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## **PUBLIC ART GUIDELINES 2020 - 2025**

### **1. Introduction**

The City of Holdfast Bay Public Art Policy confirms Council’s commitment to, and investment in public art. These Public Art Guidelines 2020 – 2025 provide a framework based on the Creative Holdfast Arts & Culture Strategy 2019 – 2024 and industry best practice to guide the commissioning process, management and de-accessioning of public art. Both documents are inter-related and should be read in conjunction with the City of Holdfast Bay Public Art Policy 2020 – 2025.

### **2. Definitions of Public Art**

Permanent and temporary site specific art integrated into public spaces, parks, coast path or public facilities, designed to stimulate thinking, add interest and enhance a sense of place. Public Art refers to works of art in all mediums and styles which is accessible and free for people to appreciate in the public realm. This includes but is not limited to permanent 2D and 3D works, artist designed street furniture and build elements and ephemeral and temporary artworks including performance, projection and digital art.

### **3. Public Art Policy Purpose**

The Public Art Policy and Public Art Guidelines will direct the future of public art into public spaces and capital projects for the City of Holdfast Bay through an appropriate and considered process.

Continual investment in public art will reinforce Council’s commitment to create distinctive places and precincts, cultivate creative values and strengthen our rich cultural heritage. It will also foster the development and growth of creative and cultural industries.

The objectives of the Public Art Policy are:

- Provide a strategic approach for the commissioning of quality public art that will enrich the city's unique environment and add vibrancy and interest to public space.
- To establish a consistent and effective process for the procurement, maintenance and management of public art.
- To implement a streamlined and considered approach to the commissioning of public art in the city and ensure a quality outcome in both the process and delivery.
  
- Provide opportunities for the public to engage with and increase their awareness, appreciation and knowledge of public art.
- Promote and encourage collaborative partnerships between design professionals (urban and landscape architects, planners, builders) and artists and integrate art into a variety of public spaces.
- Ensure a commitment to excellence, innovation and diversity in keeping with the aesthetic and cultural significance of the city's public domain.
- Provide opportunities for artists at all levels and career stages.
- Encourage and facilitate the provision of public art and the adoption of integrated art, design and planning processes by all levels of government and the private sector.

#### **4. Public Art Policy Scope**

The City of Holdfast Bay Public Art Policy 2020 -2025 ("the policy") and the Creative Holdfast Public Art Guidelines 2020 – 2025 ("the guidelines") are actions set out in the Creative Holdfast Arts & Culture Strategy 2019 – 2024. The policy confirms Council's position, and the guidelines provide a framework for action. Both apply to the commissioning of public art, ranging from ephemeral public art and performance based works to commissions of major public artworks. Both the policy and the guidelines relate to urban design, placemaking and open space planning and creative activation in the public realm. Council plays an important role in shaping the creative and cultural life of city and has a responsibility to invest and activate spaces with quality works of public art.

#### **5. Strategic Alignment**

##### **Our Place 2030**

Council's Our Place 2030 Strategic Plan has five pillars that map the direction and provides objectives for maintaining, processing and celebrating the City of Holdfast Bay into the future: The Community Pillar '*A healthy, creative, connected community*' and the Placemaking Pillar '*An accessible lively and safe coastal city that celebrates our past to build for our future*' both align with the need to ensure future public art investment results in works that provoke a strong sense of place, meaning and pride for the community and visitors.

##### **Open Space and Public Realm Strategy**

The Open Space and Public Realm Strategy 2018 -2030 provides direction for the continued development of high quality open spaces that benefits the wellbeing of residents and visitors and supports the environment through biodiversity and urban design. Strategy 2: *Enhanced character and vibrancy through innovation and distinctive public realm and placemaking* provides for innovation and vibrancy in the public realm.

## **Creative Holdfast: Arts & Culture Strategy**

The Creative Holdfast: Arts & Culture Strategy and Action Plan 2019-2024 provides a five year plan to guide the philosophy, coordination, management and investment in arts and culture across the city. **Form** one of the six strategic themes set out in the Strategy directly relates to the future investment of Public Art that provokes activation of distinctive and culturally rich places and spaces.

## **6. Public Art**

Public art is broadly defined as work designed by artists for public space and accessible to the general public. The work can be temporary or permanent installations or forms of public entertainment which provides opportunities for audiences to engage through visual, auditory or physical interaction.

### **6.1. Permanent Public Art**

Permanent public artwork, requires regular maintenance and conservation, and is intended for long term installation before decommissioning. The typical life span of a permanent public artwork is twenty years. The works are generally commissioned as site specific works.

#### **6.1.1 Sculptural**

Permanent standalone artworks that are three dimensional and freestanding. The work may be a singular installation or a series of related works. The most compelling sculptural works are site specific works and respond to the nature of the surrounding environment and enhance public space.

#### **6.1.2 Integrated / Functional**

Artworks that are integrated into functional design elements and the built environment, such as paving, lighting, street furniture, playspaces or building infrastructure. Integrated public art elements require planners, architects, artists and designers to work together early in the project to conceive and develop functional works.

#### **6.1.3 Placemaking**

A great public space cannot be measured by aesthetics alone; function, connection and people's experiences play an important role in the aspirations and design of a site. Good urban planning and design shaped on community vision and place led development, creates vibrant, harmonies and flourishing destinations that people embrace and enjoy.

#### **6.1.4 Sculptural Memorials and Monuments**

Memorials and monuments that have been developed as an artwork by an artist using an artistic process to form the context and development of the installation.

### **6.2. Ephemeral Public Art**

Temporary public art with a life span from fleeting (such as participatory art, random acts of art, performance and buskers) to five years for mural and installations.

Ephemeral and temporary public art can contribute to activating and creating spaces and add an element of surprise. Public Art that is not permanent can be dynamic and responsive to the place and provide opportunities to support artists in their creativity and artistic expression.

#### **6.2.1. Street Art and Murals**

Street art and murals are two dimensional works painted or created directly onto an external wall or surface and can significantly enhance the uniqueness and aesthetic of public space. The installation of street art can also act as an anti-graffiti measure.

#### **6.2.2. Creative Activations**

Performances, placemaking activations, artistic interventions and cultural activities can contribute to events and create an opportunity for people to interact with creativity and cultural activity. Specific cultural and art events provide a rich and inclusive arts culture and contribute to economic activity throughout the city.

#### **6.2.3 Lighting and Projection Art**

Light and projection art are simple tools to transform and animate spaces and places and increase pedestrian engagement and movement. Light and projection installations can be applied to specific sites to combat anti-social behaviour and create interesting access points along side streets and laneways.

#### **6.2.4 Random Acts of Art**

Random Acts of Art are temporary small scale quirky and fun art interventions that appear in the public realm and create an element of interest and intrigue. These works of art can become one off installations that surprise and delight the viewer or a curated series of interventions.

#### **6.2.5 Participatory Arts**

Participatory arts relies on audience participation in the creative process and the act of participation is integral to the activation of the artwork. Participatory arts are usually experimental, and specifically seek to actively engage with the audiences through visual, auditory or physical interaction.

#### **6.2.6 Performance and Busking**

Performance and busking art is a form of public entertainment which provides opportunity for interaction and creates a lively street culture in public space. Performance based artists can include but not limited to, musicians, dancers, comedians, magicians and spoken word artists.

### **7. Commissioning of Artworks**

Artworks can be commissioned, donated or purchased by Council and each model of acquisition requires a different approach to the acquisition process and management. There are several ways that public art commissions can be approached and the process depends largely on the nature of the project. A number of common public art approaches include design collaboration, placemaking and integrated art elements.

There is a variety of selection processes and approaches to the commissioning of artists for public artworks and activations and the selected model will be managed in line with Council's procurement process;

#### **7.1 Open Invitation**

This is an open call to artists to respond to a brief with their expressions of interest for commissioning or with their artwork concept proposals. This is a common form of commissioning public art and selection is through an advisory panel, in most cases the process includes three stages and the artist is engaged at each stage through commissioning agreements;

- Concept Design
- Detailed Design Development
- Fabrication and Installation

#### **7.2 Limited invitation**

Artists may be invited to either respond to a brief or to present the scope of their art practice to the commissioning body. There is often no EOI process for this commissioning model.

This method can be used to engage artists to create public art projects, murals and art interventions or to provide art or cultural workshops, performances, activations and activities.

#### **7.3 Direct Purchase**

This model enables Council to purchase an artwork from an artist or exhibition. This is relevant if an artist has a particular work of art that is appropriate for a specific project or site.

#### **7.4 Direct Commission**

Artists may be invited to develop an artwork specifically for a project. This approach is different from the Direct Purchase model. As part of the process artists may be interviewed. A Direct Commission method can also be used for arts and cultural performances, workshops, activations and activities.

### **8. Funding**

The allocation of funding to public art demonstrates Council's commitment to Arts and Culture.

Council will continue to allocate annual funding to public art through its operational budget cycle and as part of capital works projects. Council may also make further one – off allocations for public art as part of major infrastructure projects and where possible leverage future support through grant funding or private sector contribution.

### **9. Copyright, Legal and Ownership**

As artist's moral rights are protected under the Copyright Amendment (Moral Rights) Act 2000. Under the Act, all original artwork must be attributed to the artist.

The ownership of the public artwork and copyright will be determined during the acquisition process and the land on which it is located. Artworks donated to the City of Holdfast Bay becomes the responsibility of Council and the artworks will be placed on the Public Art Register. The permanent works will be registered as an asset on the Asset Management System.

## **10. Donations and Bequests**

Council will consider offers of existing artworks for public places, funding proposals for new public artworks, bequests and other offers of funding for public art in a fair, transparent and consistent manner. All donated works or proposed funded art commissions must meet Council's assessment criteria.

It will be the responsibility of the artist or donor to provide the following information as part of their submission proposal;

- Information such as the artist's CV, artistic statement, visual samples of the proposed work e.g.: photos / drawings, plaque / signage information
- A Risk Assessment of the work for public display
- A Maintenance Manual for the work

It is at Council's discretion if, and where donated and bequest artwork will be displayed.

## **11. Accessioning / recording of Public Artworks**

All permanent and ephemeral public art in the city will become part of the City of Holdfast Bay's collection and will be added to the Assets Register and Arts Register. Each artwork will be catalogued, photographed and recorded, along with the assessment and maintenance schedule details.

Council maintains an Asset Management System with a layer GIS data of the location and information of the artwork and public spaces.

## **12. Maintenance of Artworks**

Artworks in the public realm are significant and valuable assets for the City of Holdfast Bay. All new works of art installed in public places must be supplied with a maintenance manual or instructions, preferably written by the artist. All works of art will be added to the Assets Register and will be inspected and maintained as required to prevent damage and maintain the integrity of the work.

The maintenance costs for the artworks will be facilitated through the existing Public Art Maintenance Budget. Donors or sponsors of permanent public art may be requested to provide a yearly maintenance budget. Similarly, when funding has been allocated for public art projects through major development budgets, maintenance will be included in the budget if appropriate.

## **13. Deaccessioning of Artworks**

All artworks have an intended life span. Decommissioning refers to the process undertaken to remove a work of art from public display. In some cases works of art in the public realm may need to be removed or deaccessioned due to;

- The artwork is at the end of its intended life span.
- The maintenance and repair obligations and costs have become excessive in relation to the value and age of the artwork.
- The artwork has been damaged or destroyed and is irreparable.

- There is significant ongoing threat of damage of the artwork if left in its current location.
- The artwork has become unsafe, or is affected by changes in the safety regulations.
- The location of the artwork is being redeveloped or altered.
- The artwork is no longer relevant or appropriate and the commissioner wishes to commission a new artwork for the site.
- Community or cultural issues associated with the artwork, land or commissioning process.

In these cases the Community, Arts & Cultural Coordinator, Manager, Active Communities and the General Manager, City Services will consider the following options and make a decision on the most suitable resolution;

- Relocation of the work to a more suitable site.
- Total removal of work, where appropriate the artist or donor will be offered return of the artwork or a buyer might be sort to purchase the work for private display.
- The removal or deconstruction of the work should only be considered when all other alternatives have been examined.

#### **14. Private Developments**

The City of Holdfast Bay recognises that the private sector and developers plays a significant role in the provision of art on private land throughout Holdfast Bay. Council encourages developers to provide incorporated integrated design elements and artworks on private property. The Community, Arts & Culture Coordinator is available to liaise with and provide resources to business and private developers who are interested in exploring a public art project.