaction with the City, creating community focal points and distinct places that reflect the character and needs of Unley.

### *Actions:*

- Undertake Centrepiece art works for the Greenways Project **[1]**
- Identify urgent and ongoing maintenance and management requires for existing Centrepiece art works **[1]**
- Identify and map potential locations for Centrepiece projects for the next 5 years **[2]**  
These could include work at:
  - Goodwood Road Underpass
  - Unley Central
  - Unley Oval
  - Wayville Showground
  - Other mainstreets and local centres
  - Community meeting place
- Identify and map the locations suitable for interventions **[2]**
- Investigate an artists' register for Centrepiece, to shortlist artists based on the proposed scope of the project **[3]**
- Develop brief for Centrepiece **[3]**
- Identify budgets and grant funding to support the implementation of Centrepiece art works **[4]**
- Pursue funding through budget processes and Arts SA 'Major Commission Funding' **[5]**
- Commission works that embrace the unique properties and narratives of the individual spaces **[5]**

### Centrepiece Pilot Project (Years 1 and ongoing)

- Undertake Centrepiece art works for the Greenways Project (\$25 000 supported by Department of Planning Transport and Infrastructure (DPTI) grant of \$20 000)
- Consider maintenance of existing Centrepiece art works (based on a reoccurring annual budget of \$2 000)
- Align potential sites with major redevelopment projects (Unley Centre and Goodwood Underpass)
- Develop brief for Centrepiece
- Develop artist shortlist and engage in the development of preliminary concept
- Develop seed funding (based on preliminary budget of \$10 000) with grant funding from Arts SA 'Art for Public Places Program'
- Seek funding through Arts SA 'Major Commission Grant Funding' (\$100 000)
- Identify funding requirements for delivery of major Centrepiece 2018 (\$100 000)



CP

Public Arts Implementation Plan

		Year 1	Year 2	Year 3	Year 4	Year 5
Tempo	TE	\$10 000	\$10 000	\$10 000	\$10 000	
Flora	FL	\$10 000	\$10 000			
Furnish	FR		\$10 000	\$10 000	\$10 000	
Assemble	AS		\$13 000		\$25 000	
Relic	RL			\$13 000	\$13 000	
RO-RA-RU	RO		\$13 000			
Centrepiece	CP	\$25 000	\$2 000	\$2 000	\$2 000	\$10 000
Year Totals <sup>(1)</sup>		\$45 000	\$58 000	\$48 000	\$60 000	\$10 000

(1) All totals beyond Year 3 are indicative





## **Public Arts Policy**

### **1. POLICY STATEMENT**

The City of Unley is committed to the creation and ongoing support of public arts and culture that reflects the social, economic and environmental character of the city.

Council will commission, support and advocate for public arts that stimulate thinking, invites interaction, celebrates diversity, increases awareness of local identity, allows for contemplation and questions assumptions.

Council believes that the encouragement and creation of public arts and the involvement of the community in this process is fundamental to sustaining arts and culture in The City of Unley.

### **2. COMMUNITY GOAL**

Living: Our Path to a Vibrant City  
2.3; Cultural and artistic diversity

### **3. POLICY OBJECTIVES**

The objectives of this policy are:

- (a) To promote public arts projects within the public realm that improve the attractiveness and aesthetics of The City of Unley
- (b) To provide a variety of opportunities for artists, practitioners and the community
- (c) To provide opportunities for ephemeral, temporary and permanent artworks

- (d) To enable the community to contribute to the conceiving, creation and implementation of public arts
- (e) To increase awareness among the community of the value and role of public arts
- (f) To develop a culture that values the contribution public arts in all areas of Council
- (g) To create artworks which have a relevance in terms of location, context, use of materials, medium and lifespan
- (h) To ensure as far as practicable that art works which are under the care and control of the Corporation of the City of Unley are preserved in sound condition or de-accessioned according to the appropriate professional standards and methods.

### **4. PRINCIPLES**

The following Principles underpin the City of Unley's approach to public arts:

#### **4.1 GUIDING PRINCIPLES**

##### **(a) Engage Unley**

- Public art works are contextual and provide recognition and celebration of the City of Unley, its history, environment and community.
- Art works use, include or express Unley as a focus within the content, themes or responses.

- A culture of participation and interaction is encouraged where every aspect of public art is related to connecting people, places, histories and narratives.
- Sensitivity to community aspirations for identity and interpretations of place are considered in public arts projects and programs.

**(b) Foster Creativity**

- Opportunities and support is provided for artists and the community to be creative.
- A demand for excellence, creativity, innovation and craftsmanship in public arts is fostered within the community, Council and other stakeholders.

**(c) Encourage Diversity**

- Programs that respect physical, social and cultural diversity of the City of Unley.
- All members of society are represented.

**(d) Deliver Artistic Value**

- Projects and programs of the highest artistic quality that encourage creativity and put the artist's vision at the centre of the project conception.
- Projects and programs that enrich human experiences through aesthetic experience, contribution to the aesthetic of the place or the enjoyment it provides.
- Innovate and challenge through public arts to engage wider participation in debate.

**(e) Be Relevant**

- A dynamic and robust public arts culture is fostered that is constantly evolving, requiring numerous responses that reflect changes to society and the shifting and contested concept of the public.
- New cultural conversations inspire the creation of public arts that provide a new cultural conversation in Unley, creating artworks which have the capacity to entertain, question, provoke and introduce new ideas into the City.

**4.2 IMPLEMENTATION PRINCIPLES**

**(a) Resourcing and Funding**

- Funding and resourcing for public art projects must be realistic to ensure the required scope, intent or scale of the works can be delivered in accordance with Involve Unley: Public Arts Strategy.

**(b) Seek Partnerships**

- Partnerships, relationships and associations must be established and maintained that assist in the funding, curating, commissioning and delivery of Involve Unley projects and programs with interested parties including government departments, community based organisations, private business and tourism organisations.

**(c) Planning**

- Good planning principles, procedures and actions facilitate the planning, creation and implementation of public arts in the City of Unley over the next 5 years as per Council's Public Arts Strategy..
- Public art opportunities and treatments are considered within all urban design and place making projects.
- Regular reviews to consider future requirements and potential for new or adapted public art works.

**(d) Curating Collections**

- Agreed guidelines and procedures are established to guide the development, implementation, and preservation of public art works.
- Commissioning a highly visible contemporary public art collection that is progressive, innovative and embraces a variety of stimulating approaches, media and scales.

**(e) Document**

- Processes and programs are established for the recording and capture of public arts in the City of Unley. Develop suitable collection points, archives, catalogues and digital media to ensure the lasting presence of all public art works.
- Community play an active part in the documentation and recording process and capitalise on existing social media platforms such as (but not limited to) facebook, twitter, youtube, myspace, blogs and wikis.

- A register of public art works in the City of Unley is developed.
- Work Health and Safety compliance, insurances and safety and risk assessments are undertaken in relation to the design installation, maintenance and refurbishment of public art works.

De-accession of works respects the art works, the location and the artist(s) under the Copyright Act 1968 (Moral Rights) and has their work treated in the required manner under the act (right to attribution or a right to integrity).

**(f) Maintenance and Care**

- Care of existing and future collections and ongoing maintenance operations is funded to ensure a continuous cultural connection is maintained between the public artworks and the City
- Appropriate timeframes (to be determined by each individual project) are applied for the life of the art works in conjunction with the creators and curators.

**(g) Evaluation**

- Criteria for the evaluation of public arts are established in the early stages of each project. Criteria are based on the objectives of promoting debate, encouraging change and expanding thinking.

- Formative evaluation methodology is embedded into the process and production of public artworks that provides ongoing discussion and feedback to measure the key indicators of success of each project and program.
- A summative evaluation methodology is used for the public art works outcomes that measure the success of each project and program against the principles and objects of the Strategy and makes future recommendations.
- (h) Council reserves the right to seek external professional expertise in the drafting of project briefs, commissioning and assessment of tenders/submissions, and with ongoing curating, valuation, and de-accessioning of public art works under its care and control.

## 5. DEFINITIONS

For the purpose of this Policy, the following definitions apply:

- (a) Public Arts broadly means visual, digital, oral, written and performance arts practises and media that demonstrate creative or cultural intent. The form, style, commissioning and implementation require unique descriptions to further define the type, size, purpose, function and length of duration of the art works.
- (b) Community means “the public” and includes ratepayers, residents and all people who live, work, study, conduct business or use the services, facilities and public places in the City of Unley. These people are often referred to as “stakeholders” in the affairs of Council.

- (c) Temporary/Ephemeral means public arts that are not permanent and will exist for short periods of time and be removed, de-accessioned or may erode or deteriorate over time, disappearing altogether.
- (d) Permanent means public arts that remain and become constant features within the fabric of the city.
- (e) The Act means the Local Government Act 1999, as amended.
- (f) Council means the elected member body representing the city of Unley Community or staff operating under delegated authority to act on behalf of Council.

## 6. LEGISLATION/REFERENCES

Local Government Act 1999

**Copyright Act 1968**

WH&S Act 2012

## 7. POLICY DELEGATIONS

The officers listed below have sub-delegation under this policy:

General Manager Community

## 8. ROLES/RESPONSIBILITIES

The Cultural Development Coordinator will be the main project officer responsible for the implementation and monitoring of this policy.

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[Accessed 21 March 14]





Community arts project in front of Goodwood Primary School

## **Bibliography**

Artist credits front cover

Sera Walters 'Stitching' RANDOM Art Project, Glenelg

Leith Elden 'Battle Ground' RANDOM Art Project, Glenelg

James Angus 'Grow Your Own' Forrest Place, Perth

Electric canvas 'Northern Lights' Adelaide

Mural by Sam Evans, Nish Cash, Carclew Youth Arts, Everard Park.

Warwick Keates 'Sands of Time' RANDOM Art Project, Glenelg

Unknown, Vans the Omega

Florentijn Hofman 'Big yellow rabbit' Openart Biennale Orebro, Sweden.

Leith Elden 'Battle Ground' RANDOM Art Project, Glenelg

Leith Elden 'Battle Ground' RANDOM Art Project, Glenelg

Cracking Art Group Snailovation, Martin Place Sydney

Shaun Kirby 'Talking Our Way Home'

Tanya Court 'Zoomorphic prints'

Cocker Alley Bianca Faye and Tim Spicer

Shade Abdul 'Sky Ear'

Cathryn Scott Ali and Nicholas Uhlmann 'The Language of Birds' Orphanage Park, Unley

## **Bibliography**

Credits Pg 33 from left to right top to bottom

Whirling Stones, Marijana Tadic, Goodwood Community Centre, image credit WAX Design

Community arts project in front of Goodwood Primary School, image credit WAX Design

Artwork at A Mothers Milk, Unley Road, image credit WAX Design

Residential property, Unley, image credit WAX Design

Community arts project in front of Goodwood Primary School, image credit WAX Design

Cathryn Scott Ali and Nicholas Uhlmann 'The Language of Birds' Orphanage Park, Unley

Community arts project in front of Goodwood Primary School, image credit WAX Design

Angel Seat, Devi & Vaughan, Goodwood Road, image credit WAX Design

Community arts project in front of Goodwood Primary School, image credit WAX Design

Fence on Goodwood Road by Alchemy, image credit WAX Design

Fence on Goodwood Road by Alchemy, image credit WAX Design

Fence on Goodwood Road by Alchemy, image credit WAX Design

Fence on Goodwood Road by Alchemy, image credit WAX Design