

Grey District Council Public Art Policy

Adopted	8 December 2015	Review period	Three yearly
Last reviewed		Next review due	8 December 2018
Approved by	Council	Minute reference	12/06/0534 - E17
Policy owner	Community Development		

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1. Introduction

As indicated in the Grey District Community Economic Development Strategy 2013–2023, the District’s economic and social wellbeing is sustained by innovation and creativity, and the richness and diversity of its cultural life. These connections provide the catalysts to build and reframe the District’s identity and social cohesion in an era of constant change.

The Public Art Policy provides a clear, sustainable and forward-looking framework of principles, which express the District’s commitment to the vital role of art in the overall strategic planning of the District and the implementation of the Greymouth CBD Master Plan. The Public Art Policy is complemented by the Signage, Interpretation and Public Art Framework to guide the way in which this commitment will take place.

2. Vision

The Grey District Public Art Policy will contribute to the Vision for the District. Our Vision is:

By 2023, the Grey District will be a progressive, growing, vibrant province, renowned for its people, culture, talent, environment and desirable location.

3. Purpose

This Policy picks up where the Signage, Interpretation and Public Art Framework leaves off by describing nine key criteria against which all future public art installations will be assessed. They express and reaffirm our commitment to creating the kind of vibrant, progressive and aspirational District you told us you wanted and are key factors in the strategic future planning of our District.

The Policy goes on to cover guidelines for:

- Approving new public art installations;
- Accepting donated or gifted works;
- Relocating existing works; and
- Deaccessioning existing works.

4. Scope

Council represents the citizens of the Grey District in the facilitation, approval, management and maintenance of public art activities.

The Policy applies to the assessment of public art proposals including gifts / donations, and addresses the relocation, deaccessioning, maintenance and monitoring of public artworks.

The Public Art Policy takes as its starting points the aims to:

- Create an inclusive environment that fosters creativity, knowledge and innovation;
- Invite freedom of expression that feeds our collective cultural memory and identity; and
- Acknowledge a framework to be built upon and expanded.

A key feature of the Policy is its proposal to integrate art into the fabric of the District. Public art enriches the public domain and artists contribute to the shaping and transforming of the urban and rural realm in ways which express, challenge, accentuate or give meaning to, the Grey District’s unique environment, history, communities and character.

Whereas the overall goal of the Public Art Policy is to generate significant benefits, tangible and intangible in the long-term development of the Grey District as a vibrant, inspired and creative place that we’re proud to call home.

5. Definition - What is Public Art?

Public Art is defined in the broadest sense as artistic works or activities accessible to the public. The work may be temporary or permanent in nature and may include performance art. Located in or part of a public space or facility provided by both the public and private sector, public art also includes the conceptual contribution of an artist to the design of public spaces and facilities.

For the purpose of this Policy, Council sees public art as including:

- Artists contributing to the thinking and design of public places and shared spaces;
- Art concepts, artworks and / or design features integrated into urban design developments (including buildings, streets and parks);
- Artists working in and with communities in public and shared spaces; and
- Art processes and artworks in our shared spaces that may variously be described as sculpture, murals street-art, performance and / or installations.

And for the sake of clarity it is understood this Public Art Policy does not include:

- Grey District Council District Art Collection – a collection of artworks situated within Council buildings;
- Privately owned works;
- Events;
- Advertising and billboards located in public spaces;
- Anything on private land; or
- Impromptu public art activity.

6. Guiding Principles, Actions and Criteria for Public Art

Grey District Council recognises the importance of encouraging an appreciation and understanding of art. Artworks can be enjoyed for their aesthetic qualities but are also important for their ability to provide wider and more complex pictures of the time and place they inhabit and the society from which they emanate. Public art plays a vital role in place making and as such is instrumental in identifying, commenting upon and creating memorable communities with vibrant and flourishing public places.

The following guiding principles, actions and criteria form the basis of the prioritisation, evaluation and approval of public art in the Grey District and are derived from the strategic priorities of:

- Signage, Interpretation and Public Art Framework 2014-2024
- CBD Master Plan 2014
- Grey District Plan 2010
- Long Term Plan 2012-2022
- Grey District Community Economic Development Strategy 2013-2023

Guiding Principle No. 1

Grey District's public art will be inspiring, thought provoking and meaningful.

Grey District's public art will raise the profile of our District by giving it dynamic points of difference, making it visually stimulating and compelling and by contributing to positive perceptions of our place as a centre of vibrancy, creativity, discovery and prosperity.

Therefore Council supports the creation of public art that is inspiring, thought provoking and meaningful.

Guiding Principle No. 2

Public Art in the Grey District will invite freedom of expression that feeds our collective cultural memory and identity.

The migration of creative talent and focus from our main centres to our rural outposts and everywhere in between is crucial to creating a strong cultural presence and confident identities for our outlying areas.

Therefore Council supports public art that takes place both in central and outlying areas, feeds our collective cultural memory, identity and reinvigorates public spaces.

Guiding Principle No. 3

Māori culture, whakapapa and history are expressed in our public art.

Council recognises mana whenua and the past, present and future relationship of Māori with the District, Māwhera. Therefore Council encourages artworks from mana whenua which express the identity of local Māori - their culture, whakapapa and history.

Guiding Principle No. 4

Locals are more engaged in the development of public art activity.

During the drafting of the Signage, Interpretation and Public Art Framework, Council received feedback that the public wants more involvement in the District's creative direction. Therefore Council supports projects that increase the participation of the public in the development of public art.

Guiding Principle No. 5

The District's public infrastructure integrates art concepts and/or design features and/or physical artworks.

Council will incorporate public art, where appropriate, as a means of expressing and celebrating the District's culture and identity in public space design. Therefore Council supports the 'as appropriate' integration of art concepts, design features and/or artworks into public infrastructure and future planning.

Guiding Principle No. 6

Public Art directly contributes to social and economic change and urban and rural revitalisation in the Grey District.

We know great public art makes our towns, settlements and District look good and that it plays a vital role in social and economic change and rural / urban revitalisation. For example, public art activities can take place in disused public spaces bringing a new community into that space. Therefore Council acknowledges that all public art contributes to social and economic change and urban / rural revitalisation throughout the District.

7. Achieving Public Art Outcomes

Partnerships

Grey District Council will work closely with all organisations, institutions and members of the community interested in and involved in the development of public art throughout the District.

Council will work with key partners within the context of and criteria outlined in the Signage, Interpretation and Public Art Framework to ensure an integrated approach to the development of public art.

Responsibilities

The Public Art Policy will be monitored, facilitated and/or implemented by Council.

Council is the first point of contact for all public art enquiries and is the recipient of all applications for public art proposals on public space.

Approval Process

Proposals will follow the Process outlined in the Signage, Interpretation and Public Art Framework.

Assessment Process

Council will assess all proposals received against the Signage, Interpretation and Public Art Framework to ensure they align with one or more of the guiding principles while simultaneously meeting the public art criteria of the partnership model.

8. Public Art Criteria

Strict adherence to the following public art criteria is a pre-requisite for partnering with Council to successfully deliver inspired, thought provoking and real pieces of great public art.

Successful proposals will in addition to the required criteria of the Signage, Interpretation and Public Art Framework, demonstrate:

- High standards of artistic excellence;
- Relevance and appropriateness of the work to the context of its site;

Council will follow the same process as if the artwork was offered for the first time. If the result of this is not to move the artwork Council may also consider deaccessioning the work.

Decisions will be made on consideration of consultation with the artist(s) (or the family of the artist(s) if necessary) where possible, and other relevant people or organisations involved in its establishment. If an artwork needs to be moved or altered in any way, consideration will be given to the moral rights of an artist under the Copyright Act 1994.

9. Deaccessioning Public Art

Council will consider deaccessioning public artworks for a range of reasons including:

- Artistic and historic relevance;
- Public safety;
- Changes to the design and use of the public space occupied by the artwork; and/or
- Artwork is vandalised or damaged and repair is not feasible.

Council will follow the same process as if the artwork was offered for the first time. The decision will also be made on consideration of consultation with the artist(s) (or the family of the artist(s) if necessary) where possible, and other relevant people or organisations involved in its establishment. If an artwork needs to be moved or altered in any way, consideration will be given to the moral rights of an artist under the Copyright Act 1994.

Deaccessioning decisions will be made by Council with guidance from the Signage & Interpretation Working Group based on criteria that include:

- Resale value;
- Sensibilities around how Council came to own the artwork; and/or
- Condition of the artwork. Options will include:
 - Selling or gifting the artwork back to the artist;
 - Donating to a community group or facility, or organisation that operates for public benefit;
 - Open sale or auction; or
 - Disposal.

10. Evaluation

An evaluation of the Public Art Policy will be informed by an overall improvement in the quality of public art and how well the principles for the delivery of public art outlined in this Policy have been adhered to.

11. Approval and Review

Grey District Council will review this Policy every three years.

The Grey District Council reserves the right to review, vary or withdraw this Policy at any time.

12. Authorisation

This Policy was adopted by Council on 8 December 2015.