

Item 2.

Knowledge Exchange Sponsorship - 2018 Australian Pavilion, Venice Architecture Biennale

File No: S088044

Summary

The Royal Australian Institute of Architects (RAIA trading as Australian Institute of Architects) is seeking financial support from the City of Sydney for an Australian presence at the 2018 and 2020 Venice Architecture Biennales. The RAIA is an incorporated not-for-profit organisation. The 2018 Biennale will be held from 26 May to 26 November 2018, with dates for the 2020 event to be confirmed. This is a prestigious event that showcases the architectural profession and how it addresses economic, social and cultural challenges in an urban environment.

The Venice Architecture Biennale is an opportunity to showcase leaders in Australian architecture to a wide and international audience, and enables Australia's active participation in a global conversation around the role and importance of architecture as an art form. It also provides significant opportunity for establishing international partnerships and trade opportunities.

Support for the Venice Architecture Biennale by the City of Sydney will promote the City's commitment to design excellence in the built environment, showcasing projects, including City of Sydney commissioned public projects, in an international and national exhibition to a broad public audience.

The curatorial team for the 2016 Australian Pavilion, Isabelle Toland, Amelia Holiday and Michelle Tabet, installed a pool inside the pavilion as a lens through which to explore Australian cultural identity. Representing the connection between landscape, culture and architecture, The Pool became Australia's most visited exhibition on record, with over 108,000 visitors between its opening in May and close in November.

Under the exhibition title 'Repair', the 2018 Australian Pavilion will be curated by Baracco+Wright Architects, collaborating with artist Linda Tegg. Repair will see thousands of temperate grassland species cultivated and nurtured within the pavilion alongside large-scale architectural projections.

The theme for the 16th Venice Biennale, curated by Yvonne Farrell and Shelley McNamara, is Freespace. Repair responds by encouraging new ways of thinking and seeing the world, 'of inventing solutions where architecture provides for the wellbeing and dignity of each citizen on this fragile planet'¹.

¹ www.labiennale.org/en/news/freespace-16th-intl-architecture-exhibition-2018

Recommendation

It is resolved that:

- (A) Council approve a total cash sponsorship of \$20,000 (excluding GST) to The Royal Australian Institute of Architects trading as Australian Institute of Architects for the 2018 and 2020 Venice Biennales (\$10,000 excluding GST per Biennale); and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with The Royal Australian Institute of Architects trading as Australian Institute of Architect as described in (A) above.

Attachments

- Attachment A.** Venice Architecture Biennale 2018 - Australian Institute of Architects Partnership Proposal

Background

1. The Royal Australian Institute of Architects (RAIA) trading as Australian Institute of Architects, is a not-for-profit Australian public company limited by guarantee which is established to be, and to continue as, a charity.
2. The principal purpose for which the RAIA is established is to:
 - (a) advance education by:
 - (i) encouraging and rewarding the study of Architecture; and
 - (ii) examining applicants for membership of the Institute;
 - (b) advance culture by:
 - (i) acquiring, forming, and maintaining Art and Scientific Libraries and Museums; and
 - (ii) advancing architecture in Australia generally; and
 - (c) advance social or public welfare by:
 - (i) advocating socially responsible, environmentally sustainable design, and affordable housing; and
 - (ii) promoting the public value of architecture and of using an architect.
3. The Venice Architecture Biennale is held every two years. It is a significant event in the contemporary architecture sector and hosts thousands of the world's most influential architects.
4. Australia is internationally recognised as a significant stakeholder in contemporary architecture and is often cited as being among the top eight countries for progressive architecture. An Australian presence at the Venice Architecture Biennale is important to maintain this reputation and provides a significant opportunity to forge international partnerships and promote our creative practitioners.
5. The Venice Architecture Biennale exists to enhance the cultural, environmental and economic well-being of the community by advancing contemporary practice advocating the value of architecture and architects and their role in shaping the built environment. There are limited opportunities for Australian architects to exhibit design excellence and educate the broader public on the role architecture can play in the built environment and its role in improving people's lives.
6. Support for the Venice Architecture Biennale by the City of Sydney will also promote the City's commitment to design excellence in the built environment, showcasing projects, including City of Sydney commissioned public projects, in an international and national exhibition to a broad public audience.
7. Under the exhibition title, 'Repair', the 2018 Australian Pavilion will be curated by Baracco+Wright Architects collaborating with artist Linda Tegg.

8. 'Repair' will see thousands of temperate grassland species cultivated and nurtured within the pavilion alongside large-scale architectural projections. Visitors will enter a physical dialogue between architecture and endangered plant community, reminding us what is at stake when we occupy land.
9. The RAIAs objectives for the Australian Pavilion are aligned with the outcomes of the City's expectations of the Knowledge Exchange program:
 - (a) Adoption and implementation of best-practice approaches by organisations and individuals - The 2018 Australian Pavilion will display a curated range of Australian designs and projects that have been conceived in relationship with their ecosystem to effect repair, be it civic, social, cultural, economic or environmental.
 - (b) Strong networks where participants share resources and acquire new knowledge and skills - Support of the 2018 and 2020 Venice Architecture Biennale gives the City the opportunity to engage with a targeted global audience that gather to celebrate, share and exchange ideas and innovation in design and design thinking.
 - (c) Increased recognition of Sydney as an innovative and creative city - A strong Sydney presence at this event is important as it stimulates interest, confidence and investment across local and international markets. This is aligned with the City's work in supporting our local economy, particularly the creative industries.
10. The City supported the Australian exhibition at the Venice Architecture Biennale previously through the provision of \$10,000 in cash sponsorship to the RAIAs in 2010, 2012, 2014 and 2016. The 2016 Biennale, 'The Pool' had a record breaking visitation of 108,000 visitors between the opening in May to the close in November. The outcomes exceeded expectation through the increase in visitation to the Australian Pavilion of more than 14 per cent compared to the 2014 exhibition.
11. The key benefits of the 2016 Biennale for the City of Sydney were:
 - (a) logo recognition in all associated Australian Pavilion marking and promotional collateral;
 - (b) City of Sydney pull up banners at Australian events;
 - (c) inclusion in the official sponsors wall placed within the foyer of the Australian Pavilion;
 - (d) recognition in the official Australian catalogue;
 - (e) recognition in the exhibition brochures, that were available for visitors to take with them; and
 - (f) verbal acknowledgement of the City of Sydney's support at all Australian events directly related to the Venice Biennale.
12. The key statistics for visitation and engagement with the 2016 Australian Pavilion installation include:
 - (a) 259,725 Giardini exhibition visits during the open period;

- (b) over 108,000 visits to 'The Pool' at the Australian Pavilion;
 - (c) Australia hosted 14,180 visitors during the Vernissage preview week; and
 - (d) 1,164,837 unique visitors on the Institute website and 6,824,154 page views of labiennale.org over the duration of the exhibition from 28 May to 27 November 2016.
13. The proposed 2018 sponsorship benefits for the City are:
- (a) logo recognition prominently displayed on all institute communications relating to the Project, including but not limited to:
 - (i) Australia Institute of Architects eNews, eAlerts and media releases;
 - (ii) Architecture Australia magazine advertisements;
 - (iii) sponsor logo, descriptive text and weblink displayed on the sponsor page at Architecture.com.au/venicebiennale;
 - (iv) logo recognition on the sponsor wall within the exhibition; and
 - (v) logo recognition on the sponsor page in the Australian exhibition catalogue;
 - (b) opportunity for the City of Sydney to display one pull up banner at all Australian events pre and post the Venice Biennale and at the Australian contingent in Venice; and
 - (c) verbal acknowledgement at all networking lead-up events in Australia and at all the Australian contingent events in Venice.

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

14. 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 sponsorship is aligned with the following strategic directions and objectives:
- (a) Direction 1 - A Globally Competitive and Innovative City - an Australian presence at the Biennale will help to foster industry networks within the architectural profession, as well as prompt international and domestic partnerships. Supporting the placement of Australian practitioners on high-profile platforms, such as the Biennale, is integral to this direction.
 - (b) Direction 7 - A Cultural and Creative City - the sponsorship aligns with the City's aims under this direction, specifically the desire to strengthen cultural partnerships with other government agencies and cultural and creative sectors. Another key objective under this direction is to 'Support the Development of Creative Industries', which is relevant to this sponsorship due to design and architecture's prominent position within this sector.

- (c) Direction 9 - Sustainable Development, Renewal and Design - one of the objectives under this direction identifies the City's priority in planning for a beautiful city and promoting design excellence. This aligns clearly with the sponsorship being considered.

Organisational Impact

15. The 2018 and 2020 Australian exhibition at the Venice Architecture Biennale will be managed by The Royal Institute of Architects with minimal staff input and liaison required, which will be covered by the Creative City, Grants and City Design team.

Social / Cultural / Community

16. Supporting our cultural and creative industries is a key priority for the City. Inclusion in the Venice Architecture Biennale is a major achievement and offers important promotional opportunities for the architectural teams proposed, a number of which represent groups of emerging and mid-career architects.
17. As architectural projects are usually utilitarian and not primarily focused on discussing the role of architecture in responding to broader social issues, opportunities for such reflection on the social relevance and capacities of the medium should be supported.

Budget Implications

18. Funding of \$10,000 cash (excluding GST) for the 2018 Venice Biennale is available in the 2017/18 Grants and Sponsorship Knowledge Exchange budget. A funding allocation for the 2020 Venice Biennale will be included in future years budgets.

Relevant Legislation

19. Section 356 of the Local Government Act 1993.

Critical Dates / Time Frames

20. The 2018 Venice Architecture Biennale will be held from 26 May until 26 November 2018, with dates for 2020 to be confirmed.

KIM WOODBURY

Chief Executive Officer

Bridget Smyth, Design Director

Pauline Chan, Urban Designer