



Public Art Strategy





Kid Koala Playing God by Okuda

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Executive summary

Public art plays a vital role in creating a sense of place within the community. The City of Subiaco is committed to delivering a diverse and vibrant public art program, in recognition of the vital role public art makes to community and cultural development. It contributes to a sense of identity and wellbeing by reflecting Subiaco's unique character, history and future aspirations.

The Public Art Strategy will build on a number of the city's goals and strategies to deliver social, economic, environmental and cultural benefits for the community. Public art plays a key role in urban renewal, place making, urban design and tourism. It contributes to Subiaco being a place where people want to be.

The purpose of the Public Art Strategy is to provide a clear outline of how the city will approach public art. Building on the foundation of an already significant collection, the city aims to use public art to create a sense of place; infusing qualities of diversity, vibrancy, character, creativity and imagination into daily life.

Utilising industry best practice for the commissioning of new artworks and management of the collection the city will ensure that artists are respected and artwork assets are cared for in the long term. Cultural development will be fostered through community involvement in projects, professional development opportunities for artists and promotion of the city's public artworks in a range of media platforms.

Together with a commitment to funding for public art resources and projects, the city will also advocate for the inclusion of public art in significant new developments, both public and private, and develop partnerships with organisations and businesses to deliver projects together.



Arcadia by Minaxi May
Subiaco pARk - Augmented Reality project



Quadrant Scatter White by Stuart Green

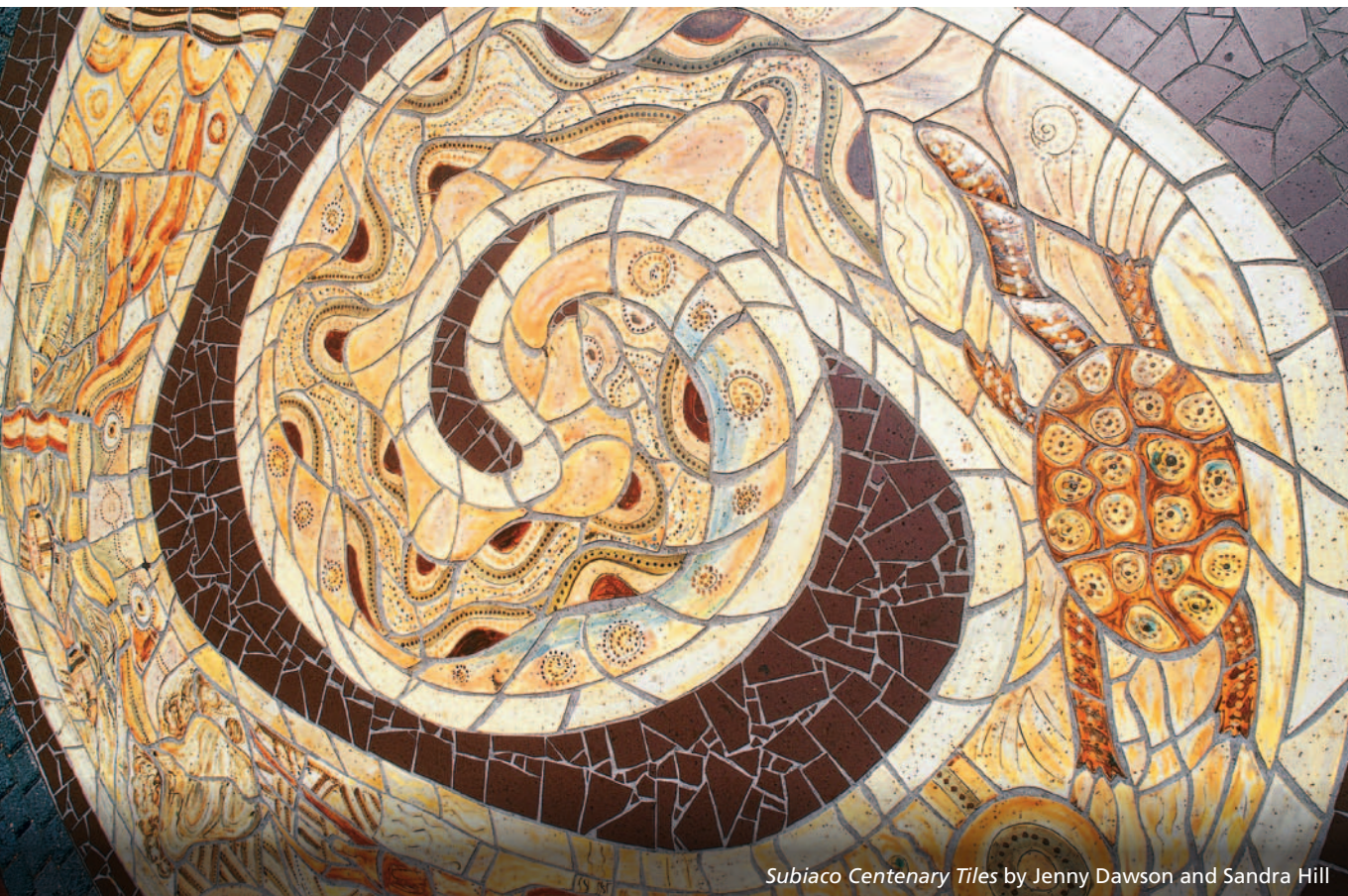
Background

About Subiaco

The City of Subiaco is established on the traditional homelands of the Nyungah people who were the custodians of this land long before the first European settlers arrived. In 1851 a group of Benedictine Monks, whose order was founded in Subiaco, Italy, settled in the area and named their monastery New Subiaco. In 1952, following the introduction of a railway line and significant housing, retail and industrial development, the area was officially gazetted as the City of Subiaco.

The city is known for its aesthetic appeal, heritage charm and village atmosphere. It is vibrant and dynamic, while still maintaining a peaceful lifestyle. The city's neighbourhoods are characterised by their lush and leafy appearance, with well-presented streetscapes, houses and parks. The commercial and recreational precincts are lively and diverse, drawing local, national and international visitors who come to enjoy all that Subiaco has to offer.

With a total of six square kilometres, the City of Subiaco is located in the metropolitan area of Perth and includes the suburbs of Subiaco and Daglish, and parts of Jolimont and Shenton Park. Over 17,000 residents call the city home and bring with them a diverse mix of age groups and cultural backgrounds.



Subiaco Centenary Tiles by Jenny Dawson and Sandra Hill



Subiaco Station Clock by Rodney Glick,
Kevin Draper and Marco Marcon

Current collection

The City of Subiaco is the custodian of a considerable public art collection, located in the public realm, in and around the city's landmarks, streets and buildings. The permanent and temporary works of art, including sculptures, murals and mosaics, reflect and inform us of the rich and diverse history of the city, its residents and their activities. It is a mixture of traditional and modern works, much like the city itself. The collection includes artworks located on city land and works located on private property, commissioned with the assistance of the city. In addition there are numerous public artworks commissioned by private developers in Subiaco.

During the late 1990s, the Metropolitan Redevelopment Authority (formerly known as the Subiaco Redevelopment Authority) commissioned a significant number of the city's public artworks. Works such as the Clock Tower by Rodney Glick, Kevin Draper and Marco Marcon at Subiaco Train Station utilised multimedia, sound and light, which was innovative, exploratory and ambitious in scope at the time. The MRA continues to work within the city at the Australian Fine China and Subi Centro sites. Future sites will include the Subiaco East area, which encompasses Subiaco Oval, Princess Margaret Hospital and the new Inner City College.

The works in the city's collection are mostly by West Australian artists with acknowledged reputation for contemporary art practice and public art excellence including Jeremy Kirwan-Ward, Helen Smith, Stuart Green, Angela McHarrie, Ayad Alqaragholi, Greg James, Susan Flavell, Anne Neil and Steve Tepper.

There are also murals by visiting international artists such as the Forrest Square carpark by Okuda (Spain); Post Office façade by Evoca1 (USA) and West Leederville underpass by Gaia (USA) and Ever (Argentina), providing unique art experiences not seen elsewhere in Perth.

The city's collection continues to have a strong connection to the heritage of Subiaco with many works directly referencing historical uses and stories of the site on which they are located.



Community values

The city is committed to meeting the aspirations of the local community through the provision of a contemporary public art program using the principles of best practice.

To ensure alignment with community values the Public Art Strategy references two key community engagement initiatives:

The Strategic Community Plan (2017-2027)

This document states that the community's overarching vision is for the City of Subiaco to be a unique, popular and welcoming place. The city celebrates its rich history, while embracing the diversity and vitality of the present.

Public Art is captured in Focus Area 1 – Our sense of community

Strategy 1.1.1 Ensure the community's identity and local history is reflected, promoted and celebrated.

Strategy 1.3.1 The community is strengthened through its events, programs and public art.

Public Art is also addressed in Focus Area 3 – Subiaco as a destination

Strategy 3.1.1 Continue to support Subiaco as a hub for arts, culture and entertainment.

Strategy 3.1.2 Work towards establishing the City of Subiaco as a destination of choice.

Public Art Strategy community consultation 2018

As part of the review of the Public Art Strategy, the community was invited through the Have Your Say Subiaco engagement portal on the city's website, to provide their input regarding the future direction of public art in Subiaco. The community was able to contribute stories about their favourite public art along with ideas and location for new artworks.

A number of key themes emerged through this consultation process highlighting that the community values public artwork that is:

- well maintained and managed
- distributed throughout the City of Subiaco
- thought provoking, meaningful and unique
- a combination of permanent and temporary projects
- interactive and integrated into the fabric of the urban environment
- respectful of Subiaco's history
- an opportunity for sharing more Aboriginal stories.

The following public art strategies outline a clear framework to deliver public art in the City of Subiaco that most closely aligns with the strategies identified in the Strategic Community Plan (2017-2027) and the themes identified in the Have your Say public art consultation process.



Subiaco Was Built on a Sunday by Mel McVee

Strategy overview

The arts play a critical role in determining a sense of place. Providing for art in the public realm can act as a catalyst for generating social activity and social spaces. The outcomes in this strategy aim to place public art as central to the intelligent design of a vibrant city.

The city believes that art in the public realm is vital to community and cultural development. It plays a key role in urban renewal, place making, urban design and tourism. The Public Art Strategy builds on a number of the city's goals and strategies to deliver social, environmental, economic and cultural benefits for the community.

The importance of public art in Subiaco was galvanised in 2011 when the public art programs and funding model was adopted by Council. Following on, the first Strategic Public Art Master Plan was developed to provide a framework and the Public Art Policy and Guidelines were developed to set out the methods by which public art would be managed. This document presents the first significant review of public art since 2011.

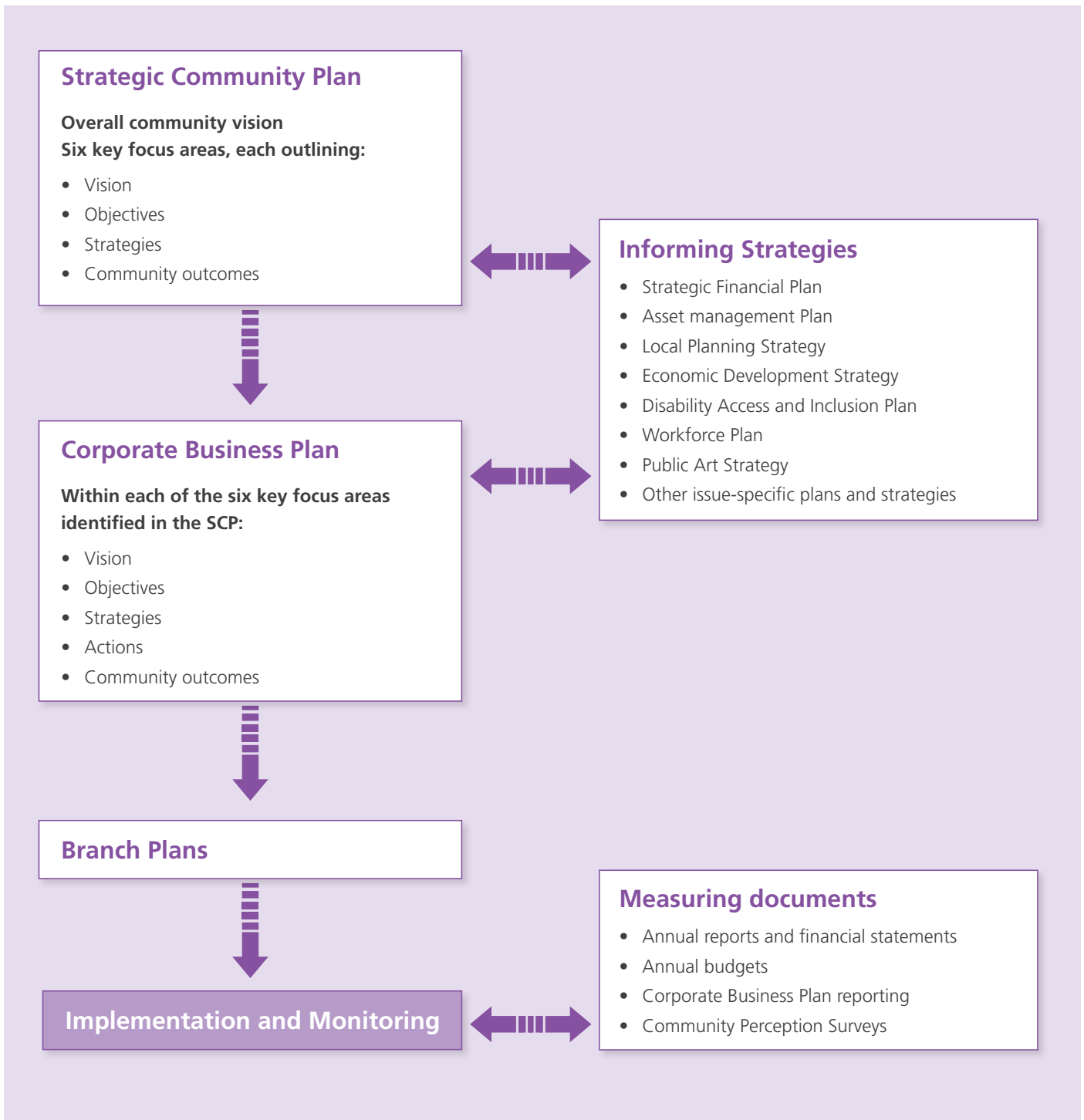


Arrive to Paradise by Ayad Alqaraghooli

Strategic context

The city's integrated planning and reporting framework allows for Council and the community to track the city's progress in delivering the goals of the Public Art Strategy. The framework is informed by the community aspirations and vision set out within the city's Strategic Community Plan (2017 – 2027).

The delivery of the Public Art Strategy is supported by other operational and strategic documents, including the Public Art Policy, Public Art Protocol and Public Art Procedures.



Strategies

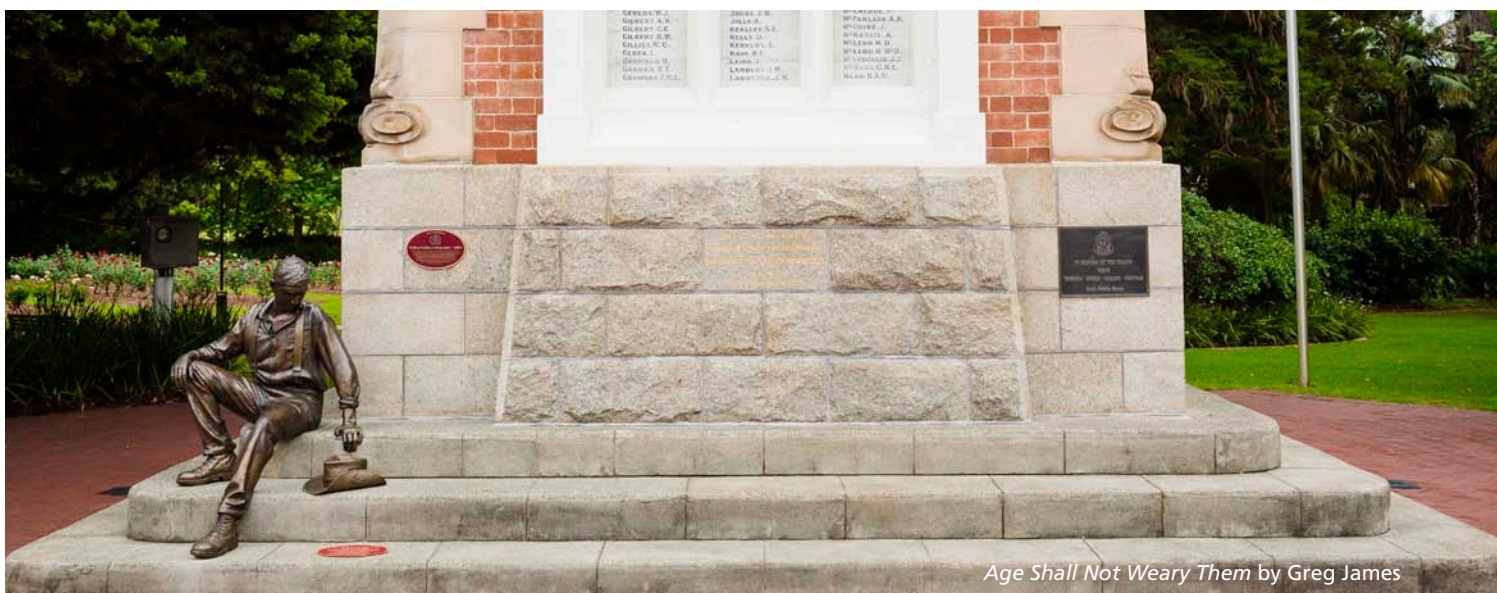
Strategy 1 Create a sense of place with artworks in the public realm that enhance engagement with and understanding of Subiaco							
Goal	Action	KPI	Funded	2018-19	2019-20	2020-21	2021-22
Create artworks that are unique to the Subiaco community and its stories	Integrate art into the fabric of the overall urban design of the city	Positive feedback from the community through the Community Scorecard	✓	✓	✓	✓	✓
	Work closely with internal city branches to identify opportunities for engaging artists' ideas		✓	✓	✓	✓	✓

Strategy 2 Infuse qualities of diversity, vibrancy, character, creativity and imagination into the fabric of daily life							
Goal	Action	KPI	Funded	2018-19	2019-20	2020-21	2021-22
Create a range of different artworks that provide interest throughout the city	Identify opportunities for artists to be involved in city programs festivals and events	A range of interesting art interventions are provided around Subiaco	✓	✓	✓	✓	✓
	Commission ephemeral and temporary artworks to activate and add texture to community nodes of activity		✓	✓	✓	✓	✓



Time by Angela McHarrie

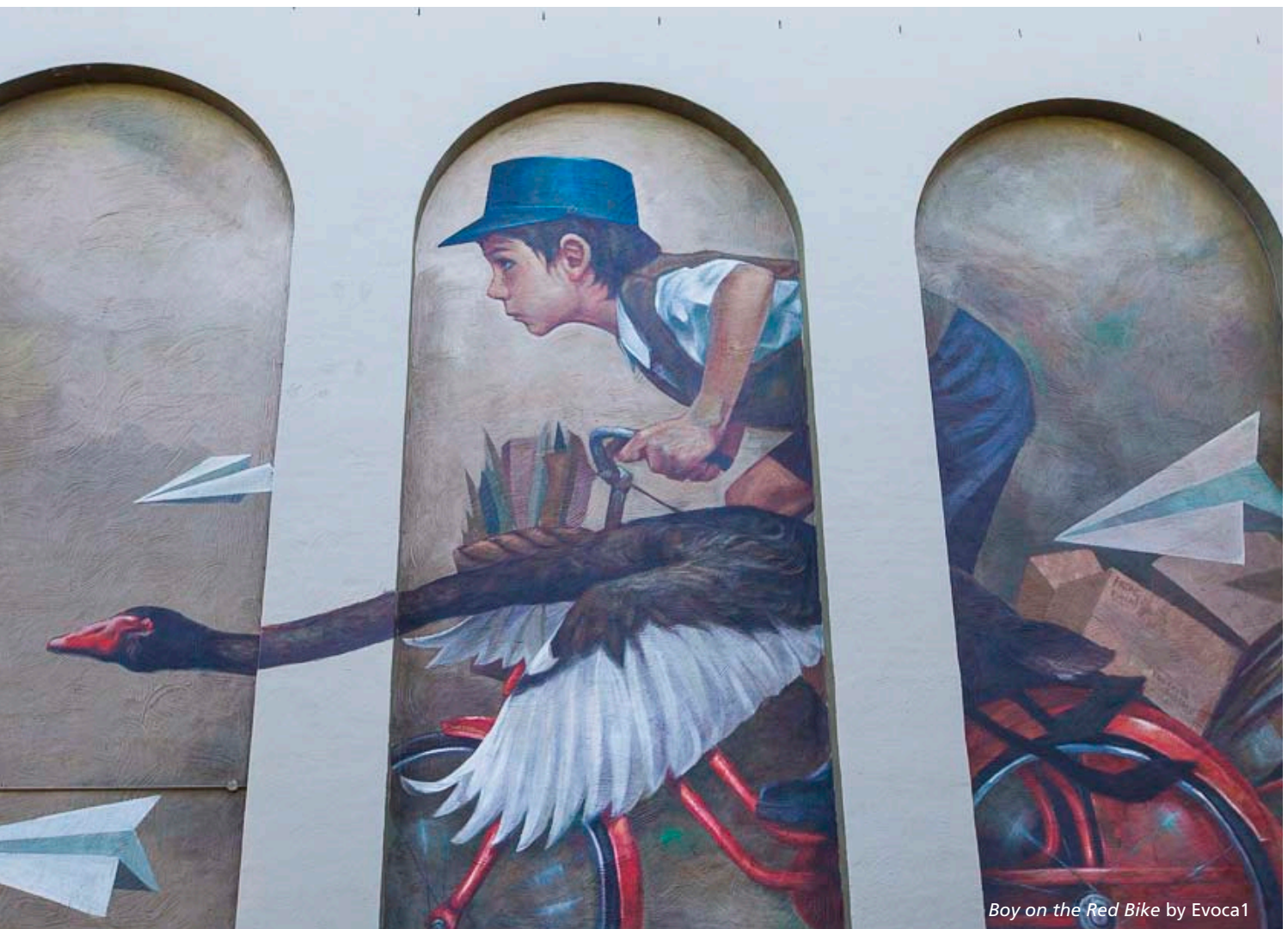
Strategy 3 Meet and deliver high quality management and collection standards							
Goal	Action	KPI	Funded	2018-19	2019-20	2020-21	2021-22
Ensure the public art collection is developed and maintained to a high standard	Utilise best practise for the appointment and contracting of artists	Appointment of artists is made according to industry standards	✓	✓	✓	✓	✓
	Ensure the collection is valued on a regular basis	Collection is valued every 3 years	✓			✓	
	Develop and implement an annual maintenance program	All new artworks are added to the maintenance program	✓	✓	✓	✓	✓
	Maintain an artworks database and provide public access	Artwork register is regularly updated and information available in Intra Maps	✓	✓	✓	✓	✓
	Budget for large scale projects over the long term	The Public Art Fund is managed responsibly	✓	✓	✓	✓	✓



Age Shall Not Weary Them by Greg James

Part five Strategies

Strategy 4 Contribute to art and cultural development							
Goal	Action	KPI	Funded	2018-19	2019-20	2020-21	2021-22
Provide opportunities for the development of local artists and the community	Develop and maintain a network of communication for artists, makers, designers and other creatives in Subiaco	The city provides a range of quality experiences for local artists and the community	✓	✓	✓	✓	✓
	Provide professional development opportunities for local artists	Ongoing presence of the city's public art in a range of media sources	✓	✓	✓	✓	✓
	Provide opportunities for community participation in the development or creation of artworks		✓	✓	✓	✓	
	Promote the city's public art collection		✓	✓	✓	✓	



Boy on the Red Bike by Evoca1

Strategy 5
Encourage public and private sector partnerships in the arts

Goal	Action	KPI	Funded	2018-19	2019-20	2020-21	2021-22
Increased level of support for art projects in Subiaco	Advocate for the implementation of a percent for art policy for developers	Increased number and value of art projects in Subiaco not funded by the city.	✓	✓	✓	✓	✓
	Work with government agencies such as Public Transport Authority and Metropolitan Redevelopment Authority to realise art projects		✓	✓	✓	✓	
	Work with partner organisations to develop and implement projects		✓	✓	✓	✓	
	Encourage local businesses to support public art projects		✓	✓	✓	✓	



The Watershed by Rodney Glick and Kevin Draper

Funding

The city requires a solid financial base and adequate human resources to implement a well-considered and integrated public art program. The city has adopted a funding model that will position it for a sustainable future. The funding for the Public Strategy will be achieved through a mix of internal and external resources.

Internal (City of Subiaco)

Internal funds will be derived from two sources:

- An annual allocation will be placed in the Public Art Fund for the implementation of the Public Art Strategy.
- Major construction projects will be required to include an allocation which will be placed in the Public Art Fund for the provision of public art.

External sources

The city will actively seek support and funding from external sources including through grant opportunities, private developer contributions and partnerships.



Definitions

What is Public Art?

Public art is a work that is designed or created by an artist and is sited in a visually accessible public location. It can include a broad range of visual art forms including sculpture, painting, multimedia or installation works. The artwork can be permanent, temporary or ephemeral.

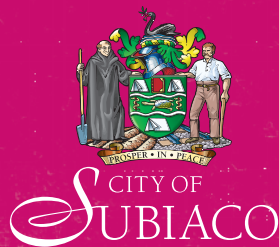
Public art can be broadly defined as the process of engaging artists' creative ideas in the public realm. For the purpose of this strategy this definition of public art encapsulates a diverse and flexible scope for public art projects and ensures that developers and funding authorities are not limited in their scope and thinking when considering the possibilities for working with artists.

Artist

Professional artists will be eligible to carry out public art commissions. As the term 'artist' is self-referencing, for the purposes of this plan, a professional visual artist can be defined as a person who fits into at least two of the following categories. A person who:

- has a university degree or minimum three year full time TAFE Diploma in visual arts, or when the brief calls for it, other art forms such as multi-media
- has a track record of exhibiting their artwork at reputable art galleries that sells the work of professional artists
- has had work purchased by major public and private collections
- earns more than fifty percent of their income from arts related activities, such as teaching art or design, selling artwork or undertaking public art commissions.

Sometimes it will be appropriate to be more flexible and seek emerging artists and practitioners other than professional artists to carry out artwork commissions.



Level 2 388 Hay Street, SUBIACO WA 6008
PO Box 270 SUBIACO WA 6904

Phone: 08 9237 9222 Fax: 08 9237 9200

Email: city@subiaco.wa.gov.au Website: www.subiaco.wa.gov.au



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