

CITY OF STONNINGTON
ART IN THE PUBLIC DOMAIN POLICY 2013 - 2015

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EXECUTIVE SUMMARY

The Art in the Public Domain Policy is aligned with Stonnington's Council Plan 2009-2013, the Public Realm Strategy 2010-2020, and supports the development of Creative Spaces as outlined in the Arts and Cultural Policy 2011-2015.

This Policy's vision is for the City of Stonnington to be known for inspiring artworks that shape creative and dynamic public spaces, and that are a source of pride for the community.

Four key goals underpin this Policy:

1. Council and community ownership, engagement and pride in artworks
2. Best practice Program delivery
3. Program development and capacity
4. Strategic partnerships for artistic and program development.

This Policy guides the Art in the Public Domain Program in the City of Stonnington from 2013 to 2015. Its scope includes:

- Definition, context and benefit of Art in the public domain
- Vision, goals and strategies for program development
- Process and criteria for the selection, acquisition and decommission of artworks
- Management and maintenance of artworks.

Clear processes are outlined for the management and development of the Program by the Cultural Development and Events Unit. The focus is the commission of new works either by Council or in collaboration with the private sector. Commissions support innovative, high quality, contemporary artworks by professional artists. This process is facilitated by the Public Art and Acquisitions Panel, utilising strict selection criteria.

In addition there is an Across Council Working Group which supports and advises on integrated planning across Council. All public artworks are considered assets of Council and need to be well maintained. To ensure this is achieved, a management and maintenance plan is in place, alongside clear decommission guidelines.

INTRODUCTION

Art in the Public Domain Policy 2013-2015, provides the City of Stonnington with a sustainable and dynamic framework for the development and management of public artworks across the municipality. The Policy demonstrates Council's leadership position and commitment to the arts, and provides strategies for the delivery of a high quality program. It establishes clear criteria for the assessment of artworks, enabling artists and the community to engage with the process, whilst supporting innovative contemporary art practice.

CONTEXT

This Policy is aligned with Stonnington's Council Plan 2009-2013, in particular the three pillars - Community, Liveability and Prosperity. A key goal of Liveability is the development of Stonnington as a Creative City, and 'the improvement of the public realm to create attractive, vibrant and welcoming retail precincts and city gateways'. This is further supported in the Arts and Cultural Policy 2011-2015 under the theme of Creative Spaces with its goal to enliven public spaces. Potential sites for the development of new art commissions are referenced in the Public Realm Strategy, managed by Environment and Public Spaces.

This Policy will guide Council's Art in the Public Domain Program, which is managed by the Cultural Development and Events Unit. In 2010 this Arts team was expanded to include a Visual Arts Officer, responsible for consolidating and delivering the Program. The past two years has seen the successful annual delivery of a contemporary art commission. The first commission was a Council initiative and the second was in collaboration with a private developer. This Policy seeks to build upon these project models and their successes and strengths.

BENEFIT OF ART IN THE PUBLIC DOMAIN

Art located in the public domain is the most accessible and visible art form. It plays a significant role in enhancing the urban environment and creating a sense of shared space and place. Artists can provide a contemporary response to a particular locality, which gives new meaning to a city's history, culture and environment. Such artworks build civic pride and a sense of belonging. The best examples enrich the cultural life of the municipality. Artworks in the public domain can be challenging. They can also foster discussion, creativity and innovation.

DEFINITION

Art in the public domain is defined as works of art that are located in publicly accessible spaces. This art form encompasses diverse media and whilst such works were traditionally and predominantly sculptural and static, today art forms in the public domain include new media such as projection and digital artworks. Artworks can be ephemeral, temporary or permanent and can be sited and visible externally in streets, squares, parks and public spaces within the City of Stonnington.

ART IN THE PUBLIC DOMAIN PROGRAM

The focus for the Program is to commission new contemporary artworks by established and emerging artists who are identified by the Public Art and Acquisitions Panel as leading practitioners in their field. Artworks will be developed for specific Council and private sites in accordance with commission briefs, requiring the artist to respond to the local environment, community and site. Artworks are selected following an Expression of Interest process which adheres to strict guidelines. Council does not actively seek unsolicited offers or donations for works outside this process.

VISION

Stonnington is a city known for inspiring artworks that shape creative and dynamic public spaces, and that are a source of pride for the community.

GOALS

There are four key Policy goals:

1. Council and community ownership, engagement and pride in artworks
2. Best practice Program delivery
3. Program development and capacity
4. Strategic partnerships for artistic and program development.

1. Council and community ownership, engagement and pride in artworks

Strategies

- 1.1 Develop and showcase high quality artworks which enhance Stonnington's unique identity, character and culture.
- 1.2 Establish processes for Councillors to be involved and engaged, and to be the advocates and champions for the Program.
- 1.3 Develop a communications and media strategy so as the Program outcomes are widely recognised, shared and celebrated by the community and Council.

2. Best practice Program delivery

Strategies

- 2.1 Promote and support innovative and contemporary artworks by professional artists which are selected according to Council's commission brief.
- 2.2 Ensure program diversity in commissioning models, scale of works, art mediums and locations across Council.
- 2.3 Facilitate integration of the Program with Council's Strategic Plan and across all relevant Council Units.
- 2.4 Consolidate the Art Collection Register to manage, promote and maintain artworks to a high standard.

3. Program development and capacity

Strategies

- 3.1 Research models for a 'Per Cent for Arts' Program for Council and the private sector.
 - 3.1.1 Council will lead by allocating 1% for Public Arts projects from the capital expenditure budget of Major Projects over \$3 million, commencing in 2014/15 financial year.
- 3.2 Broaden the Program scope to include temporary and ephemeral public artworks.
- 3.3 Explore capacity to deliver a broad range of contemporary media.

4. Strategic Partnerships for artistic and program development

Strategies

- 4.1 Consolidate guidelines with community groups and organisations for the management of artworks in retail precincts, referred to as Precinct Art and Design.
- 4.2 Cultivate dialogue with the private sector and collaborate to promote high quality artworks in private developments.
- 4.3 Explore partnerships with federal and state government, neighbouring Councils, arts and non-arts organisations that promote the Program goals.

DECISION MAKING - Panel Recommendation and Council Approval

A Public Art and Acquisitions Panel, comprised of art industry professionals provides Council with recommendations and advice on commissions, acquisition and decommissions of artworks, including proposed locations of works and/or

decommissions. The Panel utilises the selection criteria below in making their assessment and ensures that recommendations are informed by industry expertise and knowledge. Council Officers contribute to discussion regarding selection of artworks. Recommendations are arrived at through group discussion and if required a vote can be taken. The Panel's recommendation is taken to Council for approval.

SELECTION CRITERIA – Commissions and Acquisitions

The following criteria are used by the Public Art and Acquisitions Panel in their assessment and selection of artworks.

- Capacity to realise Council's strategic objectives
- Capacity to reinforce, reflect and respond to local identity, culture and character of the City of Stonnington
- Calibre of artist and or team
- Strength of artistic and conceptual merit
- Demonstrates innovative contemporary art practice
- Relevance and appropriateness to the site, community and environment
- Meets commission brief
- Capacity to deliver commission within the timeline and budget
- Complies with heritage, planning, health and safety requirements
- Appropriate consideration of durability and maintenance requirements for specified purpose
- Connection with the City of Stonnington by artist or artwork is valued by the Panel.

Additionally, the artwork must address risk management requirements in its design. The Artists' brief will require priority consideration of public and child safety in the design of the artwork. Selected artworks require General Manager City Works sign-off on the proposed location and construction including; materials, structural elements and footing design.

DONATIONS

Council's public art collection is a curated collection that seeks to promote works of quality and relevance to Stonnington. With a targeted acquisitions strategy, Council does not actively encourage unsolicited donations of work. Council Officers are responsible for deciding on and responding to all offers of donations utilising the relevant selection criteria above.

ROLE OF PUBLIC ART AND ACQUISITIONS PANEL

The role the Panel is to:

- Assist the Cultural Development and Events Unit with the development of a high quality Program that meets Council objectives
- Act as a sounding board and provide advice and input on Program development
- Make recommendations and contribute rationale for acquisitions, commissions and decommissions
- Generate ideas, recommend artists and advise on industry trends
- Advocate and promote the Program to Council and the wider community

PANEL COMPOSITION

The Panel will comprise of a minimum of five (5) representatives and include:

- At least two arts specialists, with a minimum of five years industry experience in the areas of contemporary art, urban design, public art or related practice
- At least one member resides and/or works in the City of Stonnington
- A practicing artist
- The Coordinator Arts, Culture and Events from the City of Stonnington Cultural Development and Events Unit (non-voting)
- The Cultural Development / Visual Arts Officer from the City of Stonnington Cultural Development and Events Unit (non-voting)
- Persons with specialist knowledge may be co-opted when required.

TERMS OF REFERENCE

Panel meetings are chaired by the Coordinator Arts, Culture and Events. Members are required to meet the following terms:

- Meet at least twice a year
- Members are ineligible to apply for any Council funding during their tenure
- Appointments are for a two year term with a maximum six year term
- Members with a real or perceived conflict of interest must declare this and refrain from decision making on the related matter
- Any member who has not attended two consecutive meetings without leave of absence will be deemed to have resigned from the Panel.

ACROSS COUNCIL WORKING GROUP

“Public art can contribute to the public realm more comprehensively when the artwork or art program is integrated with the values and design of public spaces”
Public Realm Strategy 2010-2020.

Led by the Cultural Development and Events Unit, the Across Council Working Group (ACWG) assists with the development and coordination of artworks in the public domain across Council. The Group is comprised of Council Officers from Cultural Development and Events, Parking and Traffic, Local Laws, City Strategy, Urban Design and Infrastructure. The General Manager City Works makes the final decision where ACWG opinions differ. Additional members may be co-opted when required.

The role the Working Group is to:

- Manage Precinct Art and Design with community groups and organisations
- Ensure integrated planning across Council
- Manage risk
- Provide across-Council expertise and support project management
- Facilitate forward planning and budgeting processes
- Identify opportunities and sites for new commissions and projects
- Advocate for art in the public domain across Council

Risk will be managed via the inclusion of an appropriate clause in Artist briefs and contracts requiring priority consideration of public and child safety in the design of the artwork and engineer sign-off on proposed artwork construction and footing design.

PUBLIC ART BY THE PRIVATE SECTOR

Council encourages appropriate public art commissions funded by the private sector within the municipality. Accordingly, Council provides expert support and advice as required. The private sector has the opportunity to contribute to the creation of creative public spaces and can be supported in this endeavor through Council’s management of the commission. Council will take a proactive approach in establishing dialogue with this sector to discuss possibilities and project models.

SITE SELECTION

Future commissions will be on both Council and private sites. Identified sites for art commissions as outlined in the Public Realm Strategy 2010-2020 are:

- Green Spaces
- Urban Spaces
- Public Spaces Hubs

ARTWORK MANAGEMENT

All artworks are considered assets of Council and need to be registered on the Stonnington Art Collection Register. Information on this Register will be used to document and manage the Collection. The communication and media strategy will utilise this information to promote greater ownership, understanding and appreciation of the value of the artworks to the wider community. The Register will comprise of three parts:

- Artwork catalogue details
- Images of artwork and credits
- Maintenance plan and schedule

Under the Commonwealth Copyright Amendment Act 2006, Council agrees not to alter, add to, mutilate or distort artworks in the public realm. In addition it will permanently display a plaque in a prominent position near the installed work, which identifies the artist and the work, to gallery standards. When reproduced by the City of Stonnington, any photographs taken of an artwork will accurately credit at minimum the artist, artwork title, year and photographer. Council will distribute and reproduce images in full only.

MAINTENANCE

Council will maintain its Collection of artworks in the public realm to a high level. A management plan and schedule ensures ongoing maintenance of artworks, and allocates a budget towards this. A conservator will assess works as required following which the artist, a conservator or a materials specialist will be engaged to treat the work as directed. Artist contracts require the artist to submit a maintenance schedule at the handover of work. Council will firstly consult the artist where major conservation or restoration treatment is required.

DECOMMISSION

Decommissioning is the term used for the permanent removal of a work of art from a site and from Council's Collection Register.

The City of Stonnington reserves the right to decommission works of art in consultation with the Public Art and Acquisitions Panel, and agrees to comply with the procedures set out in the Commonwealth Copyright Amendment Act 2006 with respect to the removal, relocation or sale of the work.

PRECINCT ART AND DESIGN

This refers to art and design works, initiated by community groups and organisations (such as Trader and Business Associations), located within the public realm.

All organisations wishing to install such objects or works will meet with the Cultural Development and Events Unit at the conceptual stage, prior to the development of each project to discuss their ideas and be advised on relevant matters.

Council has established guidelines for the development and management of these works, with the Across Council Working Group responsible for coordinating this. Where possible the Working Group will identify predetermined locations and the number of sites in a precinct for artworks.

GUIDELINES FOR PRECINCT ART AND DESIGN

Approval process

- The Cultural Development and Events Unit is consulted during the selection process for permanent and ephemeral artworks
- All artworks require site selection approval from the Across Council Working Group with regard to the Public Realm Strategy and compliance requirements

Compliance

Works need to be considerate of and comply with:

- Durability and maintenance requirements
- Above and below ground services, features and street furniture
- Safety requirements for children and the public
- Traffic and Parking Standards
- Footpath Trading Code
- Heritage and Town Planning
- City of Stonnington General Local Law 2008 (No.1)
- Any other relevant local, state or federal legislation

Additional

- Ownership: All works remain the property of the community group or organisation
- Contract: Owners will enter into a contractual agreement with Council
- Liability: Will be addressed in owner agreements and via insurance.
- Maintenance: Owners agree to maintain works to a high standard. If required, Council can request a conservation report and direct this be implemented
- Timeline: Works to be installed for five years, followed by a review by both parties every five years to reassess the work
- Council reserves the right to review and remove the display of permanent and temporary works should municipal, planning, traffic and pedestrian requirements change