

**ITEM 11. PROPOSED BIENNALE LEGACY ARTWORK PROJECT FOR THE
20TH BIENNALE OF SYDNEY****FILE NO: S103805****SUMMARY**

This report provides details of the proposed artwork recommended to Council for endorsement as the second Biennale Legacy Artwork Project in partnership with the Biennale of Sydney for the 20th Biennale of Sydney from March to May 2016.

In May 2011, Council endorsed a new Public Art Policy and a City Art Public Art Strategy as a key action of Sustainable Sydney 2030 to create a “lively and engaging city” and “a cultural and creative city”.

Guiding Principle 6 of the City Art Public Art Strategy recommends the support of stakeholder and government partners to facilitate public art opportunities. In line with this principle, Council endorsed the Biennale of Sydney Partnership - Biennale Legacy Artwork Project on 25 June 2012, entering into a partnership with the Biennale of Sydney to produce a legacy artwork from the 19th, 20th and 21st Biennales to remain in Sydney beyond the period of the exhibition.

In accordance with Council’s resolution of 25 June 2012, the City entered into a Memorandum of Understanding with the Biennale of Sydney.

City Staff have been working with the Biennale of Sydney and Stephanie Rosenthal, the Artistic Director for the 20th Biennale of Sydney, to progress the selection and terms for the second legacy public artwork for recommendation to Council.

The proposed Biennale Legacy Artwork Project has been presented to the City of Sydney’s Public Art Advisory Panel by the Artist and the Biennale for their review, and they have recommended the proposed artwork to Council for endorsement.

The Biennale of Sydney has asked that the proposed Biennale of Sydney Legacy Artwork Project remain confidential until a timely joint announcement can be made by the Biennale of Sydney and the City of Sydney, subject to Council endorsement of the artwork. This is typically how artists for the Biennale are announced, ensuring a build-up of public excitement and suspense prior to the opening.

This report recommends that Council endorse the proposed Biennale Legacy Artwork Project outlined in confidential Attachment A and the associated financial implications outlined in confidential Attachment B to allow the second Biennale Legacy Artwork Project to proceed as per the terms outlined in this report.

RECOMMENDATION

It is resolved that:

- (A) Council endorse the terms and approve the acquisition of the Biennale Legacy Artwork Project proposed by Artistic Director of the 20th Biennale of Sydney, Stephanie Rosenthal, and recommended by the Public Art Advisory Panel, as detailed in confidential Attachment A to the subject report, to enter the City of Sydney's Public Art Collection as a legacy artwork following its installation as part of the 20th Biennale of Sydney;
- (B) authority be delegated to the Chief Executive Officer to enter into a public art commissioning agreement with the Biennale of Sydney based on the terms before Council for endorsement; and
- (C) Council endorse the financial implications listed at confidential Attachment B to the subject report.

ATTACHMENTS

Attachment A: Proposed Biennale Legacy Artwork Project for 20th Biennale of Sydney (Confidential)

Attachment B: Financial implications (Confidential)

(As Attachments A and B are confidential, they will be circulated separately from the Business Paper and to Councillors and relevant senior staff only.)

BACKGROUND

1. In May 2011, Council endorsed a new Public Art Policy and the City Art Public Art Strategy to provide a framework to deliver on the Sustainable Sydney 2030 Vision of a “lively and engaging City” and a “cultural and creative city”.
2. On 25 June 2012, Council endorsed a Partnership with the Biennale of Sydney, for a Legacy Artwork Project – to allow the City of Sydney to partner with the Biennale of Sydney to the value of \$300,000 per Biennale to acquire, or arrange the long term loan of, a work of public art from each of the next three Biennale’s as a trial project.
3. Following Council’s resolution of 25 June 2012, the Biennale of Sydney and the City entered into a Memorandum of Understanding to work together for the 19th, 20th and 21st Biennales to ensure a legacy artwork remains in Sydney beyond the period of the exhibition.
4. The Biennale of Sydney invites its Artistic Directors to create a major visual art exhibition showcasing ground-breaking contemporary art from Australia and around the world. Hosted across a number of Sydney’s leading cultural venues, including Cockatoo Island, the Biennale of Sydney has extensive local and international appeal, and is widely viewed as the model of all other modern Biennale’s across the globe.
5. The three month exhibition is accompanied by a program that is free to the public and designed to engage the audience in creative thought, discussion and participation with artist talks, performances, forums, family events, guided tours and other special events.
6. In 2014, under the curatorial direction of Artistic Director Julianne Engberg, the 19th Biennale of Sydney, *You Imagine What You Desire*, saw 94 artists (21 of whom were Australian) from over 31 different countries showcased in Sydney for the three month period of the exhibition. Many of these artists’ works had never been seen in Australia before.
7. The Biennale recorded over 623,153 visits to the various venues over the three month period of the exhibition (*Source: StollzNow Research*).
8. The Biennale Legacy Artwork Project, in partnership with the Biennale of Sydney, allows the City to capitalise on this hugely popular cultural event, which is part of the cultural landscape and the history of Sydney, by retaining a work of public art for the continued enjoyment of visitors, workers and residents beyond the three month period of the exhibition.
9. Building on the success of the inaugural legacy artwork from the 19th Biennale of Sydney, Artistic Director of the 20th Biennale, Stephanie Rosenthal, proposes an artwork by a Sydney-based artist who draws on the idea of audience participation, time and place, to allow the next Biennale Legacy Artwork Project to come to life.
10. The Biennale of Sydney and the artist have presented the proposed legacy public artwork to the City of Sydney’s Public Art Advisory Panel for their review. The Panel has recommended the artwork to Council for endorsement, noting that the artwork will make a unique contribution to the City Art Public Art Collection and provide a new way for people to engage with the city through public art.

11. In line with the artist's practice, the proposed artwork will be developed prior to, during and following the 20th Biennale of Sydney through a series of engagements with the public. This process of social interaction with the artist and her collaborators will see the artwork unfold throughout the Biennale in 2016.
12. Given the unique nature of the development of the artwork, it will be handed over to the City of Sydney following its completion .
13. Subject to Council approval of the proposed artwork, the City of Sydney will enter into a public art commissioning agreement with the Biennale of Sydney to deliver the proposed artwork for the 20th Biennale of Sydney.
14. The Biennale of Sydney will be responsible for contracting the artist, project managing the delivery of the artwork, including the necessary development approvals, obtaining owner's consents and maintaining the artwork during the period of the Biennale until the artwork is formally handed over to the City.
15. Following its handover, the proposed artwork will become an asset for the City and will be maintained as part of the City Art Public Art Collection.

KEY IMPLICATIONS

Strategic Alignment - Sustainable Sydney 2030

16. *Sustainable Sydney 2030* is a vision for the sustainable development of the city to 2030 and beyond. It includes 10 strategic directions to guide the future of the city, as well as 10 targets against which to measure progress. This proposal for a legacy artwork under the Biennale Legacy Artwork Partnership is aligned with the following strategic directions and objectives:
 - (a) Direction 1 - A Globally Competitive and Innovative City – the proposed artwork supports this direction through its contribution to the cultural landscape of Sydney. Its contribution to the Biennale of Sydney, and following the conclusion of the project to the City Art Public Art Collection, allows visitors and residents an alternative way to experience the city, drawing them into city spaces that might otherwise be overlooked
 - (b) Direction 4 - A City for Walking and Cycling – the proposed artwork encourages people to experience the city by walking, creating an alternative pathway to experience the city through public art.
 - (c) Direction 5 - A Lively and Engaging City Centre – through a series of direct engagements with the community, the proposed artwork allows the City's residents and the Biennale audience to participate in the creation of the content for the artwork, bringing creative activity to the City Centre and allowing people to engage with an artwork that creatively shapes the public domain of the city.
 - (d) Direction 6 - Vibrant Local Communities and Economies – the proposed legacy artwork leads its audience through one of the city's villages. The work will allow the Biennale of Sydney audience, both national and international, to engage with an area of the city through public art, that they may not have otherwise explored.

- (e) Direction 7 - A Cultural and Creative City – the proposed legacy artwork responds to this direction by creating an opportunity for the artist and her collaborators to intervene in public space, actively seeking participants to assist with the creation of content who may not normally engage in art-making, and allowing that engagement to be rediscovered through the future experience of the artwork in the public domain by participants or new audiences.
- (f) Direction 9 - Sustainable Development, Renewal and Design – the proposed artwork and, more broadly, the Biennale of Sydney Partnership - Legacy Artwork Project, support the idea of sustainable practice through capitalising on the creative expertise and engagement that the Biennale of Sydney creates on a bi-annual basis in the city. The work, rather than being removed at the conclusion of the Biennale, will remain in the public domain for future residents and visitors to encounter well beyond the three month period of the 20th Biennale of Sydney.
- (g) Direction 10 - Implementation through Effective Governance and Partnerships – the legacy artwork will be commissioned through the City's partnership with the Biennale of Sydney as a key cultural organisation. As a global city, it is the City of Sydney's role to support partnerships such as this. Creating and enabling the possibility for the exchange of creative thinking through international events, such as the Biennale of Sydney, is essential to ensure that Sydney's cultural life remains dynamic and open to new ideas.

Organisational Impact

- 17. The delivery of the Legacy Artwork Project by The Biennale of Sydney will be supported by City Design staff. The artwork integration into the City Art Public Art Collection will be supported by other staff as required (from City Projects, Public Domain, City Operations and City Engagement). Delivery of the artwork will be achieved through partnering with the Biennale of Sydney, which is an established organisation with a proven history of delivering high profile public art projects to tight deadlines. This offers the City an efficient and economical method of creating this Legacy Artwork Project, as was the case with the artwork delivered for the 19th Biennale of Sydney.
- 18. The Biennale of Sydney will manage the development and delivery of the artwork and will be responsible for managing it during the period of the Biennale exhibition. Following the conclusion of the exhibition, the artwork will be transferred to the City of Sydney and become an asset that will be maintained as part of the City Art Public Art Collection.

Social / Cultural / Community

- 19. The proposed artwork provides the opportunity for significant community, cultural and social benefits through engagement with the artist in two ways. The first will be through performances that are part of the Biennale program that incorporate audience participation. The second will be through the artist engaging directly with the community in the local precinct. Both the audience participation and the engagement of the local community will generate content for the final artwork.

20. Post Biennale, the public will be able to understand the artwork and the process of its development through plaques installed in the laneway, and also through the accompanying document of the process (an electronic artist's book) produced by the artist and available to the general public online through the City Art and the Biennale of Sydney websites.
21. The experience of the participation in the creation of the artwork has the potential to build creative and critical capacity in the community and, furthermore, encourage social connections within the community. In turn, the experience of the artwork following its installation may facilitate the re-engagement of the community in those discussions, or the engagement of others in the discussion, who were not originally present, through learning of the experience of those who were.
22. In addition, the interactive nature of the creation of the artwork has the potential to attract those members of the community who would not normally engage with the Biennale of Sydney. In this way, the artwork has the capacity to draw in new community members to actively participate in creative production in the City and become new engaged audiences for this artwork, the Biennale of Sydney and the City's Public Art Collection, City Art.

Environmental

23. The proposed artwork has a very low environmental impact, which further builds on the sustainable aspects of the partnership agreement with the Biennale of Sydney allowing artworks to remain in place for a longer period of time beyond the period of the three month exhibition. The proposed artwork takes an environmentally, economically and socially sustainable approach to the making of public art.

Economic

24. The proposed artwork will attract cultural tourism to Sydney and encourage the exploration of this area of the City through public art.
25. Given the specific nature of the artwork and its development through engagement with an active audience, the project has the capacity to further raise the awareness of the City's Public Art Collection, City Art, with local, national and international Biennale audiences and, more importantly, with residential audiences that may participate in the creative process as a new experience.
26. Detailed economic modelling of the impact of the Biennale's contribution to cultural tourism has been completed by StollzNow Research. In 2014, the Biennale of Sydney's economic contribution to Sydney was more than \$50 million (Source: StollzNow Research).
27. The opportunity to retain a Legacy Artwork from the 20th Biennale of Sydney is an opportunity for the City to capitalise on the Biennale's successes.

BUDGET IMPLICATIONS

28. The necessary funds for this project will come from the Capital Works allocation for Iconic Artworks as per the terms of the Original Biennale Legacy Artwork Project approved by Council and the endorsed 10 year financial plan.

RELEVANT LEGISLATION

29. The City may provide funding under section 356 of the Local Government Act.
30. Attachments A and B contain confidential commercial information which, if disclosed, would prejudice the commercial position of the person who supplied it.
31. Discussion of the matter in an open meeting would, on balance, be contrary to the public interest because it would compromise the ability of Biennale of Sydney and Council to announce the artwork and preserve the commercial position of Biennale of Sydney.

CRITICAL DATES / TIME FRAMES

32. The 20th Biennale of Sydney launches on 18 March 2016. Given that the artist's intention is to commence installation of some elements of the Biennale Legacy Artwork Project (subject to the necessary owner's consents and planning approvals) prior to the conclusion of the Biennale in May 2016, it is imperative that the project commence as soon as possible to allow for this.

PUBLIC CONSULTATION

33. The proposed artwork has been reviewed by the City of Sydney's Public Art Advisory Panel, who recommend it to Council for endorsement.
34. Given that the process to develop the artwork is based on community and public engagement, the artwork takes on a level of community consultation that is inherent and essential to its realisation.
35. The City of Sydney and the Biennale of Sydney will promote the artwork through all of the channels available to ensure that the community and audiences of the Biennale of Sydney are aware of the project and able to participate, should they wish to do so.
36. All legacy elements of the artwork will be subject to appropriate planning approvals.

KIM WOODBURY

Chief Operating Officer

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