

# **Attachment A**

**Venice Architecture Biennale 2018 –  
Australian Institute of Architects  
Partnership Proposal**



Australian  
Institute of  
Architects

VENICE ARCHITECTURE

# BIENNALE 2018

Australian Institute of Architects Partnership Proposal





Janet Holmes à Court AC,  
Commissioner, Venice Biennale 2018

“*VENICE! Is there a more magnificent city in which to stage the world’s premiere architecture event? Wandering through the national pavilions in the splendid Giardini or pacing the length and breadth of the Arsenale, one is captivated, stimulated and intrigued by the diversity of the imaginations of the world’s architects.*

*What will they think of next? Which problem will be the next they tackle? What challenges face them? These questions and more answered for us in one amazing event - the Venice Architecture Biennale.*

*It is an honour and a privilege to be Commissioner for Australia.*

*Please help us fill the spectacular new Australian pavilion. Please join us there.*

*Janet Holmes à Court*



Jennifer Cunich, Chief Executive Officer,  
Australian Institute of Architects

“The Australian Institute of Architects, along with The Australia Council for the Arts, have committed to exhibit for the seventh time at the Architecture Biennale in 2018. We’re enormously grateful for the support of The Australia Council, our existing corporate partners, the Government and Network Venice who make this possible. We’ve made a business decision to have a prominent and continuing presence in Venice. The award-winning building provides the most appropriate platform for the speculative world of architectural discourse, thought leadership and celebration of the Australian architectural profession on the world stage.

Etched in the calendars of our membership, the event is also gaining huge momentum outside of the architecture community. Our exhibition in 2016 received over \$3 million worth of media coverage and we received our highest visitation figures on record of over 108,000 visitors. We believe in supporting architecture as an export service, promoting innovation and creativity on the global stage. We’re very proud of our involvement in Venice.

We are excited to present this partnership opportunity to you. This proposal will provide background on the Institute and the Venice Architecture Biennale, present some base data on the reach of the program and provide a snapshot on the direction of the 2018 event.

We hope to share this incredible event with you.

A handwritten signature in black ink that reads "Jennifer Cunich". The signature is fluid and cursive, with the first and last letters of the first and last names being notably large and stylized.

# 01 / BACKGROUND

## THE INSTITUTE

The Australian Institute of Architects (the 'Institute') is the professional body for architects in Australia.

Representing over 12,000 members, the Institute works to improve the Australian built environment by promoting quality, responsible and sustainable design.

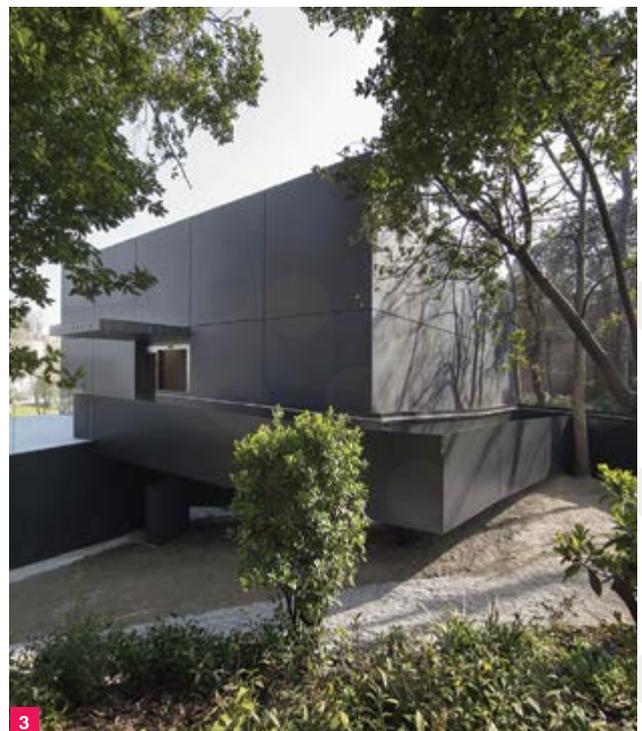
## MISSION

To make the world a better place through architecture.

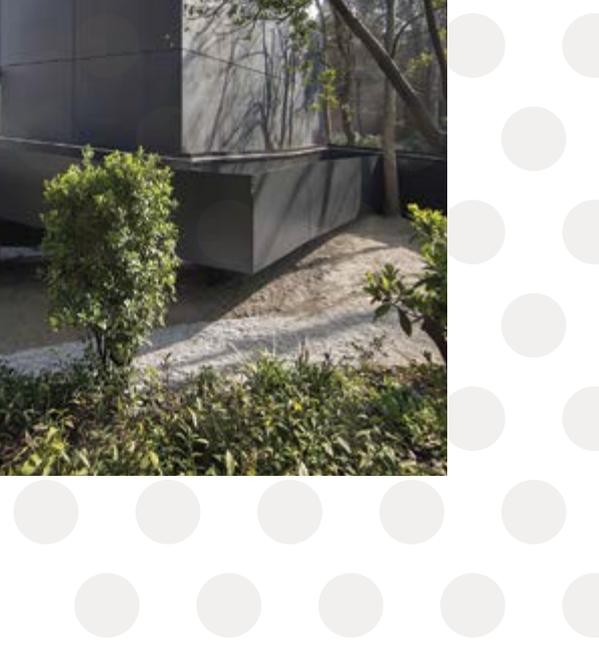
## PURPOSE

The Institute exists to enhance the cultural, environmental and economic well-being of the community by advancing contemporary practice and the professional capability of members; and advocating the value of architecture and architects.





1, 2, 3. Australian pavilion by Denton Corker Marshall for The Australia Council for the Arts. Photos by John Gollings.



## WHAT IS THE VENICE ARCHITECTURE BIENNALE?

Set in the romantic canal city of Venice, Italy, La Biennale di Venezia (the Venice Biennale) is the world's most prestigious celebration of art and architecture.

This is a global, cultural event that attracts the world's leading art and architectural minds and influencers in a melting pot of creativity and Italian glamour.

The Architecture and Art Biennales alternate annually - the even numbered years are focused on architecture while odd numbers are focused on art.

The Venice Architecture Biennale is the premier event for architecture globally and was established in 1980, although architecture has been a part of the Art Biennale since 1968.

As well as addressing the academic side of architecture, the Biennale provides an opportunity for architects and designers to showcase new projects, arranged in different national pavilions. Australia has one of only 30 permanent pavilions that are allocated to select countries for the display of innovative national works.

Held in the stunning gardens of the Giardini, with further exhibitions within the Arsenale precinct, the Giardini is an area of parkland created by Napoleon Bonaparte, who drained

an area of marshland in order to create a public garden on the banks of the Bacino di San Marco.

The Board of La Biennale di Venezia, has appointed renowned international architects Yvonne Farrell and Shelley McNamara as curators of the 16th International Architecture Exhibition in 2018.

**The 16th Architecture Exhibition will be inaugurated on Saturday 26, May 2018 and will conclude on Sunday, 25 November 2018.**



1



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## HOW DOES THE VENICE ARCHITECTURE BIENNALE WORK?

# THE STEPS



## AUSTRALIA AND THE VENICE ARCHITECTURE BIENNALE

The Venice Architecture Biennale is the premier international forum to showcase and express Australian culture, innovation and creativity through its architecture and design.

The Biennale enables Australia to engage in a global conversation, important to the future shaping of our built environment and provides a platform for international partnerships and trade opportunities.

Supported by The Australia Council for the Arts, Australia's exhibition at the Venice Architecture Biennale engages a broad audience that includes:

- the Institute Members;
- the broader architectural and design community (i.e. non-Institute Members);
- the general public and those with an interest in innovation, architecture and creative industry;
- Federal, State and Local Government;
- corporate partners;
- building contractors and suppliers;
- peak industry bodies;
- media outlets and public relations networks; and
- building, planning and design academics and education institutions.

1. Venice in the evening.
2. Central Pavilion of The Giardini. Photo by Andrea Avezzu.
3. Overview Arsenale. Photo by Andrea Avezzu.
4. Australian pavilion Commissioner Janet Holmes à Court AC addressing guests at the opening of Australia's 2016 exhibition, The Pool. Photo by Alexander Mayes.



4

## AUSTRALIA'S HISTORY AT THE VENICE ARCHITECTURE BIENNALE

The Institute coordinated Australia's first exhibition in 2006, followed by submissions in 2008, 2010, 2012, 2014 and most recently in 2016.

The Institute has just announced its commitment for the seventh time in 2018.

### Previous Australian Exhibitions

- 2016 - The Pool - curated by Aileen Sage Architects with Michelle Tabet.
- 2014 - Augmented Australia 1914 -2014 - curated by Felix. Giles\_Anderson+Goad.
- 2012 - Formations: New Practices in Australian Architecture - curated by Gerard Reinmuth, Anthony Burke and TOKO.
- 2010 - Now and When - curated by John Gollings and Ivan Rijavec.
- 2008 - Abundant - curated by Neil Durbach, Vincent Frost, Wendy Lewin, Kirsten Thompson and Gary Warner.
- 2006 - Micro Macro City - curated by Shane Murray and Nigel Bertram.

## 'THE POOL'

In 2016, the curatorial team Isabelle Toland, Amelia Holliday 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.

Ken Maher, National President of the Institute, said the visitor numbers were no surprise. 'The compelling simplicity of The Pool offered an experience of reflection and respite within the intense content of the Architecture Biennale exhibits - engaging visitors in a sense of egalitarian culture and unique landscape that informs Australian architecture.'

**VIP's, industry heavy-weights and celebrities world-over** made their way to Venice for the Architecture Biennale with the Australian pavilion visited by Ian Thorpe, Commissioner Janet Holmes à Court AC, Kerry O'Brien, His Excellency Dr Greg French, Simon Crean as well as other significant identities from the media, art and architecture world.



*“The Architecture Biennale in Venice is the shining and glittering highlight in the calendar of the global system that is architecture these days. All of this exoticism and history and the fact that the world's biggest architectural trade show is in Venice every two years might be why over time Australian architects have generally gone nuts over the Venice Biennale. There is nothing like swanning around the Vernissage and going to the parties.*”

Peterraisbeck.com

1, 2. Australian pavilion, The Pool by Aileen Sage Architects with Michelle Tabet. Photo by Alexander Mayes.

# 108,000+

# VISITORS



## AUSTRALIA'S NEW PAVILION

Since 1988, Australia has been one of only 30 countries with a permanent national pavilion located within in the Biennale's prestigious Giardini. Opened by Cate Blanchett in time for the 2015 Art Biennale, the award-winning Australian pavilion is the only 21st century building in Venice.

Designed by Denton Corker Marshall, the building is striking yet simple - '...to make a form of the utmost simplicity; a white box contained within a black box. The pavilion is envisaged as an object rather than a building; a presence that is simultaneously powerful and discreet within heavily wooded gardens'.

The new pavilion is yet another step in the emergence of Australia as a architecturally accomplished nation.

The pavilion provides Australia with a physical location to participate in both the Art and Architecture Biennales and provides the opportunity to showcase Australian architecture in its built form to a worldwide audience.

The previous Australian pavilion, designed by architect Philip Cox in 1988, stood in the same area as the new Australia pavilion, beside the Uruguay pavilion.

The Institute will host Australia's exhibition at the Venice Architecture Biennale within the Australian pavilion for a continuous six month period in 2018, during which time the pavilion and exhibition is open to the public.

Exclusive opportunities exist around this phenomenal venue.



# 02 / BIENNALE BY THE NUMBERS

“The Venice Architecture Biennale is like the Olympics for architecture, bringing together a global perspective and dialogue.

[Theconversation.com](http://Theconversation.com)

287,238

likes on La Biennale di Venezia official Facebook page.

115,000

followers on La Biennale di Venezia official Instagram account.

# 259,725

visitors to the Giardini exhibition during the open period.



## THE VENICE BIENNALE 2016 POST-EVENT NUMBERS

### Visitations

- 65 nations made submissions to the Venice Architecture Biennale 2016.
- 30 national participants within the historic Giardini gardens.
- 259,725 Giardini exhibition visits during the open period.
- Over 108,000 visits to 'The Pool' at Australian pavilion, representing a 14% growth on Australia's 2014 Venice Architecture Biennale exhibition.
- 14,180 visitors hosted at the pavilion during the Vernissage preview week, representing a 16% increase on the 2014 Venice Architecture Biennale.

### Global Media

- 4,035 journalists visited the Venice Architecture Biennale, including 2,410 from the foreign press and 1,625 from the Italian press.
- 3,045 articles in global print media and on industry and news websites.
- 89 television stations accredited, for the event, including 73 foreign stations and 16 Italian stations.
- 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.

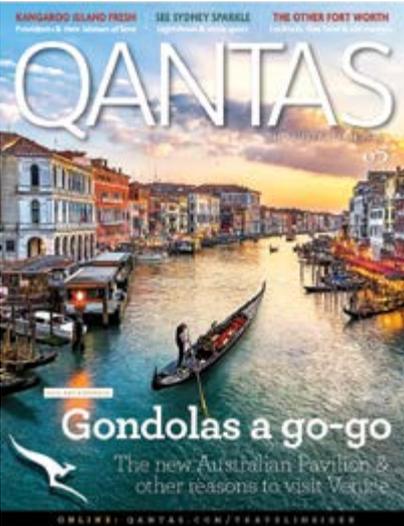
### Local Media

- 157 Australian online articles between 1 March 2016 and 11 July 2016.
- Media 'Advertising Value Equivalency' of AUD \$3.01M.
- Australian media event coverage audience response data exhibited 52% positive sentiment and 0% negative sentiment towards the event.

# 633,400

followers on La Biennale di Venezia official Twitter account.





Featured on the cover of Qantas in-flight magazine Spirit of Australia, Gondolas a go-go and inside story, May 2015.



Article appeared in the Australian Arts section on Tuesday 24 May 2016.



Article appeared in Architecture Australia Magazine in July 2015.

LA BIENNALE DI VENEZIA SOCIAL MEDIA



Official Facebook Page (@labiennaledivenezia)

287,238 Likes
La Biennale di Venezia Official page 287,238 likes.

226,000 Views
10 most popular posts reached more than 226,000 views.



Official Twitter (@la\_biennale)

633,400 Followers
Followers on the official account.

1,800 Tweets
In excess of 1,800 tweets since beginning of Biennale Architettura 2016.



Instagram (@labiennale)

109,000 Followers
Followers on the official account.

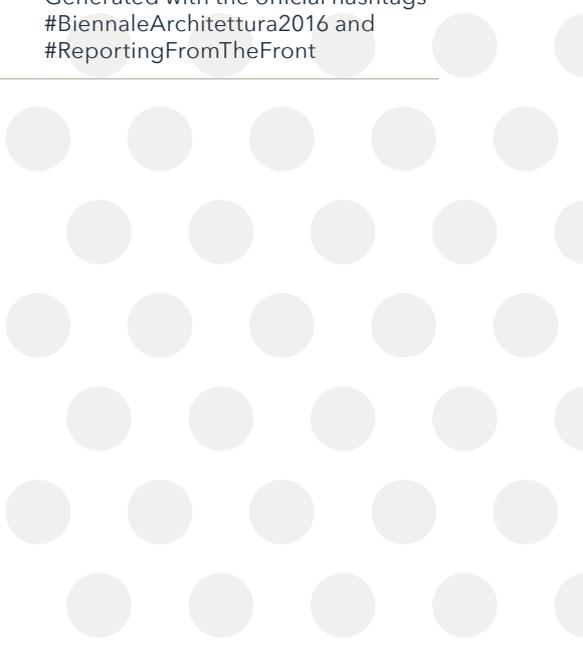
13,000 Likes
5 most popular posts reached over 13,000 likes.

50,507 Posts
Generated with the official hashtags #BiennaleArchitettura2016 and #ReportingFromTheFront

The Biennale attempts to open up the conversation around architecture to a broader audience, involving individuals, the public and communities in the decisions and actions through which our spaces are created.

Designcurial.com

1. Photo by Annabel Stagg.



# \$100B SECTOR



Architects play a pivotal role in specification and procurement with a keen eye for the aesthetic and functional elements of our homes, cities and landscapes. Highly attuned to brand, form and function, Australian architects continue to inform and lead the delivery of projects recognised the world over for their innovation, style and significance.

## INDUSTRY PROFILING

Architects are skilled professionals at the centre of Australia's built environment, a **\$100 billion sector employing over a million people.**

The built environment industry is significant for both its size and for the critical national role played by the provision of dwellings, commercial spaces, public buildings and infrastructure.

There are an estimated **13,555 businesses** in the Australian architectural sector with an income of **\$6.4 billion** and an accumulated **business profit of \$603 million annually.**

## DIGITAL REACH

### Database

- **+15,000** Subscribers.
- **+12,000** Members.

### Institute eDMs

- Weekly mail outs.
- Open rate of **34%**.
- **4.9%** Click through.

### Venice Architecture Biennale specific eDMs

- Weekly mail outs.
- Open rate of **36.2%**.
- **2.0%** Click through.

### Institute Website ([architecture.com.au](http://architecture.com.au))

1/2/16 - 1/2/17

- **1,413,686** page views.
- **1,102,319** unique visitors.
- Average time on page 1 minute 35 seconds.

### Institute's Venice Website ([architecture.com.au/venicebiennale](http://architecture.com.au/venicebiennale))

1/2/16 - 1/2/17

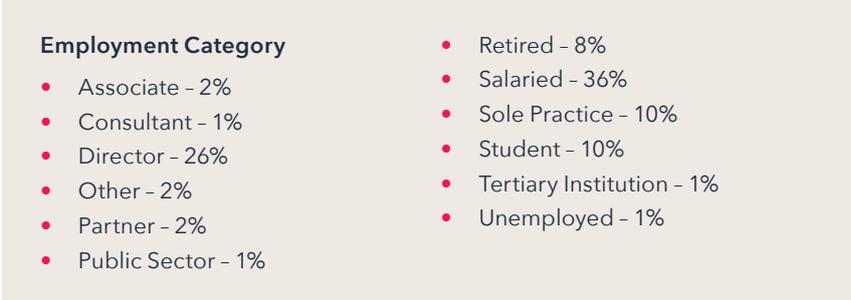
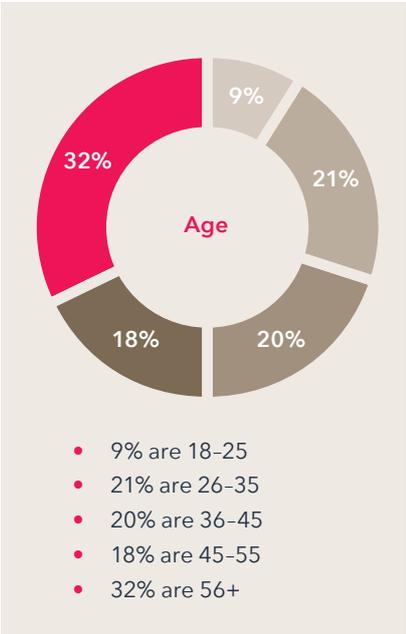
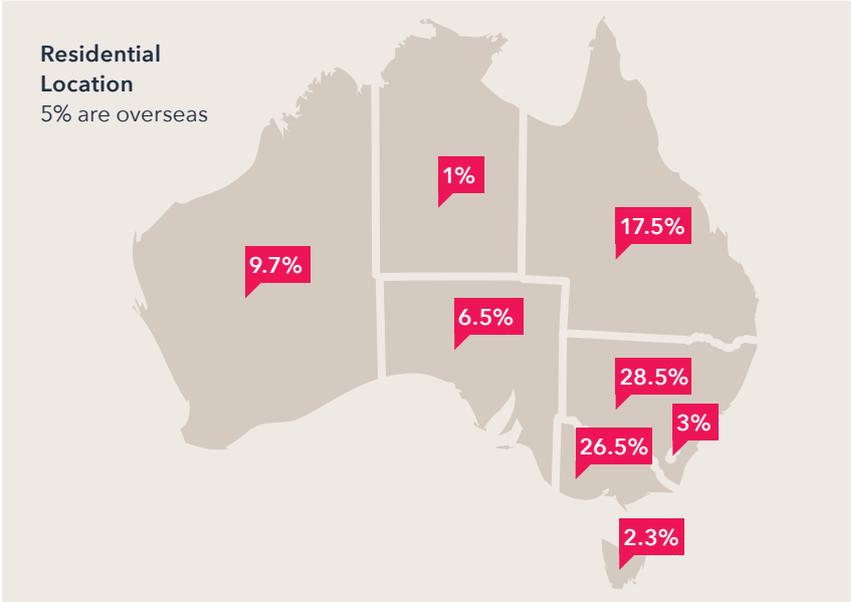
- **33,924** page views.
- **22,136** unique visitors.
- Average time on page 1 minute 55 seconds.

1/2/16 - 1/2/17

- **30,248** page views.
- **23,294** unique visitors.
- Average time on page 1 minute 39 seconds.

MEMBERSHIP PROFILING

# +12,000 MEMBERS



AUSTRALIAN INSTITUTE OF ARCHITECTS SOCIAL REACH

|  | Facebook<br>(@AusINSArchitects) | Twitter<br>(@AusINSArchitects) | Instagram<br>(institute_architects_au) | LinkedIn<br>(Australian Institute of Architects) |
|--|---------------------------------|--------------------------------|--|--|
| Followers (as at 9 February 2017)            | 7,608                           | 6,910                          | 22,807                                 | 8,662  |
| Follower Growth (for 2016 calendar year)     | 28.7%                           | 20.4%                          | 156.1%                                 | 17.3%  |
| Reach & Impressions (for 2016 calendar year) | 366,601                         | 523,162                        | N/A                                    | 280,573  |
| Engagement Rate (during 2016 calendar year)  | 3.2%                            | 0.6%                           | 155.6%                                 | 1.5%   |

# 03/THE JOURNEY AHEAD

*“The Venice Biennale of Architecture is the most important opportunity on Earth to show the work of major protagonists of contemporary architecture and their legacy. For anyone interested in the current state of play of architecture, and its future direction, I truly recommend a visit to Venice.”*

Tristram Carfrae,  
Chairman of Arup University Council



## WHY SUPPORT AUSTRALIA'S PRESENCE AT THE 2018 VENICE ARCHITECTURE BIENNALE?

- Be part of the world's most important architecture event that attracts the world's leading architectural minds and influencers in a melting pot of creativity and Italian glamour.
- Capitalise on the opportunity to engage in trade and business with a targeted global audience, that gather to celebrate design and innovation.
- Be part of the 18 month engagement journey with 12,000 members that culminates in the business development opportunities on the canals of Venice.



1. Arsenale. Photo by Andrea Avezù, Courtesy La Biennale di Venezia

2. Venice in the evening.