

<b>SPORTS, ARTS, CULTURE &amp; COMMUNITY SERVICES COMMITTEE</b> <b>14 SEPTEMBER 2011</b>	<b>3</b>
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## CHANGING LANES – A PUBLIC ART PROJECT

Kain Shepherd KS: 10/25/1-07: #3287998

### **RECOMMENDATION:**

**That Council notes the success of Creative Partnerships Changing Lanes Project.**

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### **INTRODUCTION:**

This report addresses the planning, development and implementation of Changing Lanes which is a public art project created to vitalise city laneways and to showcase the works of highly skilled artists.

### **BACKGROUND:**

Council's Public Art Advisory Group (PAAG) initiated the idea for the project which was based on many similar projects world wide. Melbourne, in particular is internationally celebrated for its artwork in lanes. The concept is to bring under utilised spaces to life which increases intrigue and foot traffic, benefiting the community and businesses in many ways.

The project was managed by Creative Partnerships who successfully applied for additional funding through State and Federal Governments to further develop the project.

Changing Lanes commenced early January 2011, the final outcome sought being the installation of eight high quality, innovative and contemporary artworks in three lanes including Bank Lane (Spence Street), The Walk (Lake Street) and Temple Lane (Grafton Street).

Council proceeded to develop a sound tender process to ensure that all interested and skilled artists were afforded the opportunity to showcase their product. The call was for 10 established artists to develop a concept each. In addition 9 emerging artists' places were available for artists to work in teams to produce 3 works with the assistance of a mentor for each team.

Expressions of interest were sought from the community with over 80 enquiries resulting in 51 applications. PAAG selected the 10 successful established artists based on the selection criteria listed in the application form.

Three mentors were engaged for the emerging artists teams and were available for six weeks (most chose to exceed this) to share their knowledge on concept development, feasibility, budgeting, OHS, fabrication and installation.

A development workshop (February 21, 2011) was available for the artists with guest speakers Andrea Kleist, (Public Art Program Manager, City of Melbourne), Carmel Haugh and Jamie Perrow (Urban Art Projects) shared their knowledge of public art while Suzanne Gibson (Cairns Historical Society) gave a inspirational account of Cairns' cultural heritage and history of the area surrounding the lanes.

Ten established artists' concepts were pitched and presented to PAAG of which 5 were commissioned and the 3 emerging art works were also approved allowing artists approximately 6 weeks to fabricate and install their work in 3 laneways.

On 7 May 2011, the artworks were launched at the 'Changing Lanes Public Art Launch' which incorporated a meet the artists walk through the lanes and culminated in live bands playing in Bank Lane (in partnership with Blue Sky Brewery). Approximately 600 people attended in the launch.

Please refer to Attachment 1 for photos of each of the artwork, artists names and statements regarding the works.

## **COMMENT:**

### Project Evaluation

A formal evaluation has been completed. Refer Attachment 2. In summary, the evaluation concludes:

- Participants - 22,
  - 5 established artists design concepts (artworks not installed)
  - 5 established artists (artworks installed)
  - 9 emerging artists
  - 3 mentors
- Budget including in kind & wages – \$146,132
- Major funding
  - Cairns Regional Council - Public Art Fund \$50,000
  - Regional Art Fund - \$30,000
  - Arts Queensland - \$30,000
- In-direct economic flow on of artists fees - \$91,5000
  - 90.29% - Local
  - 2.25% - State
  - 4.71% - National
  - 2.75% - International
- Artists ratings - Rating is on a scale of 1 to 5 (1 being low, 5 being High)
  - Overall process 4.1
  - Impact 4.0
  - Personal & Professional Development 4.1
  - Professional & Practical Skills 4.0
  - Community Impact 3.7
  - Economic Opportunities 3.6
  - Environmental Impact 3.4

Project Legacy:

The artworks continue to be presented as a suite of works until November 2011 when the artists are contracted to remove their works. However each artwork will be assessed as to whether it is feasible for Cairns Regional Council to have the artworks remain in place beyond the commission time frame. PAAG will make the decision of extended timeframes based on the availability of resources and considered responsibilities.

**CONSIDERATIONS:**Cultural Plan:

Council's Cultural Plan 6: Action Plan Community Cultural Development Strategy 2  
*"Employ innovative and collaboration initiatives to best service the community need"*

Statutory:

Work Place Health & Safety Act & Regulations

Policy:

Public Art Policy – No:1:04:44

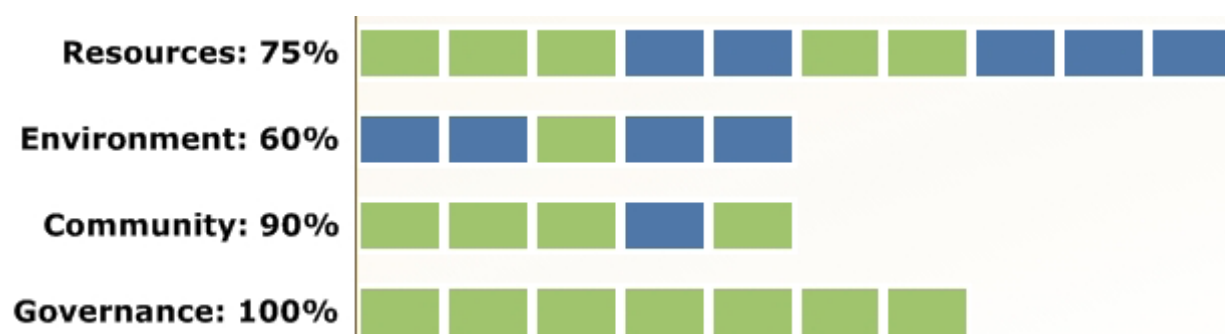
Procurement Policy – No: 1:02:23

Community Engagement Policy – No:1:05:01

Access Policy - No:06:16

Financial and Risk:

Changing Lanes was funded through the Cairns Regional Council's Public Art Fund (\$50,000), Arts Queensland (\$30,000) and the Federal Governments Regional Art Fund (\$30,000).

Sustainability:**Improving Resource Efficiency**

The outcome of the activity will contribute to a reduction in non-travel related GHG emissions.

The outcome of the activity will contribute to a reduction in travel related GHG emissions.

The delivery phase of the activity has been planned to reduce travel related GHG emissions.

The activity includes strategies to reduce the consumption of raw materials by at least 10%.

The total value of products/materials that have a recognised sustainability rating exceeds 5% of the project's capital cost.

The delivery phase of the activity has been planned to avoid potential impacts on waterways.

**Enhancing Community Health and Wellbeing**

The activity will deliver additional open space or improve the amenity of existing open space.

The activity involves the delivery of a new or improved community program.

The activity includes actions that will provide/ improve access to services for all members of the community.

The activity meets or exceeds Service Standards.

**Delivering Sound Governance and Economic Management**

The activity will support employment in the region, via external businesses or by increasing jobs within Council.

The activity will use materials that are sourced, grown and/or manufactured in North Queensland.

The activity is within budget and meets or exceeds the scope defined in the Operational Plan.

The activity will contribute to operational cost savings.

The activity will improve workplace safety and/or will train and equip staff to deal with potential risks.

There are enough staff/funds to undertake the work without unreasonable workloads; OR the activity will result in improved efficiency.

The activity will improve the amenity of the working environment for affected staff.

**CONSULTATION:**

Extensive consultation was conducted with local business owners and operators, building owners, property managers, intra-council (OHS, Media), artists, Public Art Program Manager at the City of Melbourne, private sector public art designers,

**OPTIONS:**

That Council notes the success of the Changing Lanes project.

**CONCLUSION:**

Developing projects such as Changing Lanes introduces the region to exceptional experiences that are more likely to be seen in major cities. This particular project has contributed to the CBD being a more interesting place to explore. In addition it has afforded artists the opportunity to showcase their works in non conventional settings whilst attracting a sector of viewers who might not otherwise attend an established gallery.

**ATTACHMENTS:**

Attachment 1: Artworks, Artists and Statements

Attachment 2: Evaluation of artists involved in project

Kain Shepherd

**Community Cultural Development Officer Creative Partnerships**

Leslie Sparkes

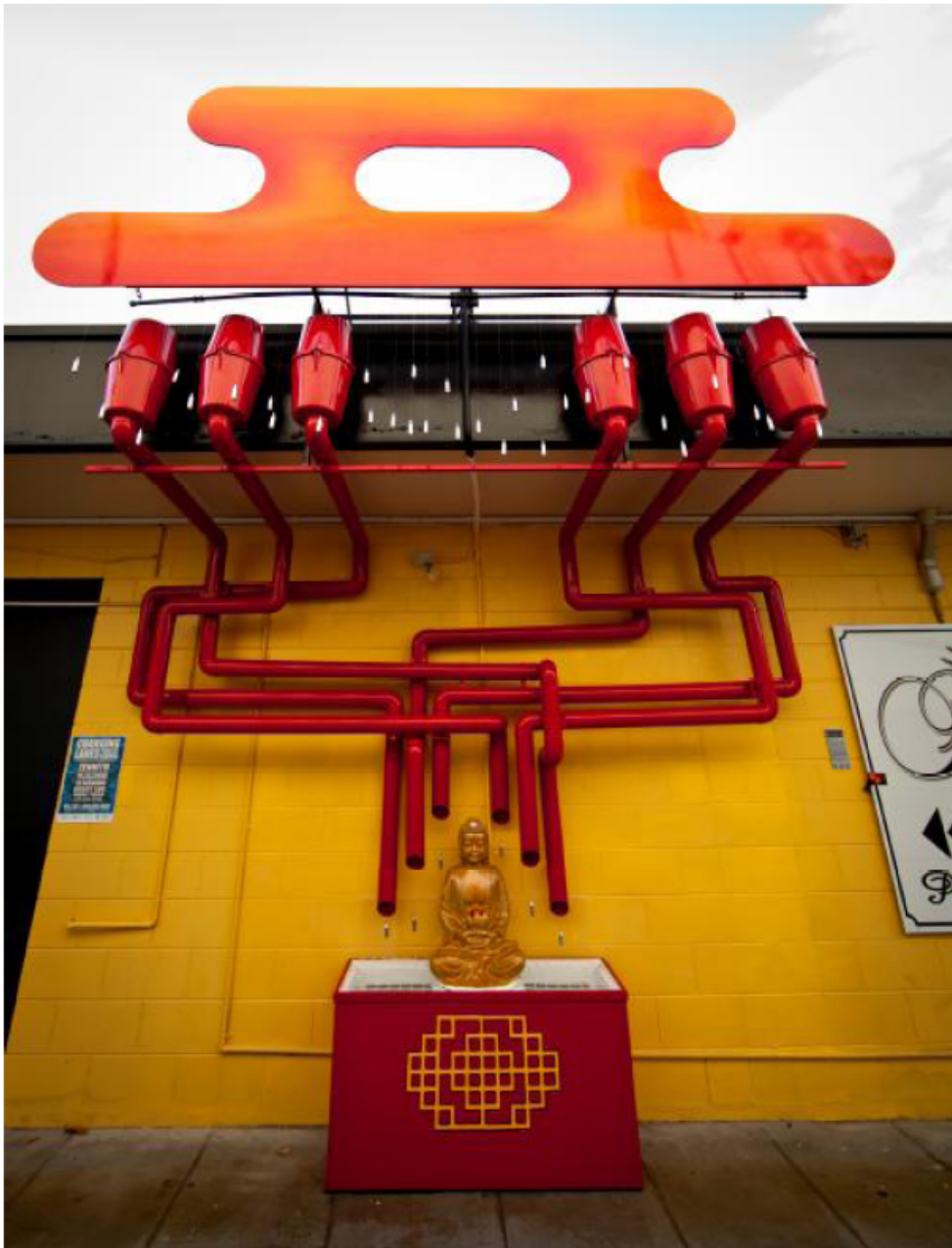
**Manager Cultural Services and Facilities**

Ian Lowth

**General Manager Community, Sport & Cultural Services**

## Attachment 1: Artworks, Artists and Statements

### ESTABLISHED ARTISTS



#### **'Sound Cloud (Cycle of Life)'**

**Neil Parker**

**(Located off Grafton Street)**

In the 1880's to 1964 there was a Chinese temple on this site. The Lit Sung Goon Temple was predominately Buddhist and Taoist. In Buddhism there are six realms of existence identified, which are represented as the six drums you can see and hear.

The water is representative of our soul, as it drips onto the drums it is like spirits entering this life. We have no choice which drum we land on and our life path is already laid out for us.

The sound of the drum as it travels down the pipes is a representative of our own vibration. The way this vibration is affected by the many twists and turns and duration within the pipe determines our own unique tone. When the sound and water eventually emerge from the pipe the vibration which releases the sound quickly fades away. But the water droplet slowly drops onto the surface, creating a small ripple as it is taken back into the oneness of the pond.

The cycle then starts again as the pond water travels back to the cloud in readiness to form more droplets to start the cycle again, like reincarnation.

A new drum, a new vibration a new tone



**'Tattoo for a Building'**  
**Fraser McCulloch**  
**(Located in Bank Lane)**

For so long we have been stuck in the mindset that to add art to the exterior walls of a building we take up the spray packs and paint brushes and add murals or graffiti. Some buildings get plastered with advertising and signs, none of which the building has a say in! With its beautiful new tattoo the building is saying "Look what I've got". The concept I introduce is a more humanised approach to individualising a building. Tattoo for a Building based on old school classic design the winged heart is a feel good design that is sure to be recognised as Tattoo Art. The classic banner panel is the perfect vehicle for carrying a simple message 'LOVE'.



**'Flutterbys'**  
**Danelle Masters'**  
**(Located in Bank Lane)**

There is nothing in a caterpillar that tells you that it's going to be a butterfly

Flutterbys is inspired by our glorious local Ulysses Butterflies fluttering about the place.

"The nature of the butterfly is as a tourist to the city, they are just passing through, having fluttered down to land, sharing themselves in such a temporary manner, Then taking back to the skies in an instant." Danelle Masters