

VICTOR HARBOR MAINSTREET PRECINCT PUBLIC ART

S T R A T E G Y . R E P O R T

04

Public Art Masterplan

Landmark

Entertain

Canvas

Flicker

Showcase



Introduction

The Victor Harbor Mainstreet Precinct Public Art Strategy seeks to set a new example of how public art can be conceived, developed, implemented and sustained in a Mainstreet context. The masterplan also aims to increase awareness of public art, as well as complement the qualities and values of the Victor Harbor Mainstreet Precinct.

The Mainstreet Public Art Strategy aims to facilitate a programme of public art commissioning and support, which stimulates thinking, invites interaction, celebrates diversity, and allows for contemplation and even questions our assumptions of Victor Harbor, allowing people to explore and experience Victor Harbor in different ways.

The strategy considers the potential for many and varied art responses, suggesting a multiplicity of approaches to public works of art that includes; visual, digital, spoken word, literary and performance arts practices and media that demonstrate creative or cultural intent and moves away from solely sculptural (static) approach to a combination of different public art responses.

Objectives

The Mainstreet Public Arts Strategy aims to achieve the following objectives:

- Create and facilitate a variety of opportunities for artists as instigators, practitioners and consultants in public art projects using ephemeral, temporary and permanent public art practices in the Mainstreet Precinct area
- Establish a programme of public arts projects within the public realm to improve the attractiveness, enjoyment and aesthetics of the Victor Harbor Mainstreet Precinct
- Increase awareness among the community of the value and role of public art
- Instil a culture of creativity that values the potential contribution of artists and public art works
- Promote a public art culture which values challenging and innovative concepts throughout the Mainstreet Precinct
- Celebrate the cultural heritage of the Victor Harbor Mainstreet Precinct
- Support and encourage cultural diversity and a strong community identity
- Develop a process for ongoing evaluation and support for public art
- Reinforce and connect with the objectives of Council's broader "City Vibrancy (Arts and Cultural Development) Policy" for 2014/15.
- Identifies opportunities for public art that will enhance and be sympathetic to the Mainstreet Precinct Master Plan.



Public Art Typologies

To meet and achieve the objectives of the Victor Harbor Mainstreet Precinct Public Art Masterplan a typological approach will be used to structure the art programmes, projects and actions under various categories.

The idea of typologies enables potential public art works to be systematically classified according to type and location in terms of defining characteristics or common themes. The typological approach provides a means to collect, group and maximise different creative, social and financial opportunities. It also provides a structure for the conception and implementation of public art where each response is focused, relevant and can be delivered progressively and matched to budgets and funding opportunities.

These typologies can be responsive to the demands and appetite for public art, providing opportunities from temporary and ephemeral to permanent. They also act as collection points for ideas and discussions around future public art projects, allowing individual typologies to accommodate and adapt to future demands as the masterplan progresses over time.

Collectively, the typologies provide a creative and cultural reference point for Council and its community, where public art ceases to be the simple procurement of assets and becomes an integrated process.

There are 5 typologies that focus on providing opportunities to explore and generate public art works in the Mainstreet Precinct.

Landmark

Landmark is the creation of public art, signage and street furniture that activates the street forming an iconic presence within the Mainstreet Precinct.

Entertain

Entertain focuses on performance art, theatrical events, buskers, outdoor ephemeral works, cinemas, parades and festivals that create a stream of events and happenings that encourage interaction, place making, the sharing of experiences and memories in the public realm

Canvas

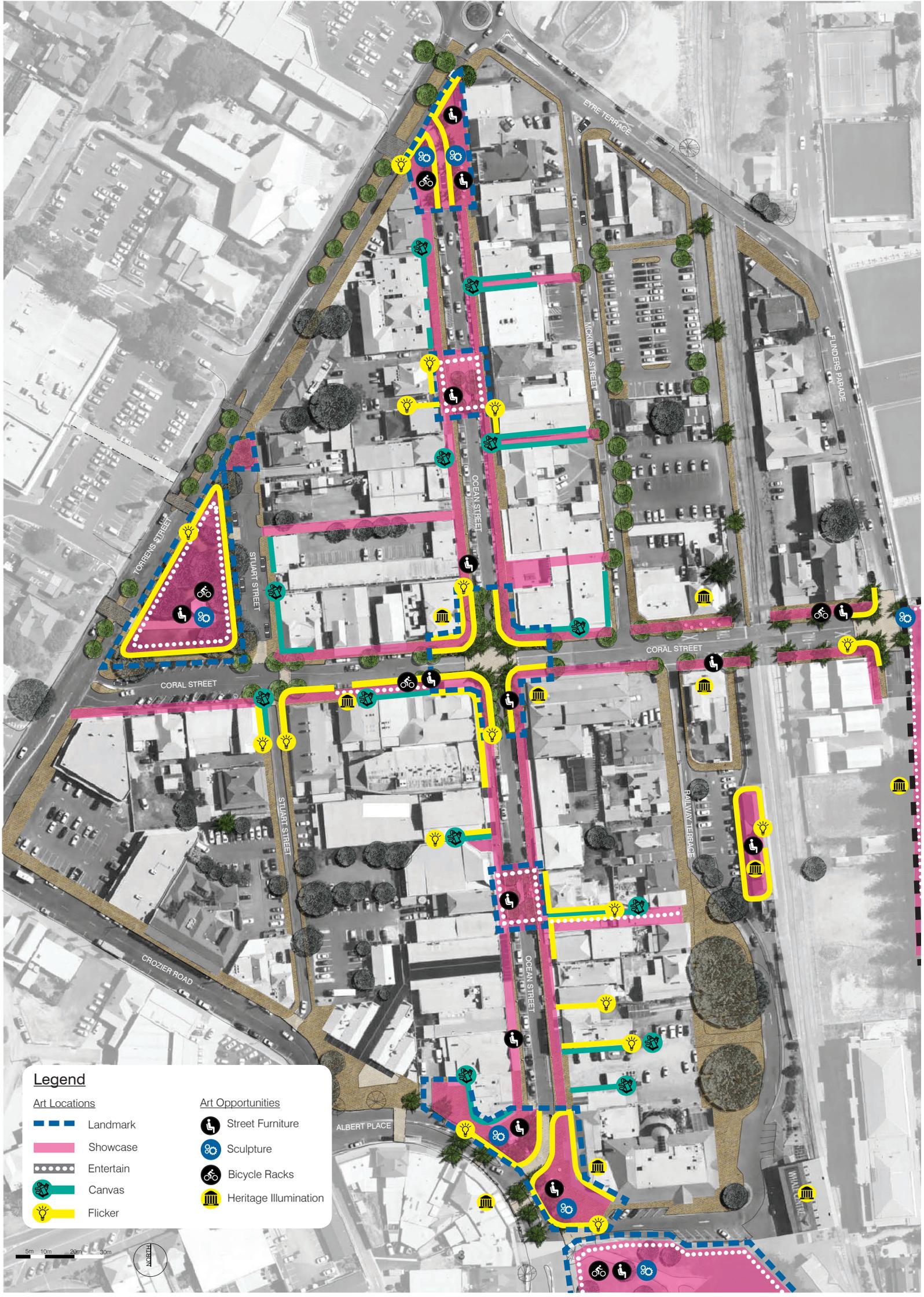
Canvas is an opportunity for spontaneity and creativity on the walls, facades and street furniture of the Mainstreet Precinct for illustrations, graffiti, stencils and poster art.

Flicker

Flicker will create art activation at night and will involve the production of lightscapes on, in and throughout the urban realm, creating lit entry points, thoroughfares and historical facades with a focus on the iconic buildings and landmarks of the Mainstreet Precinct.

Showcase

Showcase allows for dynamic responses that create interest, intrigue and critique of the Mainstreet Precinct encouraging artists, businesses, residents and communities to become involved in the creation of art in the Mainstreet Precinct.



Legend

Art Locations

-  Landmark
-  Showcase
-  Entertain
-  Canvas
-  Flicker

Art Opportunities

-  Street Furniture
-  Sculpture
-  Bicycle Racks
-  Heritage Illumination

5m 10m 20m 30m



01 Landmark

Landmark will deliver specially commissioned art pieces, signage and street furniture that will respond to the qualities of the street and provide new layers of beauty, commemoration, sophistication and design within the public realm. The typology will achieve works of art of the highest quality; these works will commission established and respected artists and designers, experienced in working in the urban context. **Landmark** will create opportunities for public interaction through the delivery of new urban art works.

Objectives

- **Landmark** considers larger scale and more complex works that would form an iconic presence within the Mainstreet Precinct. Although, predominately sculptural, the works should increase the activation and interaction across the entire city, creating community focal points and distinct places that reflect the character and needs of Victor Harbor.

Recommended Actions

1. Use Landmark to deliver public art street furniture as part of the Ocean Street and Coral Street upgrade
2. Develop two Landmark projects for the next 5 years (consider works at Northern and Southern Ocean Street entrances as part of the Mainstreet Precinct Project)
3. Develop an artists' register for Landmark projects and shortlist artists based on the proposed scope of the projects
4. Develop a brief for the first Landmark project that reflects the character and culture of the Precinct
5. Identify budgets and grant funding to support the implementation of Landmark art works
6. Pursue funding through budget processes and Arts SA 'Major Commission Funding'
7. Commission Landmark art works that embrace the unique properties and narratives of the Mainstreet Precinct
8. Consider digital technology opportunities provided by the future fibre optic network throughout the Mainstreet Precinct



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02 Entertain

Entertain is a programme that encourages, promotes and supports the development of events, festivals, celebrations and performances throughout the Mainstreet Precinct.

Entertain provides opportunities for performance art, theatrical events, buskers, outdoor ephemeral works, cinemas, parades and festivals. The aim of **Entertain** is to activate Victor Harbor with a continuous stream of events and happenings. **Entertain** may link with current Victor Harbor events, such as Victor Harbor Farmer's Market, Victor Harbor Arts Show or even 'Schoolies' performances.

Entertain focuses on the opportunity to stage events and performances that encourage interaction, place making, the sharing of experiences and memories in the public realm and within community facilities and buildings.

Entertain includes new media projects that utilise new digital technology, cameras, sounds, hand held devices and GPS. Using these forms the public may participate actively, becoming actors in the work and engage in the creative life of Victor Harbor.

Entertain aims to increase interest in the Precinct as a destination for people to interact and offers positive, ambitious and creative activity for tourists and local residents. Potentially, **Entertain** offers a place making approach to public art where activities could bring different demographics, cultures and generations together, increasing understanding and empathy within the community as well as increasing and reinforcing community's cultural connections and sense of place.

Objectives

- Provide a range of opportunities for performance-based artists and groups, particularly emerging artists
- Increase the community's awareness of performance art, including experimental and participatory art practices
- Link with other community and performance based events and activities

Recommended Actions

1. Initiate collaborations with potential partners to identify and establish event spaces and sites with specific focus on the pedestrian nodes developed as part of the Precinct upgrade
2. Integrate power service points to support public art/performance activities as part of Mainstreet Precinct Project and in conjunction with future paving upgrades:
3. Design and develop at least 3 performance events per annum
4. Allocate budgets for inaugural event
5. Promote 'Entertain' with South Australian Tourism Commission
6. Discuss opportunities to develop other Entertain projects with council staff and the community
7. Identify potential artists and community groups to collaborate with
8. Invite curators and event organisers to propose a year long program for Entertain
9. Seek Commission funding for Entertain

03 Canvas

Canvas provides the opportunity for spontaneity and creativity where the walls, facades and street furniture can become usable surfaces for artistic endeavours such as illustration, graffiti, stencils and poster art. It is envisioned that **Canvas** will be organic and ongoing with a changing programme that is open to anyone young and old, novice and expert alike. **Canvas** represents the experimental, expressive and spontaneous. **Canvas** expresses an immediate reaction, reflecting moments in the life of the Precinct.

Canvas will draw attention to the pedestrian laneways, blank facades and service areas of the Mainstreet Precinct, improving amenity and encouraging new artistic purpose in these spaces. With negotiation and support from landowners and traders, **Canvas** will reinvigorate the often neglected and unloved surfaces of the street through graphic interaction and experimentation.

Objectives

- Provide opportunities for artists to exhibit in the public realm, particularly new and emerging artists
- Provide opportunities for writers, photographers and video artists to document these new works and/or create digital records of the process for the website and other publications
- Create new visual art works in Victor Harbor

Recommended Actions

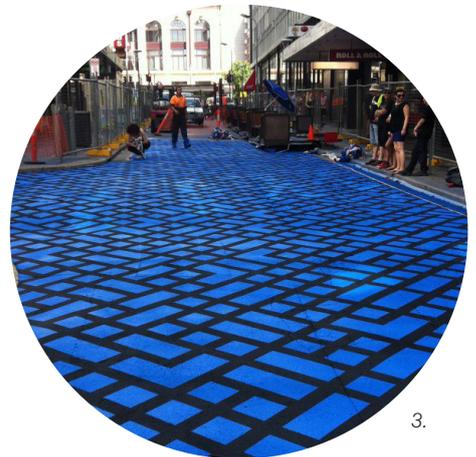
1. Discuss with building owners the potential of Canvas
2. Commence initial discussions with building owners along laneways to explore opportunities for Canvas activation
3. Identify 3 potential project sites along McLaren Lane and the McKinlay Street laneways
4. Select and engage artists to undertake Canvas



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1. Tower Hamlets graffiti by Banksy, 2012, London

2. Everfresh mural, Union Street, Adelaide

3. Bank Street, Sam Songail, 2010, Adelaide



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04 Flicker

Flicker looks at reinvigorating Mainstreet Precinct at night and will involve the production of lightscaapes on, in and throughout the urban realm. The content of **Flicker** will reflect different night time moods and modes, including projection, new media and LED. **Flicker** should be considered at major entry points, thoroughfares and historical facades with a focus on the iconic landmarks of the Mainstreet Precinct.

Flicker provides the opportunity to interact directly with the fabric of the street. With the idea to reconfigure, express or play with the existing facades, spaces, streetscapes and forms of the precinct. The projection projects can also be used to define historical landmarks, revealing the underlying narratives of street, acting as an educational screen for the community.

Objectives

- Provide opportunities for artists to exhibit significant lightscaapes in the public realm.
- Create links between the arts and non arts community, through partnership opportunities, providing spaces to display innovative works and the potential for in kind sponsorship
- Provide an opportunity for writers, photographers and video artists to document new works and create records of the process for website and other publications
- Create artworks that engage and surprise the public, contributing to the vibrancy of the street at night
- Provide new opportunities to work with the existing requirements of ambient and safe lux levels

Recommended Actions

1. Identify facades and building owners to work with to create new lightscaapes for the Mainstreet Precinct
2. Provide power and capacity connection points as part of the Mainstreet Precinct upgrade to allow for Flicker projects and other projection art pieces to be installed along Ocean Street and Coral Street.
3. Investigate and provide fixing and power points for aerial suspended lighting opportunities at strategic locations particularly at the intersection of Ocean Street and Coral Street (catenary lighting and power)
4. Maximise use of Councils ICT Network infrastructure and the NBN
5. Explore opportunities for integrated lighting in paving and furniture, illuminating facades and adding to the Mainstreet Precinct Lightscape
6. Council to invest in a projection system to allow an ongoing program of projection art

4. *The Pool*, Jen Lewin Studio, 2014, Singapore

5. *Step into the Light*, Illuminart, 2012, Norwood

6. *Emergence*, Craig Walsh, 2012, Sydney

05 Showcase

Showcase aims to avoid the long lead in times required of normal public art commissioning processes and will encourage artists to act in response to the changing character, context and qualities of the Mainstreet. The shorter duration and temporary nature of the works means there is greater opportunity to consider challenging themes or more provocative outcomes.

Showcase aims to demonstrate and stimulate cultural activity. **Showcase** projects allow for dynamic responses that create interest, intrigue and critique of the town centre. **Showcase** will engage and encourage artists, businesses, residents and communities to become involved in the creation of art in the Mainstreet Precinct.

Ultimately, **Showcase** allows Council to explore the strategic value of temporary activation and animation across the town centre. Potentially, **Showcase** can become a testing ground for ideas, experiences and concepts and in time will lead to other public artworks (Landmark and Flicker).

Showcase encourages artists to interpret and respond to the street in their own unique and thought provoking way. **Showcase** can be created from a wide range of mediums from sound, light, aroma, local materials or new digital technologies and can be applied along smaller pedestrianized spaces including Ocean, Coral Street and connective laneways.

Objectives

- Create a vibrant Precinct to increase patronage and perception of the area as a whole
- Provide opportunities for curators, both established and emerging
- Provide increased opportunities for artists in terms of offering a program of commissions throughout the year rather than “one-off” or major works that are commissioned less frequently
- Provide low risk opportunities for artists to exhibit in the public realm, particularly new and emerging artists
- Provide opportunities for artists to work on smaller scale works (budgets) to develop capacity and experience to apply for larger works
- Create links between the arts and non-arts community, through partnership opportunities, providing approved spaces to display works and increase potential for in-kind sponsorship
- Increase opportunities for the general public to interact with artworks in a casual open manner without expectation
- Provide opportunities for artists to exhibit their work for short periods in a public environment without the full range of constraints incurred with the commissioning of permanent artworks
- Increase awareness of the value and contribution of the arts Policy

Recommended Actions

1. Identify and map the locations suitable for interventions that exploit places in the Precinct
2. Establish an artists’ register, to identify suitable artists to produce temporary public art work for the Showcase programme
3. Develop a directory of collaborators (building owners, stakeholders and private sector)
4. Identify budgets and grant funding to support the implementation of Showcase works including grant funding from Arts SA (Art for Public Places) for Commission funding to implement catalyst projects
5. Seek local sponsorship to assist in funding the programme
6. Commission works on an annual basis that embraces the unique properties and narratives of identified individual spaces
7. Record, catalogue, promote, market and celebrate Showcase to ensure that the ephemeral nature of the public art works is captured and preserved



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1. Red Doors by Amanda Phillips and Alexander Waite Michell, 2012, Glenelg
2. Art as a Verb, Anton Hart, 2012, Adelaide
3. Stitching, Sera Waters, 2012, Adelaide
4. Mrs Robinson, Tanya Court, 2012, Glenelg
5. Old Dog, Craige Andrae, 2010, Adelaide
6. Battle Ground, Leith Elder, 2012, Glenelg
7. Work in Progress, Warwick Keates, 2014, Victor Harbor
8. Lady Garden, Violet Cooper, 2012, Glenelg

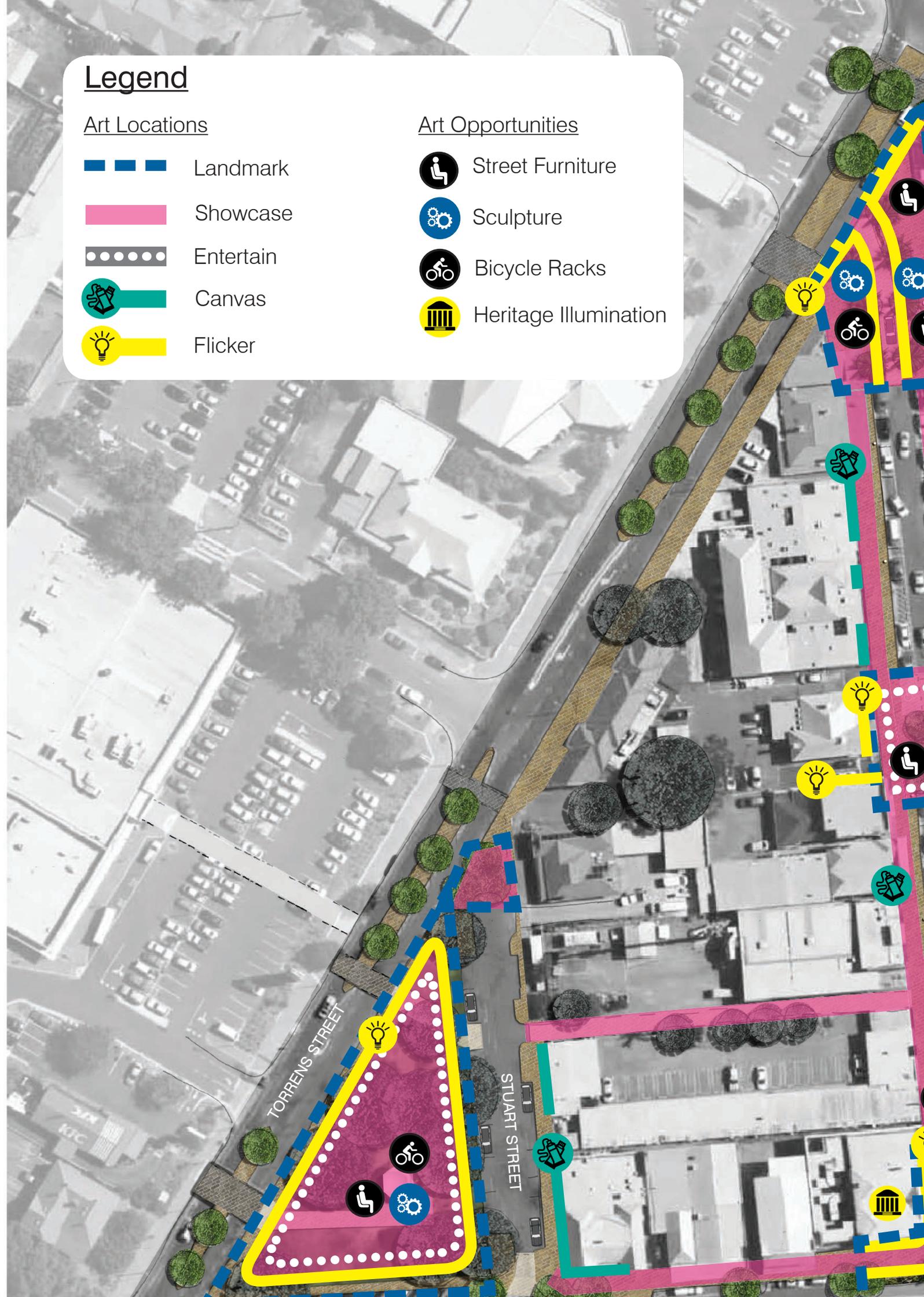
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EYRE TERRACE

MCKINLAY STREET

FLINDERS PARADE

OCEAN STREET

CORAL STREET





CORAL STREET

RAILWAY TERRACE

OCEAN STREET

WHALE CENTRE

Commissioning Process

The Public Art Strategy illustrates the range and locations of art work projects that can occur in the Mainstreet Precinct. The following recommendations offer a process for commissioning art works that should be considered in conjunction with each typology and the suggested actions. The following actions are recommended:

1. Establish a five person art reference group to champion the Mainstreet Public Arts Strategy projects comprising of design and arts practitioners that advise, workshop and assist the development of art works. Reference group to comprise of the following:
 - *Council staff with interests on public realm, tourism and cultural development (2)*
 - *Elected Member with a contemporary arts appreciation (1)*
 - *Local artist or arts coordinator selected through invitation to be on reference group (1)*
 - *Business owner/trader/Precinct spokesperson to represent the interest of the Mainstreet Precinct nominated by the business owners (1)*
2. Identify public art champions in Victor Harbor and for the Mainstreet Precinct that will support, drive and fund the delivery of the art works. Recommend advertising for interested parties to support the development of public art in the Precinct and develop a database of support. This engagement affirms Council's various roles as facilitator, partner and advocate
3. Undertake a briefing workshop with the reference group that establishes the required project brief
4. Create briefs that deliver individual and unique projects, but do not restrict the thinking and creativity of artists who are engaged to create public art in the Mainstreet Precinct
5. Develop project briefs that include:
 - *Artist selection (work with Country Arts SA to develop list that supports the Arts Strategy)*
 - *Intent of public art work (developed on a project by project basis or as opportunities arise)*
 - *Character and performance value of the work*
 - *Programme and budget*
 - *Anticipated outcomes (including duration and longevity of public art)*
6. Establish workshops and briefings that foster conceptually adventurous thinking and art responses
7. Consider the selection of artists or the development of preferred collaborators in order to foster quality outcomes.
8. Consider the following criteria in the selection process:
 - *Demonstrate a commitment to high quality & artistic merit*
 - *Innovation, creativity, vision, originality and the power to communicate*
 - *Highest possible standards of execution of all aspects of the development and implementation of the project*
 - *Well conceived art works in relationship with the intended location and response to the brief*
 - *Positive value the art work will contribute to the location, Precinct and community*
 - *A significant public outcome for Victor Harbor*

- *Extends both the reputation of the artist and SA as a centre of arts excellence*
- *The capacity of the art work to increase awareness of the contribution that SA artists make to the public realm and community*
- *Professional development outcomes for the artist*

9. Explore potential materials that can be used to reinforce the character and context of the Mainstreet Precinct.

Public Art Policy Principles¹

The Mainstreet Public Arts Strategy should consider the following recommendations and guiding principles such as:

1. Foster Creativity
 - Opportunities and support is provided for artists and the community to be creative.
 - A demand for excellence, creativity, innovation and craftsmanship in public arts is fostered within the community, Council and other stakeholders.
2. Encourage Diversity
 - Programs that respect physical, social and cultural diversity.
 - All members of society are represented.
3. Deliver Artistic Value
 - Projects and programs of the highest artistic quality that encourage creativity and put the artist's vision at the centre of the project conception.
 - Projects and programs that enrich human experiences through aesthetic experience, contribution to the aesthetic of the place or the enjoyment it provides.
 - Innovate and challenge through public arts to engage wider participation in debate.
4. Be Relevant
 - A dynamic and robust public arts culture is fostered that is constantly evolving, requiring numerous responses that reflect changes to society and the shifting and contested concept of the public.
 - New cultural conversations inspire the creation of public arts that provide a new cultural conversation in Victor Harbor, creating artworks which have the capacity to entertain, question, provoke and introduce new ideas.
5. Building Community Arts
 - Encourage social interactions, community processes and production in all public art projects. Place an emphasis on sharing ideas, abilities and capacity building. The emphasis is on authentic engagement over simple consultation and narrowly defined participation.
 - Realise the potential of the community through the following considerations:
 - *Reflecting on the history of Victor Harbor and the Precinct*
 - *Considering narratives, stories or experiences related to Victor Harbor and the Precinct*
 - *Involving local artists and crafts people to create and make*
 - *Collecting data, facts and figures as a source for public art unique to Victor Harbor and the Precinct*
 - *Sourcing materials, products or artefacts within the Victor Harbor and the Precinct*
 - *Manufacturing and producing art works locally.*

¹ The following principles reference the City of Unley Public Art Strategy undertaken by WAX Design in conjunction with Tanya Court and Craige Andrae of SPUD.

6. Resourcing and Funding

- A long term funding commitment to public art projects is required to ensure the required scope, intent or scale of the works that can be delivered.

7. Seek Partnerships

- Partnerships, relationships and associations must be established and maintained that assist in the funding, curating, commissioning and delivery with interested parties including government departments, community based organisations, private business and tourism organisations.

8. Curating Collections

- Agreed guidelines and procedures are established to guide the development, implementation, and preservation of public art works. Commissioning a highly visible contemporary public art collection that is progressive, innovative and embraces a variety of stimulating approaches, media and scales.

9. Document

- Processes and programs are established for the recording and capture of public art works.
- Develop suitable collection points, archives, catalogues and digital media to ensure the lasting presence of all public art works.
- Community play an active part in the documentation and recording process and capitalise on existing social media platforms such as (but not limited to) Facebook, Twitter, Youtube, Myspace, blogs and wikis.

10. Maintenance and Care

- Care of future collections and ongoing maintenance operations is funded to ensure a continuous cultural connection is maintained.
- A register of public art works is developed.
- Appropriate timeframes (to be determined by each individual project) are applied for the life of the art works in conjunction with the creators and curators.

11. Evaluation

- Criteria for the evaluation of public arts are established in the early stages of each project. Criteria are based on the objectives of promoting debate, encouraging change and expanding thinking.
- Formative evaluation methodology is embedded into the process and production of public artworks that provides ongoing discussion and feedback to measure the key indicators of success of each project and program.
- A summative evaluation methodology is used for the public art works outcomes that measure the success of each project and program against the principles and objects of the Strategy and makes future recommendations.



Bells
CORNER

VICTOR HARBOR

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