

ATTACHMENT C

SITE SPECIFIC PUBLIC ART STRATEGY

GSL+P ART + CULTURE PROGRAM PRINCIPLES & APPROACH

CONCEPTUAL FRAMEWORK

Public spaces are shaped by architects and planners, but brought to life by communities: our approach invites the people of Green Square to be co-authors of the vision for the library and plaza which will form the heart of their community, and a critical piece of infrastructure in the creative and knowledge economy of the area.

This approach uses public art to engage in a process of inquiry, to determine the social and cultural needs of residents, visitors and workers.

As a new development connecting a diverse range of existing communities, Green Square will

be a work-in-progress for years to come. The challenge presented by Green Square can best be addressed through an incremental, participatory public art strategy: this approach offers the community a platform for participation in the form of their community as it develops, and as different parts of the plaza and library are activated over time, the communities that emerge around Green Square will have multiple points of engagement with each other, and with the site.

Practically, this means implementing a program of consultation early in the life of the project, first identifying and connecting with the various communities who do and will call Green Square home, and then an activation program during the

construction phase.

During this activation phases, artists will be invited to connect with some of the resident and visitor communities, and will draw on their interactions and observations to propose small interventions at the site: no one artist or community will drive the overall vision for Green Square, reflecting the diversity and complexity of the communities in and around the precinct.

Over time, the public art program will result in temporary and permanent additions to public spaces, a living time capsule created by the people of the precinct, shaping their own narrative, unique to this time and place.

GSL + P ART + CULTURE ACTIVATION PHASES & PERMANENT WORKS

CONSTRUCTION: 2014 – 2016

In the construction phase, two arts and cultural projects will serve to:

- Establish relationships with current and future residents
- Identify the social and creative communities of the precinct
- Build connections between present and future residents, within Sydney and beyond

In addition to building awareness about the development, and engaging the community in conversation, these projects - Creative Currents and Roving

Library – will have long-term outcomes for the precinct, drawing connections between the emerging creative and knowledge precinct and the city as a whole.

Twenty percent of the project budget will be dedicated to construction phase activations.

PERMANENT WORKS: 2017

Permanent works will address the needs of resident communities, and enhance the character of the space as a hub for learning. Developed with both local and international artists, creating interventions across the site, works will seek to empower expression and engagement by

residents and library visitors with the cultural life of the precinct.

Works offer opportunities to weave subtle storytelling threads through the social spaces and structures of the site, offering moments of unexpected wonder.

Selected artists will be invited to submit proposals for permanent works, responding to a site brief released in mid 2014, and will develop works in close consultation with architects and other consultants.

Eighty percent of the project budget will be dedicated to permanent works.

GSL+P BUDGET + ENGAGEMENT METHODOLOGY OVERVIEW

BUDGET

Activation projects, 2014 – 2016

- \$200,000

Permanent Works, 2017

- \$800,000

delivered across a tight timeline, a small group of artists working in Sydney will be selected by the GSL+P curator, and invited to deliver proposals. For certain elements of implementation, practitioners from the creative community already established in the precinct will be invited to deliver services.

Permanent Works, 2017

Site briefs will be developed in early 2014 for the proposed locations in the Library and Plaza which are suitable for permanent interventions. There will be separate briefs for analog and digital storytelling works, with an expectation that artists deliver

works for the Library, and the Data Tower in the Plaza.

Briefs will be released for expressions of interest from local and international artists, with a deadline for submissions to be set in late 2014.

A selection panel will be drawn from City of Sydney public art curators, library experts, and local art curators.

ENGAGEMENT METHODOLOGY

Activation projects, 2014 – 2016

Briefs will be written for each role. As these are specific community engagement projects, set to be

ACTIVATION ONE: CREATIVES CURRENTS

OVERVIEW

Creative Currents investigates, identifies and builds connections between the social, cultural and creative communities of the precinct.

A research process will be undertaken to establish the key assets and aspirations of the community, culminating with a large-scale temporary art installation documenting the creative life of the precinct.

Outcomes will include large-scale temporary public artwork and a digital map of current creative hubs, offering a new way of navigating the precinct and exposing the people and places that call Green Square home.

PROGRAM

May 2014

- Partner engagement and project commissioning
- Permissions sought

July - November 2014

- Research and discussions
- Photography and design

December 2014

- Exhibition installation commences

January 2015

- Map and exhibition launches

INDICATIVE SITES

Bourke St hoardings



Portman St hoardings

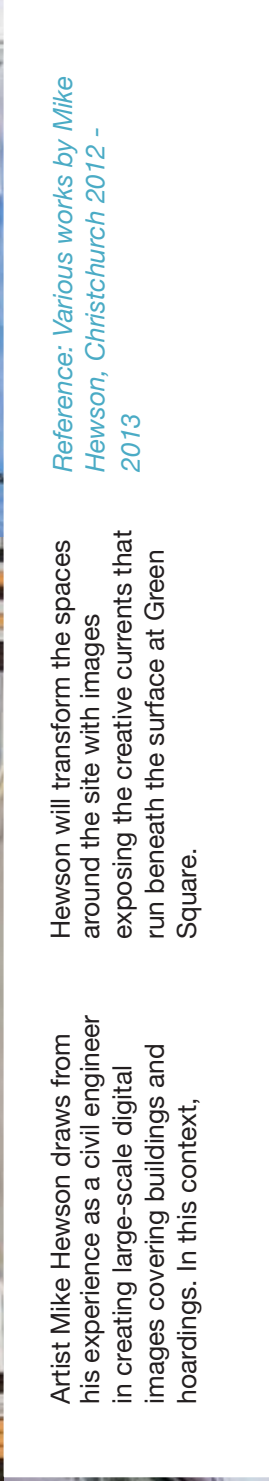




Artist Mike Hewson draws from his experience as a civil engineer in creating large-scale digital images covering buildings and hoardings. In this context,

Hewson will transform the spaces around the site with images exposing the creative currents that run beneath the surface at Green Square.

Reference: *Various works by Mike Hewson, Christchurch 2012 - 2013*



ACTIVATION TWO: ROVING LIBRARY

OVERVIEW

A library is more than a building – it's a place where knowledge is exchanged, where people share ideas, and explore possibilities. A library could be anywhere, and while we wait for GSLP, we're bringing this new kind of learning space to the wider city.

Roving Library is a project which offers a glimpse of a creative, social future vision for learning and community in GSLP, engaging with schools, libraries, cafes, markets, galleries and creative spaces in the precinct, to spark local conversations about what a library can bring to daily life. In the second phase, Roving Library travels around the city sharing the conversation about the role libraries play in our communities.

PROGRAM

July 2015

- Partner engagement, artist selection
- Key questions posed by DokLab

October 2015

- Development of visual concepts from artists

January 2016

- Website development
- Installation logistics
- Permissions sought

April 2016

- Exhibition and online gallery launches

INDICATIVE SITES

Merton Street Garden



Transport Place





As the Roving Library travels to plazas, train stations and parks around the precinct and city, a question is posed: what should a library be in the 21st century? How

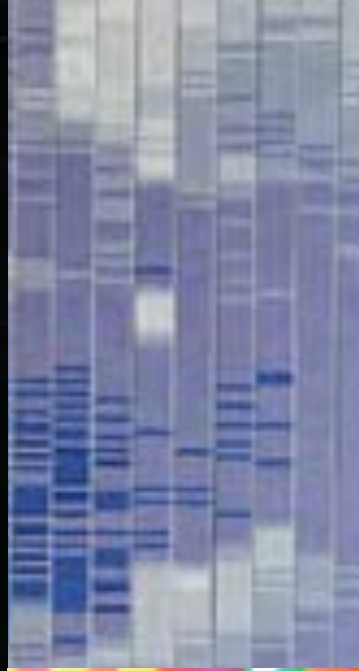
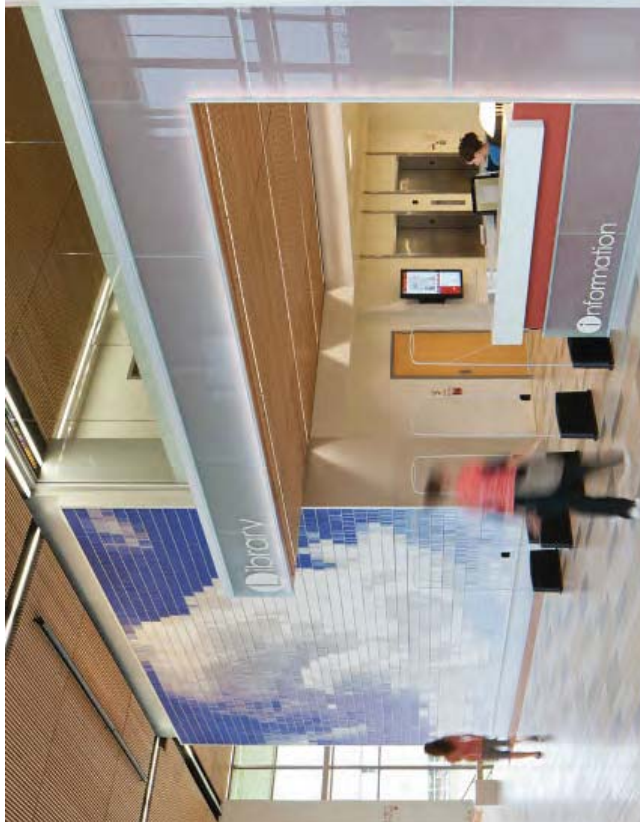
do you want your library to work for you? What can you bring to, or share in, your library? The project also serves as an awareness campaign for the development.

Reference: *Paradero Para Libros Para Parques, Medellín.*
The Uni Project, NYC



**PERMANENT
WORKS:
ENABLING
ANALOG
+ DIGITAL
STORYTELLING**

2017



PERMANENT WORKS: OVERVIEW

COMMISSIONING RATIONALE

Permanent public art interventions will serve to animate daily life, spark conversations and enrich interactions. The character of the site, as a home for storytelling, learning and exchange, can be expressed and developed through art works which stimulate communication and active participation.

Two briefs will be developed for a work which embodies storytelling through analog, material processes, and another which uses digital processes.

An expressions of interest call will invite artists to submit proposals for permanent works.

DELIVERABLES

- Precinct analysis detailing site context and relationship with its surrounds, users and neighbours, creative institutions and potential partners
- Selection methodology, vision and guiding themes
- Creative infrastructure proposals and commissioning rationale
- Implementation program including documentation, materials, budgets and plan for the life-cycle of work

BUDGET

\$800,000 will be allocated to commissioning permanent works

for the library, and the Data Tower.

PROGRAM

January – July 2014

- Site brief prepared

September – December 2014

- Request for proposals from invited artists

January – July 2015

- Selected projects enter concept refinement stage

August – December 2015

- Design and fabrication advice, permissions sought

January – July 2016

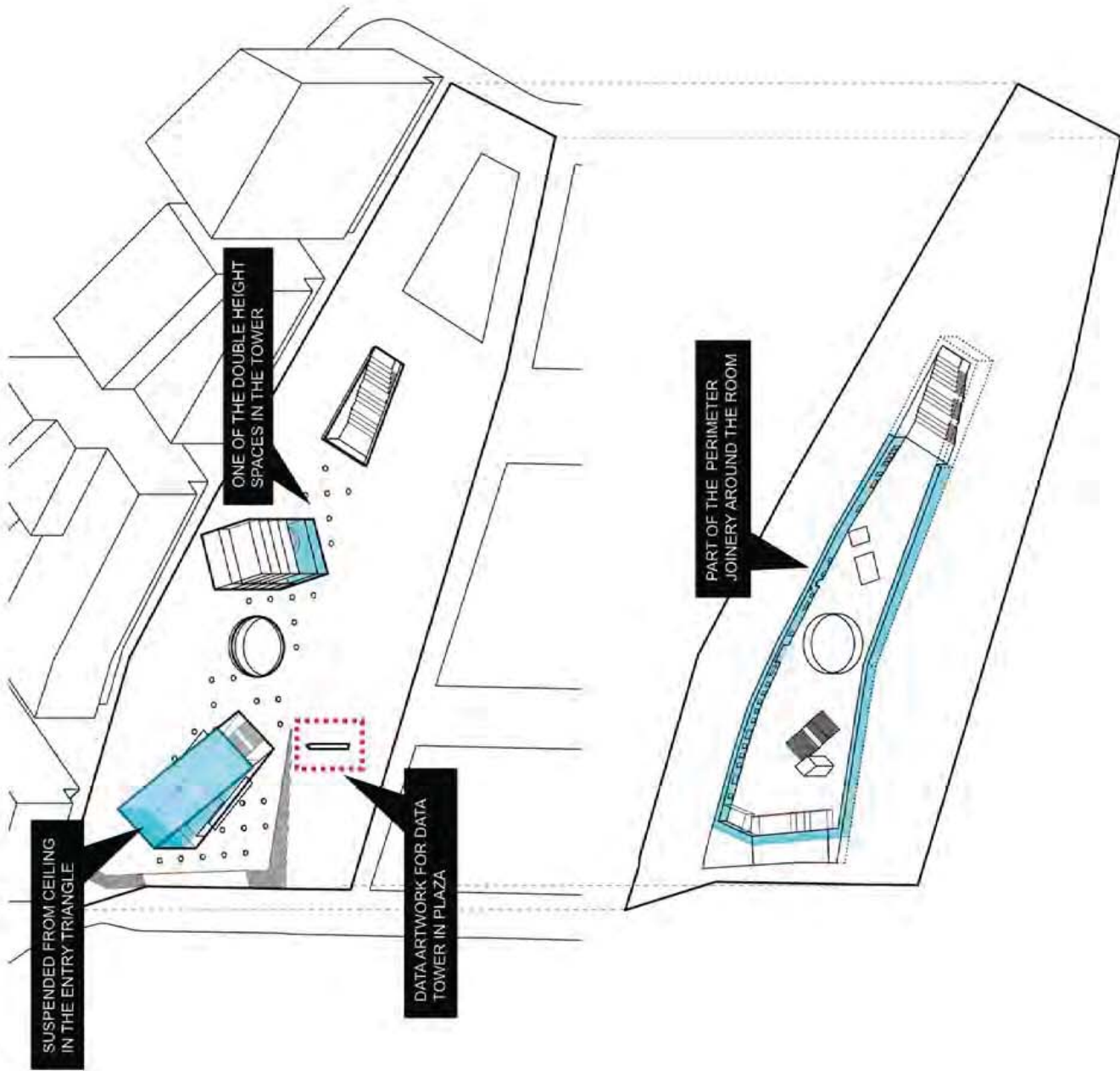
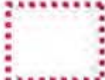
- Installation plan developed

PUBLIC ART PROJECTS - PERMANENT WORKS

ANALOGUE ARTWORK
3 POSSIBLE LOCATIONS



DIGITAL ARTWORK
DATA TOWER



PERMANENT WORKS: ANALOG STORYTELLING

OVERVIEW

Public art in GSL+P will seek to draw out the experiences and ideas of residents and users, valuing expression and exchange.

Artists may choose to draw out stories, ideas and aspirations from visitors, who may be encouraged to record their thoughts in some way, reflecting the tapestry of communities who use the site.

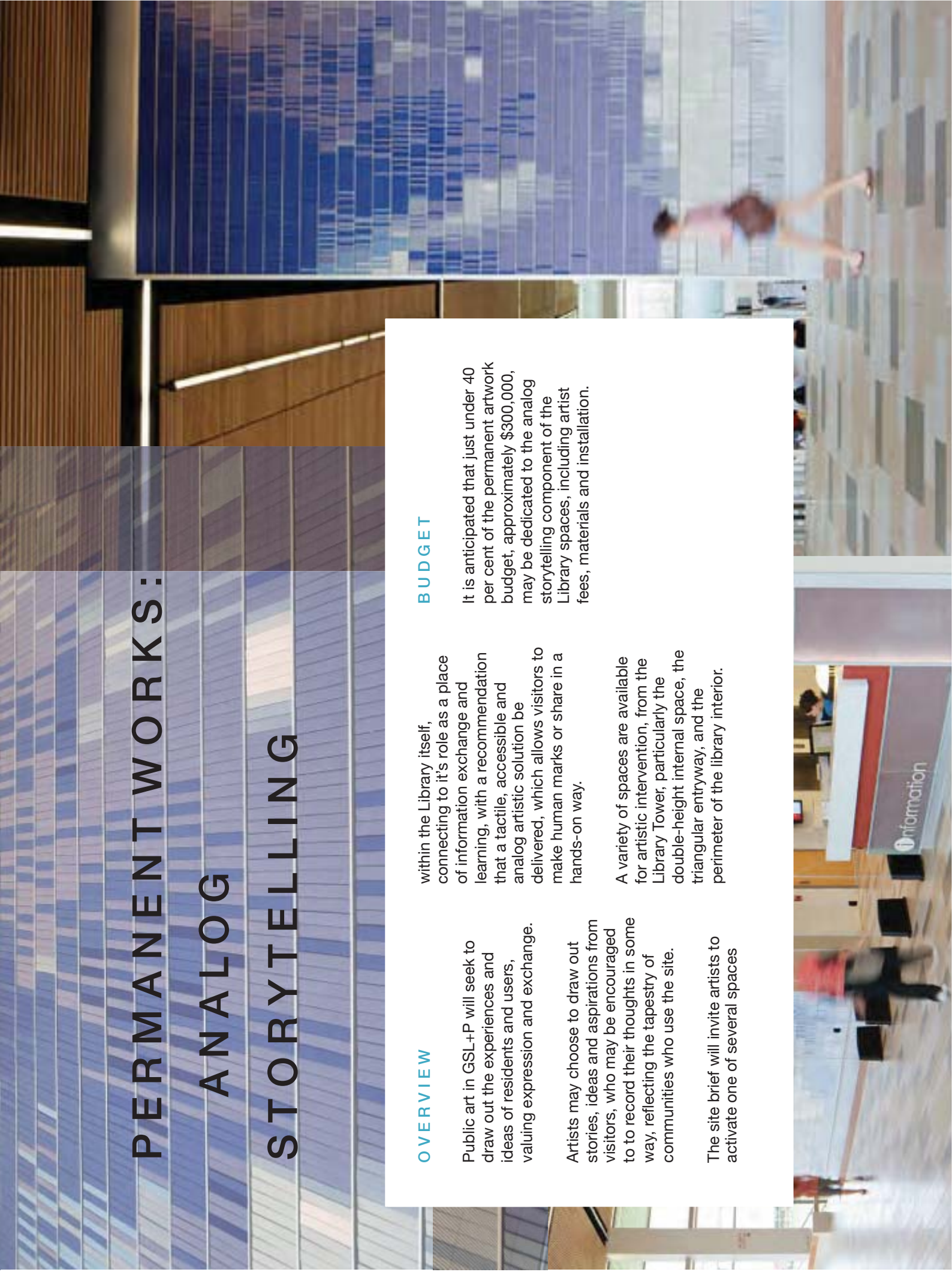
The site brief will invite artists to activate one of several spaces

within the Library itself, connecting to it's role as a place of information exchange and learning, with a recommendation that a tactile, accessible and analog artistic solution be delivered, which allows visitors to make human marks or share in a hands-on way.

A variety of spaces are available for artistic intervention, from the Library Tower, particularly the double-height internal space, the triangular entryway, and the perimeter of the library interior.

BUDGET

It is anticipated that just under 40 per cent of the permanent artwork budget, approximately \$300,000, may be dedicated to the analog storytelling component of the Library spaces, including artist fees, materials and installation.



PERMANENT WORKS: DIGITAL STORYTELLING

OVERVIEW

Plazas and public spaces have traditionally been home to a town clock tower: keeping time, offering a meeting point day-to-day, and a gathering point for community celebrations.

Reflecting the position of GSL+P as a library and place for the 21st century, artists will be invited to deliver a town clock for the digital age.

Artists may choose to draw out key data about the site and its users: there are opportunities for

information to be gathered by sensors within the plaza, measuring temperature, sound levels, occupation and traffic.

Time and social media input, from news to Twitter feeds, could also be gathered and displayed, along with more abstract interpretations.

The proposed site is the dedicated Data Tower which is part of the site masterplan. The tower is currently designed to be a triangular structure 15m tall, with each face 1m wide, offering a 45m² surface of programmable fine-pixel LED mesh for an artist to activate.

BUDGET

It is anticipated that a majority of the permanent artwork budget, approximately \$500,000, may be dedicated to the digital storytelling component of the Data Tower, including artist fees, materials and installation.

PARTNERS

Wayfinding and signage consultants Collider have proposed the community Dashboard, a concept which can be expanded in this project.

