



Art in public places

Auckland City Council's public art policy

Find out more: phone 09 379 2020
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Contents

1.0 Introduction and executive summary	Page 3
2.0 City vision and strategies	Page 6
3.0 Goals for Auckland city's public art	Page 7
4.0 Key principles and implementation tools	Page 8
5.0 Gifts	Page 12
6.0 Governance	Page 13

This policy was approved by the Arts, Culture and Recreation Committee in May 2008.
For more information about the policy, please contact the council's public art team on 09 379 2020.

Cover images:

Phil Price, **Cytoplasm** (2003), gifted by Auckland City Sculpture Trust

Dan Tippet, **Kingsland Mural** (2006)

Gaye Jurisich, **Runner** (part of Living Room 2007)

1.0 Introduction and executive summary

Art in public places has been developed to clearly articulate Auckland City Council's strategic goals for the development and care of public art in Auckland city. It sets the direction the council will follow and the ways it will support and work with others in a spirit of shared enterprise to maximise the contribution of the city's public art to the council's vision of Auckland as First City of the Pacific.

1.1 What is public art?

Public art includes and reflects the diverse field of contemporary art practices and forms taking place in the public domain, and also refers to the city's historic collection of public art.

Public art includes principles and processes as well as art objects. It encompasses:

- artists and other design professionals contributing to the thinking and design of public places and spaces;
- art concepts and/or art works and/or design features integrated into urban and neighbourhood design developments (including buildings, streets, parks and other public space); art works in public places;
- artists working in and with communities in public spaces;
- art processes and art works in the public sphere that may be variously described as sculpture, performance, new-genre public art, relational aesthetics, and/or installations.

The 'art works' may be temporary, permanent or semi-permanent.

Public art is a highly visible and easily understood indicator of a city's creativity, wealth of talent, cultural diversity, openness and richness of lifestyle, and plays a vital role in the creation and development of a great city.

Public art developed under this policy will express Auckland's diverse communities, create a sense of identity and belonging, and be crucial to the design, enrichment, look and feel of the city's public spaces and places.

Auckland City Council recognises that it will not achieve its strategic goals for public art alone. This policy therefore emphasises the spirit of shared enterprise that the council will foster to achieve world-class public art in Auckland. The council will support and work with others to create public art that is characterised by high quality, innovation, richness and surprise.

1.2 The policy drivers

This public art policy has been developed with two key drivers in mind:

- to clearly articulate the council's public art goals and raise the quality of public art outcomes in the city, and
- to make it easier for others to work with the council to achieve these outcomes.

1.2.1 Making it easier

The council wants to make it easier for others to work with it by securing better funding for public art, reducing regulatory barriers, and establishing a dedicated public art team that provides a first point of contact and important support and interface for its partners.

1.2.2 Clearer goals

Clearly articulating the council's goals is critical to achieving high quality public art outcomes for the city.

This policy has four overarching goals that provide the strategic context and direction for all public art planning:

- Achieving high quality: the city's public art works; the council's relationships and partnerships; and the council's processes and procedures are of high quality
- Being innovative: the council's approaches are unique and innovative, and attract the best people and ideas;
- Creating richness: Auckland city's public art includes a diversity of art types; expresses and celebrates Auckland's diverse people, natural and cultural heritage, histories and places; engages diverse audiences; and fosters pride and a sense of identity and belonging; and
- Generating surprise: Auckland city's public art works surprise, delight, challenge and stimulate; increase the city's attractiveness as a place to live and work; and enhance its reputation as a fresh destination.

1.3 Principles and tools for implementing the policy

Three principles underpin how the council will achieve its public art goals. These are complemented by five key implementation tools.

1.3.1 Principles

1.3.1.1 Engaging the right expertise

The council will engage the right expertise (art, architecture, urban design and cultural expertise) to achieve high quality art outcomes for the city.

1.3.1.2 Working in partnership

The council will work closely with organisations, stakeholders and members of the community interested and involved in the development of Auckland's public art across the city, and will form agreements and memorandums of understanding with major partners. The council's public art team will provide the first point of contact for public art matters and provide the essential interface required to make it easier for the council and its partners and others to work together to deliver high quality public art outcomes.

1.3.1.3 Whole of programme management

Through the work of its public art team, the council will exercise strong curatorial leadership and oversight to achieve a balanced management of the city's public art activity. The council's whole of programme approach will ensure that every part of the development, planning, delivery and care of the city's public art is considered in relation to the whole.

1.3.2 Implementation tools

1.3.2.1 External advisory panel for public art

The council will work with an external advisory panel for public art that provides expert advice in the development and review of its public art programme and on public art projects.

1.3.2.2 Public art fund

The council's public art will be resourced by a dedicated public art capital fund (based on an international benchmark of 1 per cent of the council's capital works programme) and an operational public art budget. The council will also make budget provision to maintain the city's public art works.

1.3.2.3 Management guidelines and measurement framework

The council's management guidelines, objectives and measurement framework will provide guidance and high-level objectives for the ongoing development of public art. The council will conduct reviews every three years to evaluate the public art programme's performance against the public art policy outcomes and measures.

1.3.2.4 Public art tool kit

The council's management processes for the commissioning, development and de-accessioning of public art will be clear and transparent and are articulated in a guidelines manual: The Public Art Toolkit. These guidelines cover procurement, project management, consultation, and decision-making processes associated with all aspects of the council's public art activity.

1.3.2.5 Asset management plan

The council's asset management plan for public art will ensure that suitable systems and budget are in place for the proper cataloguing, care, maintenance and conservation of all art works in the city's public art collection.

1.4 Governance

The council's Arts, Culture and Recreation committee approves the public art policy, the annual and three-year public art programme plans, and any proposed projects that have the potential for public controversy and/or risk to the council's reputation (noting that this does not include the selection or approval of new works where they meet the guidelines); and monitors the public art programme and public art activities on a regular basis.

2.0 City vision and strategies

Art in public places sets out the outcomes that Auckland City Council seeks in its programme of high-quality public art. High-quality public art achievements in turn deliver to, and support, the council's vision and strategies set out below.

2.1 The council's vision of Auckland as First City of the Pacific

A high-quality public art programme will deliver to the objectives of four strands of the council's long-term vision of Auckland as a world-class city:

A world-class waterfront and CBD will be delivered by public art that:

- enhances the waterfront and its link to the CBD as a hub that attracts people and business.

Creativity and innovation will be delivered by public art that:

- contributes to Auckland being a magnet for creativity and imagination, and
- blends the best from the world and New Zealand to create a fresh Auckland style.

Pride in the city will be delivered by public art that:

- reflects and expresses Auckland's distinct identity, and
- creates opportunities for people to identify with, and celebrate our city.

Vibrant local centres will be delivered by public art that:

- enhances, reflects and expresses Auckland's vibrant, distinctive and connected local centres, which reflect all our communities, and
- increases the attractiveness of the city's centres by enhancing their distinct characteristics.

2.2 The council's strategic objectives

A high-quality public art programme will also directly deliver to and support the strategic objectives in three of the council's six city strategies:

Lifestyle choices will be supported by public art that:

- celebrates and values who we are, enlivens the CBD as an arts centre, and enhances Auckland as a unique arts destination.

Quality built environment will be supported by public art that:

- raises the design quality of the built environment, reflects our unique heritage, develops a world-class CBD and waterfront, and fosters vibrant centres and successful neighbourhoods.

Strong and healthy communities will be supported by public art that:

- fosters connected communities and a sense of pride and belonging, and makes places for people.

3.0 Goals for Auckland city's public art

Four overarching goals form the basis of this policy. The four public art goals provide the strategic context and direction for all planning for Auckland City Council's public art programme.

1. Achieving high quality

Auckland city's public art is recognised for its high quality and contribution to a high-quality built environment.

The council has high-quality relationships and partnerships with others to develop Auckland's public art in a spirit of shared enterprise.

The council's planning, project development, and collection care and management is of a high standard.

2. Being innovative

The council is a world leader in its public art approaches, which are unique and innovative.

Auckland city's public art attracts the best people and ideas and draws wide attention to the city as a creative hub.

3. Creating richness

Auckland city's public art has a wide diversity of art genres and types of art work.

Auckland city's public art expresses and celebrates the city's unique identity; its natural and cultural heritage; and its diverse people, histories and places.

Auckland city's public art engages diverse audiences and communities; and fosters people's pride and their sense of identity and belonging.

4. Generating surprise

Auckland city's public art works surprise, delight, challenge and stimulate.

Auckland city's public art enlivens the city and creates art experiences that increase Auckland's attractiveness as a place to live and work; and enhances its reputation as a fresh destination.

Auckland city's public art contributes to visitor experiences that are distinctive and memorable.

4.0 Key principles and implementation tools

Three key principles underpin how Auckland City Council will work to achieve its public art goals: engaging the right expertise, working in partnership, and 'whole of programme' management.

In addition, there are five key tools for implementing the council's public art policy: an external advisory panel for public art, a public art fund, a public art tool kit, an asset management plan, and a management guidelines, objectives and measurement framework.

4.1 Principles

4.1.1 Engaging the right expertise

The council will engage the right expertise (art, architecture, urban design and cultural expertise) to achieve high-quality art outcomes for the city. Artists, curators, architects and other design and cultural experts will help the council achieve public art outcomes for Auckland city that are world-class and innovative, and that surprise, delight, challenge and stimulate.

The council will work with independent peers through an external advisory panel for public art to receive expert advice on its public art programme and project planning. The council's own internal public art team will provide the right expertise to plan and deliver its public art programme and projects.

4.1.2 Working in partnership

The council will work closely with organisations, stakeholders and members of the community interested and involved in the development of Auckland's public art across the city, and will form agreements and memorandums of understanding with major partners. The council's particular focus will include working:

- in partnership with appropriate experts (artists, curators, architects, urban designers, cultural experts and conservators), advisory panel for public art, Mana Whenua, sculpture trusts, community boards, neighbourhoods and communities, and others involved in the development of public art;
- with Auckland Regional Council, Ports of Auckland and other public sector landowners and regulatory authorities to achieve integrated and well-planned approaches to public art;
- with private landowners, developers, Transit NZ and Ontrack to encourage the inclusion of public art in development projects and to achieve high-quality public art outcomes;
- with others to leverage additional resources to deliver high-quality public art outcomes for Auckland; and
- with members of the creative sector and national urban design agenda to encourage innovation in the development and implementation of public art.

The council's public art team will provide the first point of contact for public art and provide the essential, uncomplicated interface that makes it easier for the council and its partners and others to work together to deliver high-quality public art outcomes.

4.1.3 Whole of programme management

The council will plan and deliver its public art through a management approach called a 'whole of programme' approach. This means that every part of the development, planning and delivery of the city's public art (both new and existing) is considered in relation to the whole. Through the work of its public art team, the council will exercise strong curatorial leadership and oversight to achieve a balanced management of all of its public art activity that:

- achieves comprehensive public art programme planning
- ensures end-to-end project planning
- delivers an integrated approach to the development of new projects that achieves the council's long-term goal of building a balanced, credible and inspiring portfolio of public art
- ensures that individual projects are judged and planned in relation to their fit with all other existing and planned works, and
- ensures the proper care, maintenance and review of the city's existing public art.

Auckland City Council's 'whole of programme' approach will be characterised by:

- expert curatorial leadership
- support and advice from peer experts
- thinking strategically
- aligning all planning with the public art goals of the public art policy
- making decisions on the basis of the need to develop a high quality and credible portfolio of public art (see also note on gifts below)
- end-to-end planning and implementation, and
- an integrated approach to the development of new work and the care, maintenance and review of the existing collection.

4.2 Implementation tools

4.2.1 Advisory panel for public art – external (APPA)

The council will exercise leadership for public art in Auckland in two ways: through appropriate internal management and expertise; and through the work of an external advisory panel for public art (APPA).

The advisory panel will provide expert advice in the development and review of the council's public art programme and on public art projects. The panel's advice will help the council achieve high-quality public art outcomes; an excellent reputation with stakeholders; effective relationships with partners and the arts sector; and high public confidence.

The panel will advise on the council's public art programme and public art projects, and provide input to regular reviews of the programme. Its advice will be a necessary prerequisite for any recommendations that management takes to the appropriate council standing committee for approval.

The panel will be comprised of eight external members with appropriate expertise (artists, curators, architects, urban designers, conservators and other arts professionals), the director of Auckland Art Gallery (or proxy) and one ex-officio member (the council's manager public art).

4.2.2 Funding

The public art programme will be resourced by a dedicated public art capital fund and by an operational public art budget.

Public art fund

The amount of the council's dedicated public art fund is based on approximately 1 per cent of its eligible capital works budgets, in keeping with international benchmarks. Eligible projects are all capital development budgets with the exception of excluded projects (such as internal capital projects and land acquisitions).

The public art fund will be applied strategically to suitable capital development projects that best achieve the council's strategic objectives and ensure high-quality public art outcomes.

The council's public art funding will be used to leverage significant investment in public art from private sector partners and others.

Public art operational budget

An operational budget will be provided for the delivery of temporary and ephemeral public art projects, and for pre-build costs of capital public art projects (such as feasibility, consultation, initial concepts). The council also makes budget provision for maintenance of the city's public art works.

Major capital development projects

All capital projects that require an urban design review will be required to include consideration of a public art component in their project planning briefs, which will form part of the urban design review.

The public art manager (and team) will work with capital planning managers in the early planning stages to determine which projects provide the best strategic opportunities for inclusion of public art, based on consideration of the following criteria:

- Strategic fit (ie, alignment with the council's vision and strategic goals and priorities);
- The potential to meet the council's public art goals and achieve a high-quality public art outcome;
- The availability of the right expertise to plan and manage the public art components of the project;
- Sufficient funding to achieve a high quality outcome; and
- The project's likely contribution to the balance of the public art collection.

4.2.3 Public art tool kit

The council's management processes for the commissioning, development and de-accessioning of public art will be clear and transparent and are articulated in a guidelines manual, The Public Art Toolkit. These guidelines cover procurement, project management, consultation, and decision-making processes associated with all aspects of the council's public art.

4.2.4 Asset management plan

The council's asset management plan for public art will ensure that suitable systems and budgets are in place for the proper cataloguing, care, maintenance and conservation of all art works in the city's public art collection.

4.2.5 Management guidelines and measurement framework

The council's public art management guidelines, objectives and measurement framework will provide high-level objectives and measures for the public art programme and guidance on how the annual and three-year public art programmes are developed.

The council will conduct reviews every three years to evaluate the public art programme's performance against the public art policy outcomes and measures identified in the measurement framework and in the annual and three-year public art programme plans.

The council will also regularly report to the community on achievements and progress, via artist and curator forums, the Auckland City Council website and *City Scene*.

5.0 Gifts

The council will work carefully to ensure all gifts are considered in a fair, transparent and consistent manner. The public art team, with the assistance of the advisory panel for public art, will assess all gift offers in relation to the council's quality and other objectives for public art and, where required or appropriate, report those recommendations to the council's Arts, Culture and Recreation committee for a decision.

The council's priorities include ensuring the high quality of the city's public art and encouraging and developing public art activities and art works that are site specific. Therefore, the council does not generally accept gifts of art works that have already been created, except in certain circumstances where the art work:

- will enhance the city's objective to achieve public art that is high quality, innovative, diverse and enlivening
- will contribute to the diversity of types of works in the programme
- enhances the breadth of audiences engaged by the programme, or the depth of engagement of key audiences
- is likely to create high-quality experiences for residents and visitors alike
- will occupy a site that will expose it to an appropriate audience
- is suited to the characteristics of the proposed site and surrounding environment in which it will be placed (ie, is appropriately site-specific), and
- the council is able to allocate suitable resources for its care and maintenance.

6.0 Governance

Auckland City Council's Arts Culture and Recreation Committee has the following governance roles in respect of public art:

Approve:

- Public art policy, including:
 - goals
 - the role and formation of the advisory panel for public art
 - appointment of members to the advisory panel for public art, and
 - agreements and memorandums of understanding with major partners

- Annual one- and three-year public art programmes and budgets indicating:
 - sites
 - development projects with public art components
 - strategic purposes of the public art projects
 - how the programme aligns with the quality goals and purposes for the city's public art programme identified in the policy, and
 - the budgets.

- Any proposed projects that the council's officers judge to have the potential for public controversy and/or risk to its reputation, noting that this does not include the selecting or approving new works where they meet the guidelines.

Monitor:

- Public art programme and public art projects through quarterly operational reports.