

ATTACHMENT B

**BIENNALE OF SYDNEY LEGACY
ARTWORK / AGATHA GOTHE SNAPE
– *HERE AN ECHO* MEDIA REPORT
AUGUST 2017**

biennale of sydney

BIENNALE OF SYDNEY

LEGACY ARTWORK | AGATHA GOTHE SNAPE - *HERE, AN ECHO*

MEDIA REPORT

Updated 28 August 2017

- Media release announcing unveiling of project issued 25 July 2017 to media list including arts specialist media, general news and street press.
- Invitation to the unveiling issued to select list key media 25 July 2017.

MEDIA COVERAGE - PRINT

Sydney Morning Herald: Feature interview with Agatha Gothe-Snape about project and Archibald Prize, published in print and online 14 August. *Clipping attached.*

<http://www.smh.com.au/entertainment/art-and-design/undaunted-by-archibald-controversy-agatha-gothesnape-has-two-new-art-projects-20170807-gxqmvj.html>

The Saturday Paper: Feature about Agatha Gothe-Snape's practice including *Here, An Echo* project published in print and online 26 August.

<https://www.thesaturdaypaper.com.au/2017/08/26/artist-agatha-gothe-snares-textual-works/15036696005111>

MEDIA COVERAGE - BROADCAST (TV & RADIO)

ABC TV News: Interview with Agatha Gothe Snape, Mitch Cairns and Alexie Glass-Kantor that went to air Friday 11 August 2017.

2SER: Interview with Agatha Gothe Snape live-to-air Sunday 13 August 9.40am:

<http://2ser.com/laneway-art-agatha-gothe-snape/>

MEDIA COVERAGE - ONLINE

Concrete Playground: Article announcing project:

<https://concreteplayground.com/melbourne/arts-entertainment/art/sydney-is-getting-a-new-public-artwork-by-archibald-prize-subject-agatha-gothe-snape/>

Grazia: Interview with Agatha Gothe Snape about project resulted in a Q&A feature published 11 August:

<https://grazia.com.au/articles/agatha-gothe-snape-here-an-echo-interview>

ABC Online: Interview with Agatha Gothe-Snape and Mitch Cairns about *Here, an Echo* and the Archibald Prize:

<http://www.abc.net.au/news/2017-08-11/new-permanent-artwork-in-surry-hills-by-agatha-gothe-snape/8795264>

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ArtsHub: Article announcing unveiling of project based off media release:

<http://visual.artshub.com.au/whats-on/new-south-wales/exhibitions-visual/here-an-echo-by-agatha-gothe-snape-a-major-permanent-public-artwork-in-surry-hills-218758>

Hhhappy: Article announcing unveiling of work:

<http://hhhhappy.com/subject-of-archibald-prize-winning-portrait-agatha-gothe-snape-is-making-waves-with-street-art/>

ONLINE AND SOCIAL MEDIA

SUMMARY OF BIENNALE SOCIAL MEDIA ACTIVITY (as at 28 August 2017)

	FACEBOOK	INSTAGRAM	TWITTER	YOUTUBE	TOTAL
VIEWS (number of times a unique account has viewed the video on the post)	684	3,991	186	969	5,830
ENGAGEMENT (number of times the post/s has been liked, commented, or shared by a unique account)	66	506	62	34	668
REACH (number of unique accounts that saw the post/s)	14,847	12,047	3,110	NA	30,004

SUMMARY OF CITY OF SYDNEY SOCIAL MEDIA ACTIVITY (as at 5 September 2017)

	FACEBOOK	INSTAGRAM	TWITTER	TOTAL
VIEWS (number of times a unique account has viewed the video on the post)	4,000	4,132	698	8,830
ENGAGEMENT (number of times the post/s has been liked, commented, or shared by a unique account)	92	351	70	513
REACH (number of unique accounts that saw the post/s)	16,847	18,800	8,228	43,875

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APPENDIX 1: BIENNALE SOCIAL MEDIA ACTIVITY POSTS

Youtube



[Analytics](#) [Video Manager](#)

'Here, an Echo', a public artwork by Agatha Gothe-Snape

biennale of sydney [Channel settings](#) 969 views

[+](#) Add to [Share](#) [...](#) More 👍 9 👎 0

Published on Aug 9, 2017

The Biennale of Sydney and the City of Sydney are pleased to announce the launch of Hero, an Echo, a permanent public artwork by Agatha Gothe-Snape, commissioned by the Biennale for the City A/r Collection.

[SHOW MORE](#)

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Facebook



Biennale of Sydney

August 11 at 3:43pm · 🌐

It's here! Agatha Gothe-Snape's *Here, an Echo*, a new permanent public artwork commissioned by the Biennale for the City of Sydney City Art collection was officially opened last night by The Hon Lord Mayor Clover Moore. Visit Weymss Lane in Surry Hills day or night to see this wonderful new artwork.

Hear from the artist first hand about the extensive process that went into realising this project: <https://goo.gl/54x7Ea>



684 Views

👍 Like

💬 Comment

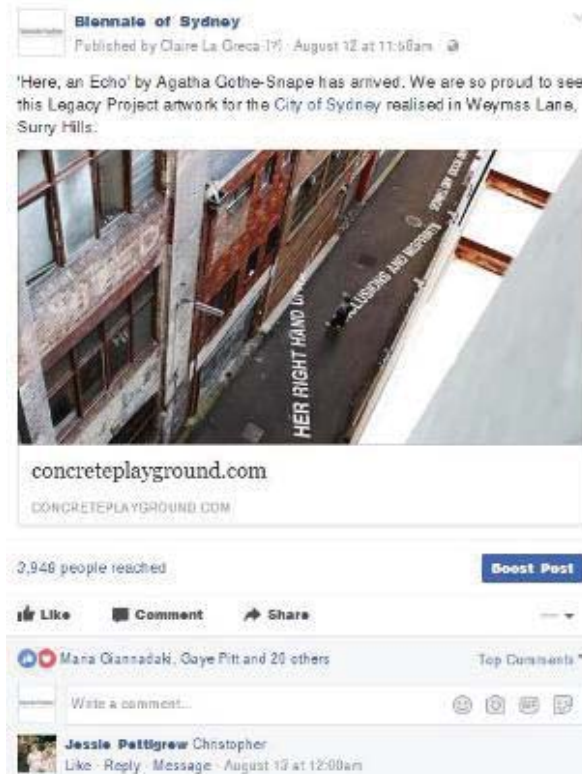
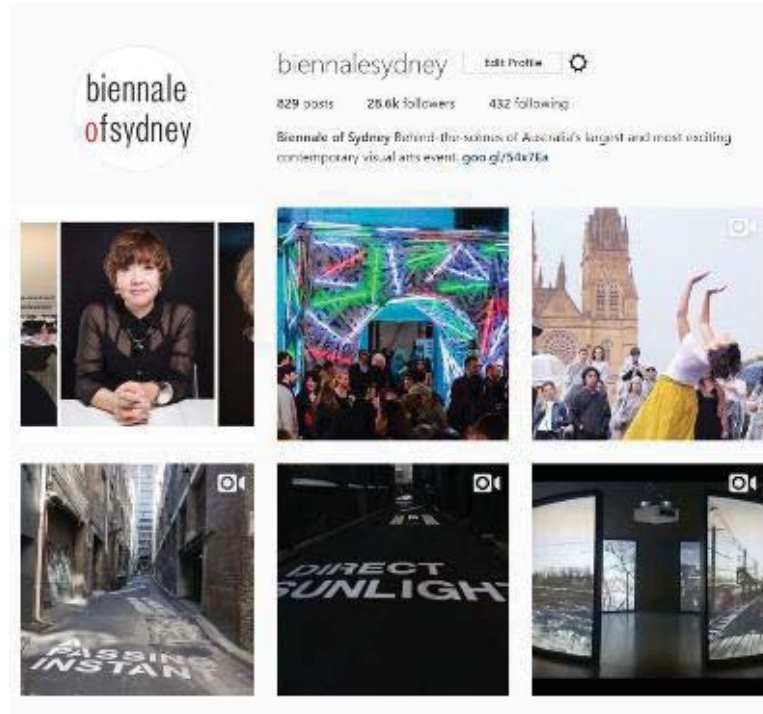
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👤 You, Terry Harding and 26 others

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Instagram



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Twitter

Biennale of Sydney @biennesydney · Aug 12

Agatha Gothe-Snape "speaks the language of Sydney" in her Legacy Artwork 'Here, an Echo'
ow.ly/YsYJ30em1MJ



1 4

You Retweeted



City of Sydney @cityofsydney · Aug 15

A series of phrases reveal Sydney's stories in a new Surry Hills artwork. Learn more: ow.ly/7rjy30epwMy @biennesydney #cityartsyd



5 15

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Biennale website news item

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HOME / NEWS / 'HERE, AN ECHO' A NEW PUBLIC ARTWORK BY AGATHA GOTHE-SNAPE

21ST BIENNALE OF SYDNEY

16 March - 11 June 2018

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NEWS

'HERE, AN ECHO' A NEW PUBLIC ARTWORK BY AGATHA GOTHE-SNAPE

Posted on 10 August 2017 in News



The Biennale of Sydney and the City of Sydney are pleased to announce the launch of *Here, an Echo*, a permanent public artwork by Agatha Gothe-Snape, commissioned by the Biennale for the City Art Collection. The artwork, located in Wemyss Lane, Surry Hills was officially launched by The Hon Lord Mayor of Sydney Clover Moore.

Developed by Agatha Gothe-Snape during the 20th Biennale of Sydney: *The future is already here – it's just not evenly distributed*, curated by Stephanie Rosenthal, this long-form project involved research, conversations, performances, and walks, focused on an area extending from Speakers' Corner in The Domain to Wemyss Lane, Surry Hills.

This manifestation of the work takes the form of a series of 14 phrases that appear for perpetuity in the lane. Open to interpretation, yet with

ARCHIVES

August 2017
July 2017
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August 2015
July 2015
June 2015
May 2015
April 2015
March 2015
February 2015
December 2014
November 2014
October 2014
August 2014
July 2014

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Biennale eNews announcement (22,000 recipients)

From: Biennale of Sydney <news@biennaleofsydney.com.au>
Subject: It's here! | Here, an Echo: a new public artwork by Agatha Gothe-Snape commissioned by the City of Sydney

unsubscribe | 011 911 7761 911

biennaleofsydney CITY ART

Here, an Echo

Agatha Gothe-Snape's Legacy Artwork is unveiled in Surry Hills



It's here!

The Biennale of Sydney and the City of Sydney are pleased to announce the launch of *Here, an Echo*, a permanent public artwork by **Agatha Gothe-Snape**, commissioned by the Biennale for the City Art Collection.

The artwork, located in Weyms Lane, Surry Hills, was officially laminated last night by the Hon Lord Mayor of Sydney Clover Moore.

Developed by **Agatha Gothe-Snape** during the 20th Biennale of Sydney, the *Score* is already here – it's always been there. Inspired, curated by Seraphina Rosenfeld, this long form project involved research, conversations, performances, and walks, focused on an area extending from Speakers' Corner in The Domain to Weyms Lane, Surry Hills.

This manifestation of the work takes the form of a series of 11 phrases that appear for perpetuity in the lane. Open to interpretation, yet with specific origins, the texts become a kind of score where the act of reading and walking becomes intertwined – a choreography for the city.

In addition to the artwork in Weyms Lane, *Here, an Echo* takes the form of a physical publication. To view the digital version of this publication, follow the link below to the City Art website.



About the Legacy Artwork Project

In 2014, the City of Sydney committed every two years to commission a major artwork from each of the following three Biennale of Sydney exhibitions (2014, 2016, 2018), with each artwork remaining in Sydney as a permanent legacy and becoming part of the City Art Collection. Canadian artists Janet Cardiff and George Burrell Miller's work *City of*

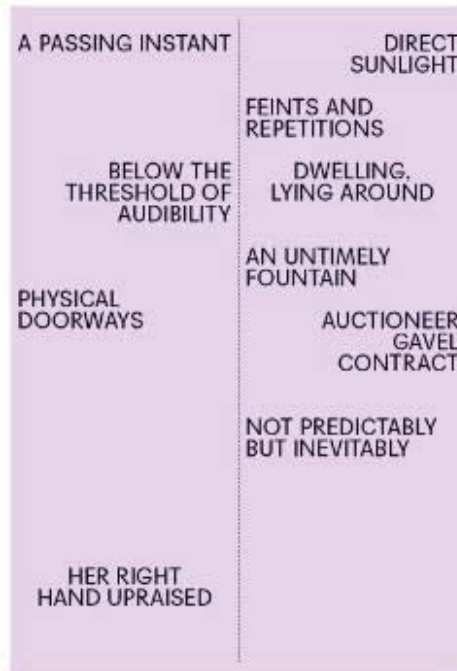
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Legacy Launch Invitation (400 recipients, 130 attendees)

From: Biennale of Sydney <marketing@biennaleofsydney.com.au>
Subject: Invitation: Launch of *Here, an Echo*, a new public artwork by Agatha Gothe-Snape commissioned by the City of Sydney

Attachments: [HTML](#) | [PDF](#)

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INVITATION

Dear,

The Biennale of Sydney and City of Sydney are pleased to invite you to the launch of *Here, an Echo*, a permanent public artwork by **Agatha Gothe-Snape**, commissioned by the Biennale for the City Art Collection.

Uncle Ray Dawson will give a Welcome to Country and the work will be officially opened by The Hon Lord Mayor Clover Moore.

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Legacy Launch (Photography by Document Photography)



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SUMMARY OF CITY OF SYDNEY SOCIAL MEDIA ACTIVITY (as at 5 September 2017)

Facebook



City of Sydney

15 August at 03:55 · 🌐

A Surry Hills artwork tells Sydney's stories. Here, An Echo was created by artist Agatha Gothe-Snape during Biennale of Sydney for our City Art collection #cityartsyd

Learn more about the artwork: <http://ow.ly/K55630epxcj>



4k Views

👍 Like 💬 Comment ➦ Share

Linda Daniele, Steve Wiggins, Lindsey Love and 82 others like this. Top comments ▾

4 shares



Brett Anthony Cool

23 August at 06:31

View 3 more comments

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Twitter



City of Sydney @cityofsydney · Aug 14

A series of phrases reveal Sydney's stories in a new Surry Hills artwork. Learn more: ow.ly/7rjy30epwMy @biennalesydney #cityartsyd



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Instagram



cityofsydney

Follow

cityofsydney Before she was the subject of this year's winning Archibald Prize portrait, Agatha Gothe-Snape created an artwork for Sydneysiders. Here, An Echo is made up of a series of phrases painted in the style of road markings in Wemyss Lane. The phrases were gathered on walks through the city, and through conversations the artist had with locals, visitors and historians during last year's @biennalesydney. Learn more about the meanings behind the phrases via link in bio #cityartsyd



4,132 views

AUGUST 15

Log in to like or comment.

