

# **CITY ART**

## **PUBLIC ART STRATEGY**

.....

**CITY OF SYDNEY** 

**CITY  
ART**

.....

# CONTENTS

- 04 CHAIRMAN’S MESSAGE
- 05 LORD MAYOR’S MESSAGE
- 07 CITY ART: GUIDING PRINCIPLES
- 08 EXECUTIVE SUMMARY
- 09 PUBLIC ART ADVISORY PANEL



## **PART ONE: CITY ART AND SUSTAINABLE SYDNEY 2030**

- 1.1 Foundations in Public Art
- 1.2 City Art and Sustainable Sydney 2030
- 1.3 Priority City Art Projects

## **PART TWO: CITY ART IMPLEMENTATION PLAN**

### **Implementation Plan Summary: Guiding Principles and Projects**

#### **Implementation Plan**

- 1 Major Art Projects
- 2 Aboriginal and Torres Strait Islander Art
- 3 Temporary Art
- 4 Local and Community Art
- 5 Art in New Development
- 6 Partnerships
- 7 Conservation
- 8 Communication

## **PART THREE: CITY ART MAKING IT HAPPEN**

- 3.1 Implementing Sustainable Sydney 2030
- 3.2 The Public Art Advisory Panel
- 3.3 City Art - Project Delivery
- 3.4 Placemaking and Sustainability
- 3.5 Vibrant Cities



## CHAIRMAN'S MESSAGE

Great cities that have evolved over centuries tend to have a rich fabric of fountains, monuments and other works of art in their squares and other public places.

Sydney, with its harbour, surviving 19th Century buildings, iconic Opera House, late 20th and 21st Century architecture, and its mild climate regularly ranks highly in global surveys of desirable places to live, work and visit. The City's Sustainable Sydney 2030 Plan promises to further establish Sydney as a clear leader in diverse facets of the built and natural environment, and in the nurturing of a sustainable and culturally vibrant city. The active inclusion of artwork commissions, temporary exhibitions, installations and events are integral to this vision.

Developing a contemporary interpretation of the contribution of public art to the urban spaces and landscape of a city requires careful consideration of the specific context, the studying of a range of appropriate artistic options, teamwork among contributing professionals, and carefully planned strategies and staging.

The Public Art Advisory Panel – with a membership of prominent visual arts professionals – makes an ongoing contribution to the City's Public Art program by providing independent advice to the Council. The shared goal is the creation of contemporary spaces that bring together nature and culture and are much loved by the community and visitors alike.



Leon Paroissien AM  
Chairman, Public Art Advisory Panel  
Founding Director, Museum of Contemporary Art,  
Sydney

## LORD MAYOR'S MESSAGE

Artists are vital to the lifeblood of a city.

The creative and cultural life of Sydney is a very important part of Sustainable Sydney 2030. The City of Sydney plays a crucial role in developing opportunities for artists to reflect on contemporary life and present innovative ideas universally accessible for the city's socially and culturally diverse communities to engage with.

The need for a vibrant cultural life was voiced loudly by the community during the extensive consultation undertaken for Sustainable Sydney 2030. Residents and stakeholders expressly demanded a place for artists and art in our city. I am delighted to see the City of Sydney broaden its focus on art and engaging with artists reflected in this new public art strategy. This strategy builds on our existing public art policy and includes important actions to recognise Aboriginal culture and heritage in our public areas. It also places a stronger focus on the importance of temporary public art projects as a way to provide for community cultural expression and engagement on contemporary issues.

It is especially heartening to witness the ways in which many contemporary artists respond to the challenging issues of climate change and are able to make people aware of the environment and our impacts upon it. Artists are often at the forefront of tackling the issue of global warming and I applaud their efforts.

The City of Sydney is proud to support Sydney's vibrant visual arts culture.

The City Art Public Art Strategy specifically delivers one of the key actions of Sustainable Sydney 2030 to guide the future delivery of public art across the City of Sydney. I look forward to working with the City's Public Art Advisory Panel and our many artists to develop and deliver new and innovative temporary and permanent public art projects to build Sydney's reputation and recognition as a truly world class sustainable, creative and cultural city.

Lord Mayor Clover Moore MP

**"A city without a flourishing artistic and cultural life would be a poor place indeed. Our artists celebrate and enrich our city, and contribute to our sense of identity and sense of place."**

Lord Mayor Clover Moore MP







## CITY ART: GUIDING PRINCIPLES

Drawing on the City of Sydney's Sustainable Sydney 2030 Plan the City Art Public Art Strategy includes eight guiding principles for public art across the City of Sydney local government area. All eight guiding principles are underpinned by the overarching vision for a sustainable city based on universal access for all. Each principle addresses sustainability in different ways, including environmental, cultural, economic and social sustainability. For more detail on how these principles align with Sustainable Sydney 2030 refer to the table on page 57.

1. Align significant City Art projects with major Sustainable Sydney 2030 urban design projects
2. Recognise and celebrate Aboriginal stories and heritage in public spaces
3. Support local artists and activate city sites with temporary art projects
4. Support vibrant places in village centres with community art and City Art projects
5. Promote high quality public art in new development
6. Support stakeholder and government partners to facilitate public art opportunities
7. Manage and maintain the City's collection of permanent art works, monuments and memorials
8. Initiate and implement programs to communicate, educate and engage the public about City Art projects

# EXECUTIVE SUMMARY

Cultural vitality and creativity is strengthened by investment in cultural assets and activities. The City Art Public Art Strategy has been developed as a key action of the Sustainable Sydney 2030 Plan (action 7.4.1). This strategy will guide the City's public art program and significantly contribute to creating the "vibrant cultural and creative city" outlined in the plan. The Public Art Strategy aims to embed public art into the fabric of the city to reflect Sydney's unique history, its diverse communities, its creativity, its innovation and its energy. Providing opportunities for everyone to participate, including artists with a disability, it aims to create experiences that are universally accessible to all people. The Public Art Strategy recognises the City's reputation for delivering high quality public domain and architectural projects and intends to compliment the capital works program with high quality public art.

The Public Art Strategy uses the term City Art to define a broad program of public art embracing permanent and temporary installations and artworks and reflect the changing ways artists and artworks engage with the life of the city, its communities and visitors.

The Public Art Strategy builds on the legacy of the past, while responding to new ideas about art, storytelling, interpretation and cultural expression. Such important aspects of city life were called for by the community during the City of Sydney's Local Action Plans consultation and through the Sustainable Sydney 2030 community consultation.

Residents, businesses, artists and the cultural sector called for the City of Sydney to take a major role in providing cultural leadership in Sydney. As a result one of the 10 main strategic directions of Sustainable Sydney 2030 is Strategic Direction 7 - "To develop a cultural and creative city."

The Public Art Strategy provides a program for the development of public art projects and for the broader engagement by Council in committing to partnerships to support a vibrant public art culture as a legacy for the future. The strategy identifies what the City of Sydney can do and includes various roles for its partners to realise Sustainable Sydney 2030.

The Public Art Strategy has been developed alongside citywide urban design strategies including the City Centre Public Domain Plan, the Liveable Green Network, the Laneways Revitalisation Strategy, the Social Policy and Social Infrastructure Plan and the development of the City of Sydney Cultural Plan and the City Plan, a comprehensive city-wide set of planning controls.

Through the adoption of the Public Art Strategy, the Council of the City of Sydney commits itself to delivering a dynamic Public Art Program to demonstrate its commitment to the cultural objectives of Sustainable Sydney 2030 and to make Sydney a world-leading cultural city.

**The City Art Public Art Strategy is divided into three parts;**

**Part 1 City Art and Sustainable Sydney 2030. What will be delivered?**

**Part 2 City Art Implementation Plan and how it will be delivered**

**Part 3 City Art: Making it Happen**

**"The work to be done in making a place alive with artistic ferment, in securing (creative) feeding grounds, is subtle, detailed and complex. Compared with the monumental grandeur of the Opera House it will be no less heroic."**

Neil Armfield

Former Artistic Director  
Belvoir Street Theatre  
Creative Futures City Talk 2007



# PUBLIC ART ADVISORY PANEL

The City of Sydney's Public Art Advisory Panel was initiated by the Lord Mayor Clover Moore and appointed by Council in 2007. Since then the City of Sydney has benefited from this diverse group of professional artists, curators and architects providing advice on Public Art.

For more information on the role of the Public Art Advisory Panel refer to page 60.

## PANEL MEMBERS

<b>Leon Paroissien</b>	Museum of Contemporary Art Founding Director (Panel Chairman)	2007 – Ongoing
<b>Judith Blackall</b>	Head Artistic Programs MCA	2007 – Ongoing
<b>Felicity Fenner</b>	Senior Curator and Lecturer COFA UNSW	2007 – Ongoing
<b>Janet Laurence</b>	Artist	2007 – Ongoing
<b>Anne Loxley</b>	Writer and Curator	2007 – Ongoing
<b>Hetti Perkins</b>	Senior Curator Art Gallery NSW	2007 – Ongoing
<b>Richard Johnson</b>	Director Johnson Pilton Walker, Architects	2010 – Ongoing
<b>Ken Maher</b>	Chairman HASSELL design network	2007 – 2009
<b>Brian Parkes</b>	Associate Director. Object Gallery	2007 – 2010
<b>Ewen McDonald</b>	Writer and Curator	2008 - 2008

Some of the projects initiated, developed and supported by the Public Art Advisory Panel include:

- Public Art Policy
- City Art Public Art Strategy
- Public Art: Acquisition and De-accession Guidelines
- Ongoing review of public art plans in major developments
- Laneways By George! Temporary art program
- Taylor Square Plinth Project and other temporary art commissions
- The development of permanent public art commissions
- Integration of public art in City Projects Capital Works
- Community art projects
- Public and private sector partnerships and proposals



Bronwyn Oliver *PALM* (detail) 1999 Royal Botanic Gardens Sydney Sculpture Walk



A large, dark, woven sculpture made of many thin, curved rods, creating a complex, organic mesh pattern. It is situated outdoors in a garden with trees and plants in the background. An orange circle in the top right corner contains the title text.

# **PART ONE**

## **CITY ART AND SUSTAINABLE SYDNEY 2030**



## FOUNDATIONS IN PUBLIC ART

The City of Sydney has some of the oldest monuments in the nation collected under the Sydney Open Museum Program.

This program was established in 1990 to value and care for the City's collection of statues, memorials and fountains that play a significant role in reflecting the identity of Sydney.

A focus on public art re-emerged in Sydney in the 1990s, at the time of planning for public improvements in the city centre in the lead up to the Sydney 2000 Olympic Games. The City's Priority One capital works projects and the Sydney Sculpture Walk integrated a number of major public artworks into the City and the Royal Botanic Gardens.

Following the amalgamation with South Sydney Council in 2004, a new public art program was developed, guided by the diversity of the city and aiming to celebrate its creativity and culture. The

program included the appointment of the Public Art Advisory Panel, a review of maintenance and conservation, development of new temporary art programs, and new permanent commissions. The program has pursued the integration of public art in major new development as well as in the Council's own community facilities, parks and street improvements.

Recent successes include artworks fused with cultural and or heritage interpretation such as *Bullets and Bibles* 2008 by Fiona Foley in Redfern Park and the playful school fence, *Skippedy Skip* 2007 by Nuha Saad, included in the upgrade of Glebe Point Road.

The iconic *Archibald Fountain* is a significant focal point for Sydney and a popular meeting place in the City Centre.



## CITY ART AND SUSTAINABLE SYDNEY 2030

Sustainable Sydney 2030 was developed primarily to address the fact that cities are the world's largest emitters of greenhouse gas. The City of Sydney talked to the community to discover what sort of a city Sydney residents and workers wanted. The City engaged the "best and brightest" minds to develop a long-term strategic plan for the city that would respond to significant concerns such as population growth, housing affordability, transport congestion and climate change. The outcome was a vision for a Green, Global and Connected city which now drives all the Council's plans and actions.

The City Art Public Art Strategy was proposed in Sustainable Sydney 2030 to increase the range and experience of public art in the city centre and across the villages of the local government area.

Developing a vibrant and creative city will require key areas of Council to collaborate on the City's cultural planning and its implementation. This will require an integrated approach to delivering major urban renewal and City transformation projects with the State Government and other development partners as well as City of Sydney capital works projects, City Events and Community Living services.

This strategy is focused on guiding the delivery of public art projects and includes action plans for eight guiding principles for implementing public art over the life of the Sustainable Sydney 2030 Plan. It identifies opportunities and approaches to providing public art ranging from community based local works in Village Centres (referred to as Activity Hubs in Sustainable Sydney 2030) to iconic new major art projects attracting business and visitors to Sydney and recognising the City's pre-eminent role as a champion for the sustainable production and celebration of culture.

For more detailed discussion of the implementation of Sustainable Sydney 2030 refer to 3.1 Implementing Sustainable Sydney 2030 on page 56.

**"The City of Villages framework remains central to our vision for Sydney - protecting and strengthening what our communities love about their neighbourhoods, while ensuring that local shops, services and facilities are just a short walk away to promote sustainable living. In line with the City of Villages vision, Sustainable Sydney 2030 identifies important local activity hubs and will strengthen the basis for our local village planning."**

Lord Mayor Clover Moore MP



Sustainable Sydney 2030 includes ten Village Centres which builds on the eight local areas identified in the Local Action Plans. The Village Centres will be places with distinctive and diverse character around key main streets.

## PRIORITY CITY ART PROJECTS

The priority projects of this Public Art Strategy support a range of Sustainable Sydney 2030 Directions and the Council's vision for a Green, Global and Connected city.

### A NEW DREAMING – EORA JOURNEY

Eora Journey is the first major cultural project of Sustainable Sydney 2030 that Council is committed to delivering. It will recognise the City's Aboriginal heritage through a significant Aboriginal and Torres Strait Islander cultural walk, from Sydney Harbour to Redfern.

The Eora Journey project will span the breadth of cultural planning and will be built on a foundation of close engagement with the city's Aboriginal community. The City of Sydney Aboriginal Advisory Panel will guide the City in developing and delivering the project.

It is envisaged that the Eora Journey will involve four components:

- An Aboriginal Knowledge Centre
- A signature event celebrating Aboriginal heritage
- Recognition of Aboriginal heritage in public places using public art, interpretation and place naming
- An Aboriginal employment and leadership program

This strategy proposes a new major Aboriginal artwork to mark the start of the Eora Journey project. This will demonstrate the City's commitment to Aboriginal people, past and present - looking to the future while recognising the stories of the past.

### CULTURAL RIBBON AND THE LIVEABLE GREEN NETWORK

The Cultural Ribbon, the other major cultural proposal of Sustainable Sydney 2030, is a foreshore walk linking leading cultural institutions. Along with the Eora Journey, the Cultural Ribbon will be a key cultural pathway on the City's proposed Liveable Green Network. The Cultural Ribbon will link the Powerhouse Museum and Maritime Museum at Darling Harbour to future cultural venues at Barangaroo, to Circular Quay and the Opera House and on to the Art Gallery of NSW and the Australian Museum.

As with the Eora Journey, the Cultural Ribbon is a partnership project to promote the cultural life and experience of the City. Its inclusion in this strategy will enable it to be developed within the strategy's broader

approach to delivering public art.

The development of the Liveable Green Network will provide opportunities for public art to be integrated into a city-wide wayfinding system which will reinforce pedestrian and cycling links across the city and south to Redfern, the Green Square Town Centre and the Alexandra Canal.

### MAKING PLACES VIBRANT AND PROSPEROUS

Another important focus of this strategy is to create vibrant and vital spaces that inspire creativity and ensure Sydney's continuing global success.

Projects already identified to improve the pedestrian environment and provide opportunities for public art include:

- the pedestrianisation of George Street
- the redevelopment of Sydney Square and Town Hall Square
- the continuing program to revitalise City laneways
- the improvements to public areas in Chinatown

and plans for the City's villages such as in the Oxford Street Cultural Quarter, the Green Square Town Centre and other Village Centres identified in Sustainable Sydney 2030.



The Liveable Green Network supports Sustainable Sydney 2030 directions to improve walking and cycling in the City and guides the definition of opportunities for public art at key nodes on the network as part of a citywide wayfinding system.











The background of the entire page is a photograph of a tree trunk, showing its bark texture and some green foliage in the background. A large, solid orange circle is positioned in the upper right quadrant of the page, containing the title text.

## **PART TWO**

# **CITY ART IMPLEMENTATION PLAN**

*lyptus gomphocentral*



# CITY ART IMPLEMENTATION PLAN – SUMMARY 2010/14

1



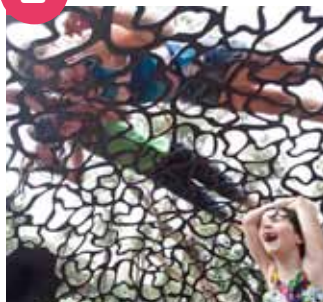
## GUIDING PRINCIPLE 1

**ALIGN SIGNIFICANT CITY ART PROJECTS WITH MAJOR SUSTAINABLE SYDNEY 2030 URBAN DESIGN PROJECTS**

### Projects

Top of the Cross  
Town Hall and Sydney Square  
Liveable Green Network  
George Street  
Connecting Green Square

2



## GUIDING PRINCIPLE 2

**RECOGNISE AND CELEBRATE ABORIGINAL STORIES AND HERITAGE IN PUBLIC SPACES**

### Projects

Eora Journey - Cultural Mapping  
Eora Journey - Recognition in Public Spaces  
Redfern Banner Program

3



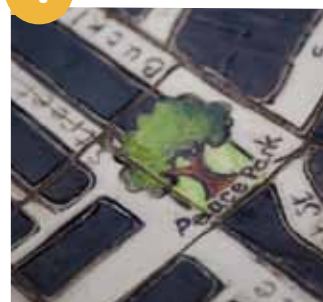
## GUIDING PRINCIPLE 3

**SUPPORT LOCAL ARTISTS AND ACTIVATE PLACES BY USING TEMPORARY ART PROJECTS**

### Projects

Laneway Art Program  
Taylor Square Plinth Project  
Green Square Temporary Art Program  
City Spaces

4



## GUIDING PRINCIPLE 4

**SUPPORT VIBRANT PLACES IN VILLAGE CENTRES WITH COMMUNITY ART AND CITY ART PROJECTS**

### Projects

Chinatown Public Art Plan  
Oxford Street Cultural Quarter  
Harbour Village North Plan  
Green Square Town Centre  
Capital Works Projects

5



## GUIDING PRINCIPLE 5

**PROMOTE HIGH QUALITY PUBLIC ART IN NEW DEVELOPMENT**

### Projects

Guidelines for Public Art in New Development

6



## GUIDING PRINCIPLE 6

**SUPPORT STAKEHOLDER AND GOVERNMENT PARTNERS TO FACILITATE PUBLIC ART**

### Projects

Cultural Ribbon  
Events NSW  
Sydney Biennale  
Sydney Festival  
Art Organisations  
Tertiary Institutions

7



## GUIDING PRINCIPLE 7

**MANAGE AND MAINTAIN THE CITY'S COLLECTION OF PERMANENT ARTWORKS, MONUMENTS AND MEMORIALS**

### Projects

Conservation Program  
Plaque Register  
Street Art Register

8



## GUIDING PRINCIPLE 8

**INITIATE AND IMPLEMENT PROGRAMS TO COMMUNICATE, EDUCATE AND ENGAGE THE PUBLIC**

### Projects

City Talks  
City Art Website  
Education Kits  
Walking Tours  
City Art Prize



#### KEY

##### MAJOR ART PROJECTS

- 1 Three Linked Squares
  - George St Civic Spine
  - Circular Quay
  - Town Hall and Sydney Square
  - Central Station
- 2 Liveable Green Network
- 3 Top of the Cross
- 4 Connecting Green Square

##### ABORIGINAL AND TORRES STRAIT ISLANDER ART

- 5 Eora Journey

##### TEMPORARY ART

- 6 Laneway Art Program
- 7 City Spaces
- 8 Taylor Square Plinth Project
- 9 Green Square Temporary Art Program

##### LOCAL AND COMMUNITY ART

- 10 Harbour Village North
- 11 Fitzroy Gardens
- 12 Stanley Street
- 13 China Town
- 14 Oxford Street Cultural Quarter
- 15 Redfern Banner Program

##### ART IN NEW DEVELOPMENT

- 16 Barangaroo
- 17 Frasers Broadway
- 18 Green Square Town Centre

##### PARTNERSHIPS

- 19 Cultural Ribbon





Sustainable Sydney 2030 includes opportunities  
for public art as components of major  
urban design projects in the city.



## ALIGN SIGNIFICANT CITY ART PROJECTS WITH MAJOR SUSTAINABLE SYDNEY 2030 URBAN DESIGN PROJECTS

Sustainable Sydney 2030 includes opportunities for public art as components of leading urban design projects in the city.

Major squares and transport hubs will be focal points for events, as well as shopping, meeting people, having lunch and relaxing in the city. Public spaces will be complemented by a strong public art agenda that includes adventurous and challenging works by contemporary local and international artists to create a lively and engaging city centre.

Opportunities to integrate public art into the transformation of George Street and the Liveable Green Network pedestrian and cycling priority corridor projects, as well as other ephemeral artworks and design interventions, will be explored as a way of providing a cultural layer to interpret Sydney's history and its people.

### MEASURING SUCCESS

Success will depend on improving the way public art projects are:

- included in early planning of major Sustainable Sydney 2030 projects
- well-integrated into public and private developments
- well received by the community
- seen to enliven the city
- utilising well-integrated sustainability initiatives in urban art projects

## TOP OF THE CROSS



An important opportunity for an artist/architect collaboration to re-imagine a new urban space in the heart of the Kings Cross, one of Sydney's internationally known destinations. A potential theme for the project is the 'Kindness of the Cross' in recognition of the number of community organisations supporting disadvantaged people.

<b>Timing</b>	Short – Medium term
<b>2030 Directions</b>	A globally competitive and innovative City A cultural and creative City
<b>2030 Action</b>	Work in partnership to develop visitor facilities and attractions
<b>City's role</b>	Facilitate delivery through Capital Works program including public consultation
<b>Potential Supporting Partners</b>	Kings Cross Business Partnership Community Organisations

## LIVEABLE GREEN NETWORK



One of the Five Big Moves in Sustainable Sydney 2030 is to prioritise walking and cycling in the City. To enliven and complement the Liveable Green Network art and design will be incorporated into a universally accessible city-wide pedestrian and cycling system. Using a range of approaches such as colour coding of walking and cycling links, engaging artworks at key nodes and Village Centres, and well-designed signage and maps, the network will provide a clearly legible and pleasant-to-use orientation system in the city. Principles can be demonstrated along the *Cultural Ribbon* and by *Connecting Green Square*.

<b>Timing</b>	Medium term
<b>2030 Directions</b>	A leading environmental performer A cultural and creative City A City for pedestrians and cyclists
<b>2030 Action</b>	Improve access and communication about pedestrian networks in the City Centre
<b>City's role</b>	Direct delivery through Capital Works program
<b>Potential Supporting Partners</b>	Adjoining Councils Cycle Council Pedestrian Council Accessible Arts

### 3 LINKED SQUARES GEORGE STREET · THE CIVIC SPINE

To support the plans for a civic spine an integrated public art strategy is proposed to create permanent art works in the three linked squares and other city spaces adjacent to George Street to create a dynamic new public realm attractive to the residents, workers, visitors and businesses essential to the City's ongoing success. This should include a series of temporary art programs that activate spaces and sites during the construction of the light rail and beyond to enliven the City Centre.

<b>Timing</b>	Short -Medium term
<b>2030 Directions</b>	A globally competitive and innovative City A cultural and creative City A lively and engaging City Centre
<b>2030 Action</b>	Develop a public space improvement strategy to enhance streets and squares in the City Centre
<b>City's role</b>	Undertake commitments set out in MOU with State Government through delivery of Capital Works streetscape improvements program.
<b>Potential Supporting Partners</b>	State Government

### 3 LINKED SQUARES TOWN HALL SQUARE AND SYDNEY SQUARE



Town Hall Square together with Sydney Square will form an important civic precinct in the city. It is one of three proposed new squares linked by a pedestrianised George Street from Circular Quay to Central Station. It will be a focal point for meeting people, a transport interchange and a place for experiencing the cultural life of the city, making it an ideal site for a major public art project.

<b>Timing</b>	Medium term
<b>2030 Directions</b>	A globally competitive and innovative City A cultural and creative City A lively and engaging City Centre
<b>2030 Action</b>	Develop a public space improvement strategy to enhance streets and squares in the City Centre
<b>City's role</b>	Direct delivery through Capital Works program
<b>Potential Supporting Partners</b>	State Government

## FUTURE OPPORTUNITIES

### GEORGE STREET

Sydney City is the economic capital of Australia. At the heart of the future prosperity of Sydney will be the transformation of George Street as the City's civic spine with an efficient and reliable light rail service linking Central Station with Circular Quay and Barangaroo.

Key to the transformation of George Street by the inclusion of light rail is a signature public artwork in a newly envisioned Town Hall Square and a program of works in nearby squares and city spaces along George Street, to reinforce Sydney's new civic spine. The City of Sydney will work with the State Government to implement streetscape improvements including an appropriate public art program for this significant change to the City.

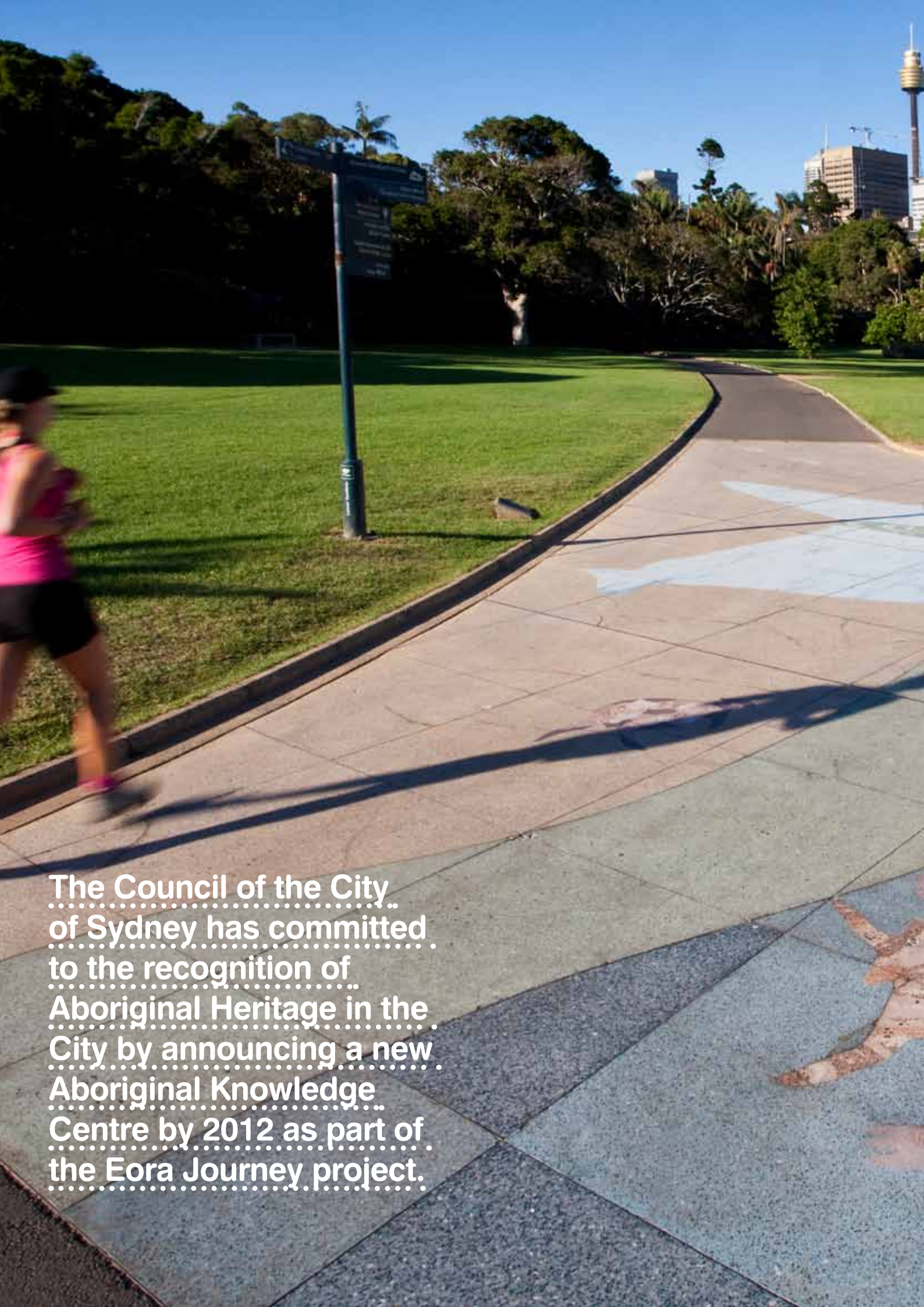
### GREEN SQUARE

The City is working in partnership with NSW State Government (Landcom) to develop a world-class sustainable town centre at Green Square. Opportunities for sustainable public art have been identified and need to be further developed in the medium to long term as the Green Square Town Centre and Green Square Health and Recreation Centre take shape. Opportunities to integrate public art into urban infrastructure can highlight and achieve sustainability objectives. Green Square offers, through the large-scale redevelopment that is under way and masterplans that are being developed, significant opportunities to work with the private sector to deliver public art. A connecting Green Square project will be developed as part of the Liveable Green Network to reinforce walking and cycling connections to the city.

### BARANGAROO

This major urban renewal area also provides the opportunity to develop a significant public art program, following models such as the Melbourne Docklands and Millennium Park, Chicago. The City of Sydney's Public Art Advisory Panel can play a role to support a significant public art program in this area, in particular projects that reinforce connections to the city along the waterfront and adjacent city streets. This would ensure that other city-wide City Art projects such as the Eora Journey, the Livable Green Network and Cultural Ribbon are well integrated into this new part of the city.





The Council of the City  
of Sydney has committed  
to the recognition of  
Aboriginal Heritage in the  
City by announcing a new  
Aboriginal Knowledge  
Centre by 2012 as part of  
the Eora Journey project.



## RECOGNISE AND CELEBRATE ABORIGINAL STORIES AND HERITAGE IN PUBLIC SPACES

**The Council of the City of Sydney has undertaken to recognise Aboriginal Heritage in the city with events, the creation of a new Aboriginal Knowledge Centre, mentoring programs and by weaving Aboriginal stories into the fabric of the city. Together these programs form the Eora Journey Project.**

This Project will celebrate and share the story of the world's oldest living culture. The idea for the Eora Journey was developed by Merrima Aboriginal and Torres Strait Islander design studio after participating in the Aboriginal community consultation associated with the development of the Sustainable Sydney 2030 Plan. It responds to ideas from the Aboriginal and Torres Strait Islander and broader communities.

Key to the success of the Eora Journey is the notion of attracting visitors to places inhabited by a thriving Aboriginal community where local Aboriginal artists can sell their work and Aboriginal people are employed in a range of jobs.

The creation of a symbolic journey from Sydney Harbour, the point of first contact, to Redfern, the popular heart of the Aboriginal community, are just the first steps in developing a much broader recognition of Aboriginal culture across the City and the rest of Eora country.

Opportunities to provide educational and mentoring programs for Aboriginal artists and the broader community will form a key part of the Eora Journey Project.

The Eora Journey Project will be developed in partnership with the City of Sydney Aboriginal Advisory Panel and the local Aboriginal community.

### MEASURING SUCCESS

For this project to be successful it will need to deliver:

- widespread acknowledgement of Eora people and their culture in Sydney
- widespread awareness of the Eora Journey Project
- a universally accessible Eora Journey walking trail from the Harbour to Redfern with significant artworks and interpretation recognising Aboriginal culture and heritage
- a signature event celebrating the Eora Journey
- a new Aboriginal Cultural Centre
- new Aboriginal employment and enterprise programs.

## EORA JOURNEY – RECOGNITION IN PUBLIC SPACES



Janet Laurence and Fiona Foley *EDGE OF TREES* 1995 Museum of Sydney

This project will develop a series of public artworks to mark the Eora Journey from the harbour to Redfern, recognising Aboriginal Cultural Heritage and fostering opportunities to generate new Aboriginal contemporary artistic expression in the public domain.

In parallel with the cultural mapping and an international review of interpretation practice, options will be developed with the Aboriginal and Public Art Advisory Panels for significant public artworks in the City linking the work *Waganmullaya 2000* by Brenda Croft in the Botanic Gardens at Farm Cove with Fiona Foley's *Bibles and Bullets 2008* ensemble of works at Redfern Park.

<b>Timing</b>	Short – Medium term
<b>2030 Directions</b>	A cultural and creative City A City for pedestrians and cyclists
<b>2030 Action</b>	Establish an Aboriginal and Torres Strait Islander cultural interpretation trail from the Harbour to Redfern
<b>City's role</b>	Project facilitation and direct delivery through Capital Works program
<b>Potential Supporting Partners</b>	Metropolitan Land Council NSW Department of the Environment and Climate Change NSW Heritage Office Redfern Waterloo Authority Royal Botanic Gardens Australian Museum Powerhouse Museum Art Gallery of NSW Carriageworks Museum of Contemporary Art Accessible Arts Artspace

## EORA JOURNEY – CULTURAL MAPPING



Fiona Foley *BIBLES AND BULLETS* 2008 Redfern Park

Developing projects that recognise Aboriginal culture in public spaces will require detailed knowledge of Aboriginal sites of significance. This cultural mapping will include significant community involvement. Once complete, the mapping will be used to create a framework for the City to implement projects with the Aboriginal community that celebrate Aboriginal heritage. These projects will build on the cultural mapping to include new ways of communicating and engaging with the public on Aboriginal culture.

<b>Timing</b>	Short term
<b>2030 Directions</b>	A Cultural and creative City A City for pedestrians and cyclists
<b>2030 Action</b>	Establish an Aboriginal and Torres Strait Islander cultural interpretation trail from the Harbour to Redfern
<b>City's role</b>	Undertake cultural mapping and research into best practice to present to the Aboriginal Advisory Panel in order to workshop a range of public art project options
<b>Potential Supporting Partners</b>	Metropolitan Land Council NSW Department of the Environment and Climate Change NSW Heritage Office Redfern Waterloo Authority Royal Botanic Gardens Australian Museum Powerhouse Museum Art Gallery of NSW Carriageworks Museum of Contemporary Art



## REDFERN BANNER PROGRAM



Continue a regular program for young Aboriginal people working with Aboriginal artists who provide mentoring, teaching and support to produce a series of banner artworks for the public domain.

**Timing** Short term and ongoing

**2030 Directions** A cultural and creative City

**2030 Action** Develop an Aboriginal Cultural Plan

**City's role** Co-ordinate the program with various local partners

**Supporting Partners** TAFE Sydney Institute  
Aboriginal Medical Service

## EORA JOURNEY – KEY ELEMENTS

### RECOGNITION IN THE PUBLIC DOMAIN

The Eora Journey aims to deliver significant artworks and interpretation in the City's public spaces to recognise Aboriginal culture past and present.

### A MAJOR EVENT TO CELEBRATE ABORIGINAL CULTURE

In consultations for the Sustainable Sydney 2030 Vision, the Aboriginal and the broader community called for a major event to celebrate Aboriginal culture.

### ABORIGINAL CULTURAL AND KNOWLEDGE CENTRE

Opportunities to include contemporary Aboriginal art and design will be a feature of Council's commitment to an Aboriginal cultural centre.

### EMPLOYMENT AND ENTERPRISE

The creation of jobs and business support programs as part of the Eora Journey Project will help Aboriginal empowerment.



Temporary projects and events  
allow the City to respond flexibly  
to the innovations of artists in  
defining and re-defining the  
physical nature of the City and  
its impact on our sensibilities.



## SUPPORT LOCAL ARTISTS AND ACTIVATE CITY SPACES WITH TEMPORARY ART PROJECTS

Temporary projects and events allow the City to respond flexibly to the innovations of artists in defining and re-defining the physical nature of the City and its impact on our senses.

The City established the Live Lanes Temporary Laneway Art Program in 2007 to support the revitalisation of these under-appreciated spaces. Now the City will continue to investigate opportunities for temporary art to activate city spaces.

Local community art projects are also supported by the City's extensive community and cultural grants program. Information on these programs is available through the City of Sydney website.

The Public Art Strategy envisages further opportunities for temporary art projects by the community through its City Spaces temporary art program. This will enliven places across the City and give artists and local communities a means of defining the character of the city and their neighbourhoods.

The Public Art Advisory Panel provides expertise in assessing artist proposals. The By George! Temporary Laneway Art Program in 2008 and 2009 used members of the City's Public Art Advisory Panel to help select artists. This has proved a successful model for commissioning artists on a range of City Art projects.

### MEASURING SUCCESS

Success can be judged by achieving increases in:

- popular support for temporary projects by artists and the community
- critical acclaim in art journals and from peers in the art world
- activity generated - including bringing people to forgotten laneways and new city spaces and encouraging businesses to rethink their ideas about City spaces and stimulating businesses and the City economy
- sustainable work practices by artists including; reuse and recycling of materials, use of innovative technologies and engagement with the environment

## LANEWAY ART PROGRAM



Gaffa Gallery ONE MORE TIME 2008 By Georgel LANEWAY Program

The City of Sydney's Laneways Revitalisation Strategy aims to celebrate these underused spaces in the heart of the City. The temporary art program adds an extra dimension to the experience of the City, providing moments of inspiration and reflection.

The temporary laneway art project advances the Laneways Revitalisation Strategy by addressing: relationship management with key City stakeholders; the coordination of event management in lanes; the level of support to private sector and to internal Council Units supporting laneway activation; and identification of opportunity sites for small bars. The project advances the Sustainable Sydney 2030 directions for a lively and engaging City Centre and a cultural and creative City.

<b>Timing</b>	Short – Medium term
<b>2030 Directions</b>	A lively and engaging City centre A cultural and creative City A globally competitive and innovative City A City for pedestrians and cyclists
<b>2030 Action</b>	Use the City's Streets, laneways and public spaces to showcase different art forms.
<b>City's role</b>	Direct delivery through the Public Art program
<b>Supporting Partners</b>	Property owners Business owners Artists, architects, designers and other creatively minded and willing people

## TAYLOR SQUARE 'PLINTH' PROJECT



Dale Miles UNDERWORLD 2010 Taylor Square Plinth Project

*The Plinth* project aims to revitalise the heart of Oxford Street at Taylor Square and celebrate its cultural life and communities including the gay, lesbian, bisexual and transgender communities.

The project involves local arts organisations to develop engaging temporary artworks that transform this space into more than just a busy intersection.

<b>Timing</b>	Short – Medium term
<b>2030 Directions</b>	A cultural and creative City Vibrant and prosperous local communities and economies
<b>2030 Action</b>	Use the City's Streets, laneways and public spaces to showcase different art forms
<b>City's role</b>	Direct delivery through the Public Art program
<b>Supporting Partners</b>	Local arts organisations and institutions



## GREEN SQUARE TEMPORARY ART PROGRAM



A program to encourage artists and the local community to consider opportunities for public art in the Green Square Town Centre and to capture the history of the area from the existing Zetland community. The program would be an opportunity to develop ideas for future permanent works, or use inactive sites in the area to produce large-scale temporary works during development.

This program will generate broad interest while Green Square undergoes its transformation into a sustainable town centre. The program would also tie in with the City's creation of a 'health and recreation' precinct in Epsom park, providing opportunities for community engagement in the design development of the Green Square Village Centre. The program will also promote sustainability initiatives for water reuse and a new light rail connection to the Green Square railway station.

<b>Timing</b>	Short – Medium term
<b>2030 Directions</b>	A cultural and creative City Vibrant and prosperous local communities and economies Sustainable development, renewal and design
<b>2030 Action</b>	Use the City's Streets, laneways and public spaces to showcase different art forms
<b>City's role</b>	Direct delivery through the Public Art program
<b>Supporting Partners</b>	Landcom Tertiary institutions Private development sector

## CITY SPACES TEMPORARY ART PROGRAMS



Julia Davis IN TRANSIT 2008 Albion Place

An evolving and continuing program to encourage artists and local communities to carry out small-scale public art projects.

Following the popular success of the Albion Place temporary art program the City will seek out further temporary art sites and invite artists to make submissions for temporary works.

This program would create opportunities for artists and enliven the City's public spaces and Village Centres.

<b>Timing</b>	Medium term
<b>2030 Directions</b>	A cultural and creative City Lively and engaging City Centre Vibrant and prosperous local communities and economies
<b>2030 Action</b>	Use the City's streets, laneways and public spaces to showcase different art forms
<b>City's role</b>	Direct delivery through the Public Art program
<b>Supporting Partners</b>	Property owners, local stakeholders and business partnerships





The City of Sydney has a large and  
ongoing capital works program to  
provide community facilities that  
support the Sustainable Sydney 2030  
plan for Village Centres.



## SUPPORT VIBRANT PLACES IN VILLAGE CENTRES WITH COMMUNITY ART AND CITY ART PROJECTS

The City of Sydney has a large and ongoing capital works program to provide community facilities that support the Sustainable Sydney 2030 Plan for ten Village Centres.

Community needs for libraries, swimming pools, child care centres and youth and aged people facilities will be assessed as part of the development of Village Centre Plans.

The Village Centre planning and consultation process offers opportunities to introduce public art and to seek community partnerships to shape local art projects.

The capital works program will be reviewed annually by the Public Art Advisory Panel for opportunities to incorporate public art where appropriate, and for further development with local communities as part of capital works projects design and community consultation.

Village Centres	City Art Opportunities
<b>Haymarket</b>	The Chinatown Public Domain Masterplan and Public Art Plan include opportunities for significant public artworks as part of capital works projects in the short to medium term
<b>Redfern Street</b>	Future opportunities include Eora Journey projects as part of the walk from the Harbour to Redfern including the integration of artworks into the <i>Pemulwuy</i> project at the Block
<b>Oxford Street</b>	Incorporation of public art that celebrates the unique history of Oxford Street as part of the Oxford Street Cultural Quarter
<b>Kings Cross</b>	Develop the Top of the Cross project and include new public art into the upgrade of Fitzroy Gardens
<b>King Street</b>	Future creative hub at Newtown Station provides significant opportunities for public art
<b>Green Square</b>	Future Town Centre with its community building (including library), the new Epsom Park precinct with its health and recreation centre, and the Lachlan precinct will provide opportunities for significant public art by the City and the private sector
<b>Crown Street</b>	Upgrade to Cleveland and Crown St intersection and adjacent shopping village creates opportunities for public art
<b>Harris Street</b>	Support innovation clusters and a consolidated Village Centre with significant integrated art projects
<b>Harbour</b>	Opportunity for public art to be integrated into Barangaroo and Walsh Bay Cultural Quarter and support the Eora Journey and Cultural Ribbon Projects along the waterfront.
<b>Glebe Point Road</b>	Opportunities for public art at Minogue Reserve and Glebe Library to be explored with the local community as well as in the continuation of the Glebe Foreshore Walk.

### MEASURING SUCCESS

Integrating public art into communities can be judged successful when:

- village centres are made more vibrant and more people are attracted to local businesses
- artworks in Village Centres bring positive responses from the local community and businesses helping create positive and prosperous neighbourhoods
- projects are evenly distributed across the local government area to improve disadvantage and build stronger and healthier communities through art and the participation and engagement it brings

## FITZROY GARDENS, KINGS CROSS



Robert Woodward EL ALAMEIN FOUNTAIN, Kings Cross

The upgrade for Fitzroy Gardens includes opportunities to reflect on the changing character of Kings Cross with some new public artworks. These will be sensitive to existing artworks, the edginess of local street life and the El Alamein fountain, the centrepiece of the garden.

<b>Timing</b>	Short – Medium term
<b>2030 Directions</b>	Vibrant local communities and economies A cultural and creative City
<b>2030 Action</b>	Develop plans in each Activity Hub to support the future role and character of community life
<b>City's role</b>	Facilitate delivery through Capital Works program including public consultation
<b>Supporting Partners</b>	Kings Cross Partnership Local community

## OXFORD STREET CULTURAL QUARTER (OXCQ)



Dale Miles UNDERWORLD 2010 Taylor Square Plinth Project

Recognising that significant cultural activity already exists in and around Oxford Street, the Oxford Street Cultural Quarter Strategy (OXCQ) responds to community involvement and seeks to transform Oxford Street into a thriving, dynamic and diverse cultural quarter.

OXCQ projects that include opportunities to interpret the unique history of Oxford Street through public art and design include: The Taylor Square Plinth Project; the Creative Hub project on Taylor Square South; the extension of the Laneways Art Program to the Taylor Square area; a digital-art wall at Taylor Square; and the development of an events program with local artists, studios and community organisations.

<b>Timing</b>	Short – Medium term
<b>2030 Directions</b>	Vibrant local communities and economies A cultural and creative City
<b>2030 Action</b>	Support cultural activity participation and interaction Support the development of creative Industries Provide cultural leadership and strengthen cultural partnerships
<b>City's role</b>	Lead, participate and/or advocate for the delivery of projects
<b>Supporting Partners</b>	GLBT community Local community UNSW College of Fine Arts National Art School Local Businesses Australian Centre for Photography Object Gallery

## CHINATOWN PUBLIC ART PLAN

Program of improvements and artworks to update the public domain at request of the local community to support one of the City's most vibrant precincts.

**Timing** Short – Medium term

**2030 Directions** Vibrant local communities and economies.

**2030 Action** Develop plans in each Activity Hub to support future role and character of community life

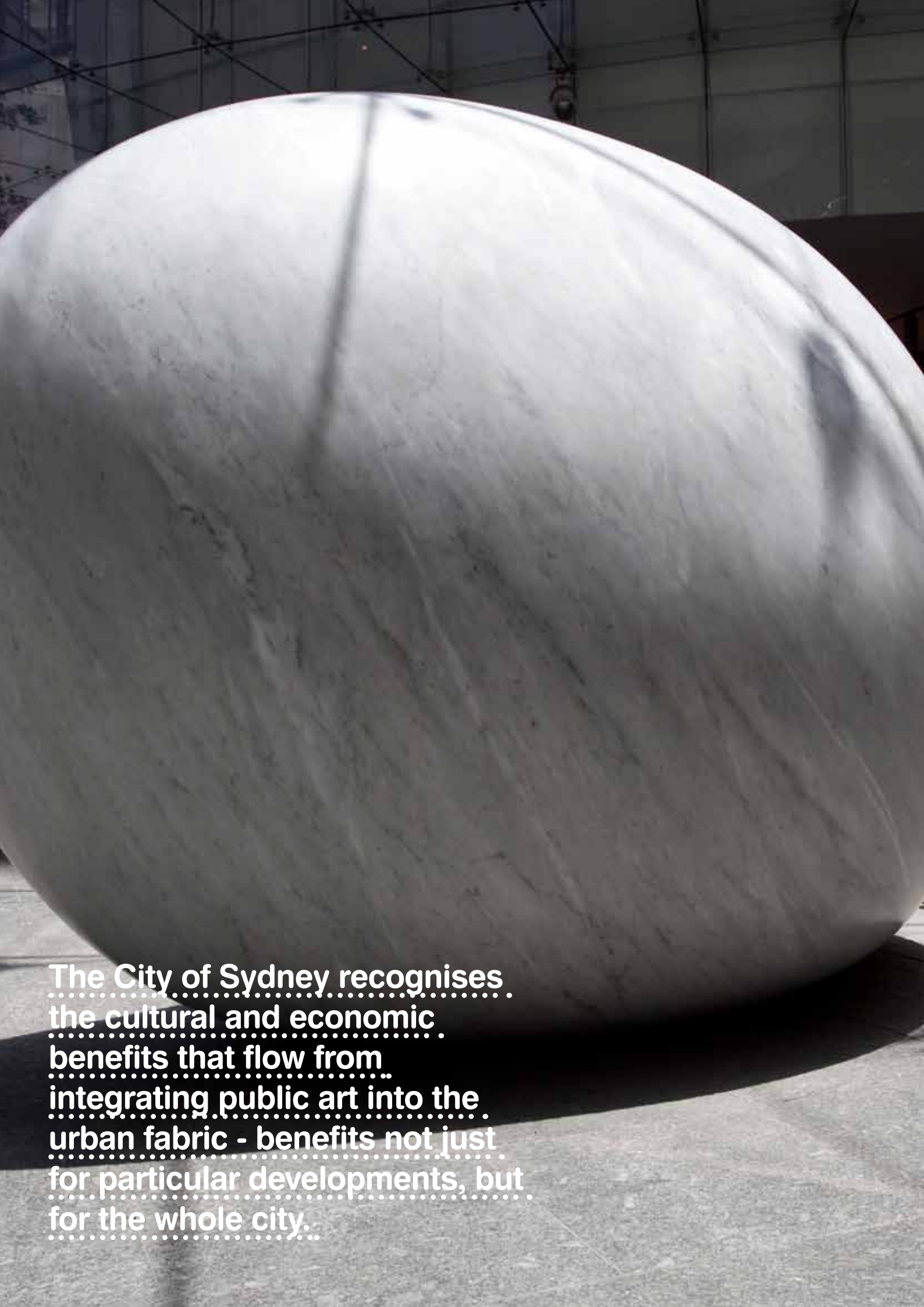
**City's role** Facilitate delivery through Capital Works Program or Public Art Program including public consultation

**Supporting Partners** Chinatown Chamber of Commerce  
Local cultural organisations



Lin Li GOLDEN WATERMOUTH 1999 Chinatown





The City of Sydney recognises  
the cultural and economic  
benefits that flow from  
integrating public art into the  
urban fabric - benefits not just  
for particular developments, but  
for the whole city.

## PROMOTE HIGH QUALITY PUBLIC ART IN NEW DEVELOPMENT

The City recognises the cultural and economic benefits, that flow from integrating public art into the urban fabric - benefits not just for the particular developments but for the whole city.

Engaging developers, architects and landscape architects in procuring public art will help to make Sydney an even more interesting, distinctive and culturally diverse city. Guidelines for Public Art in New Developments aim to help developers provide high quality artworks that benefit both the City and new businesses and residents.

Developers are advised to refer to these guidelines when planning a development to ensure the successful integration of public artworks.

### MEASURING SUCCESS

Success can be judged by achieving:

- an increase in the number and quality of public artworks in new developments
- better integration of new development and public art
- better integration of sustainable art practices in new development
- increased recognition of former industrial and other uses through appropriate reuse of spaces and materials and through interpretation and public art

## REVIEW OF PUBLIC ART IN NEW DEVELOPMENT GUIDELINES



James Angus Rendering of sculpture for 1 Bligh Street, 2010  
Image © the artist Courtesy the artist & DEXUS Property Group, DEXUS Wholesale Property Fund & Obus Property

The City of Sydney will undertake a comprehensive review of the Public Art in New Development Guidelines to clarify the role of developers, the role of the City and its Public Art Advisory Panel.

<b>Timing</b>	Short term
<b>2030 Directions</b>	Sustainable development, renewal and design A cultural and creative City A lively and engaging City A globally competitive and innovative City
<b>2030 Action</b>	Continue to protect the heritage values of objects, buildings, places and landscapes
<b>City's role</b>	Prepare a report for Council outlining range of options including legal issues
<b>Supporting Partners</b>	Developers City Planning Stakeholders





Janet Laurence and Fiona Foley *Edge of Trees* 1995 Museum of Sydney

### *EDGE OF TREES* 1995

**Museum of Sydney**  
**Janet Laurence and Fiona Foley**

A site-specific piece commissioned for the forecourt of the Museum of Sydney at its opening in 1995 by a non-Aboriginal and Torres Strait Islander and Aboriginal and Torres Strait Islander Artist working together – Janet Laurence and Fiona Foley. This award-winning public art installation evokes the cultural and physical history of the site, before and after 1788: a pivotal turning point in our history, when contact, invasion and colonisation took place.

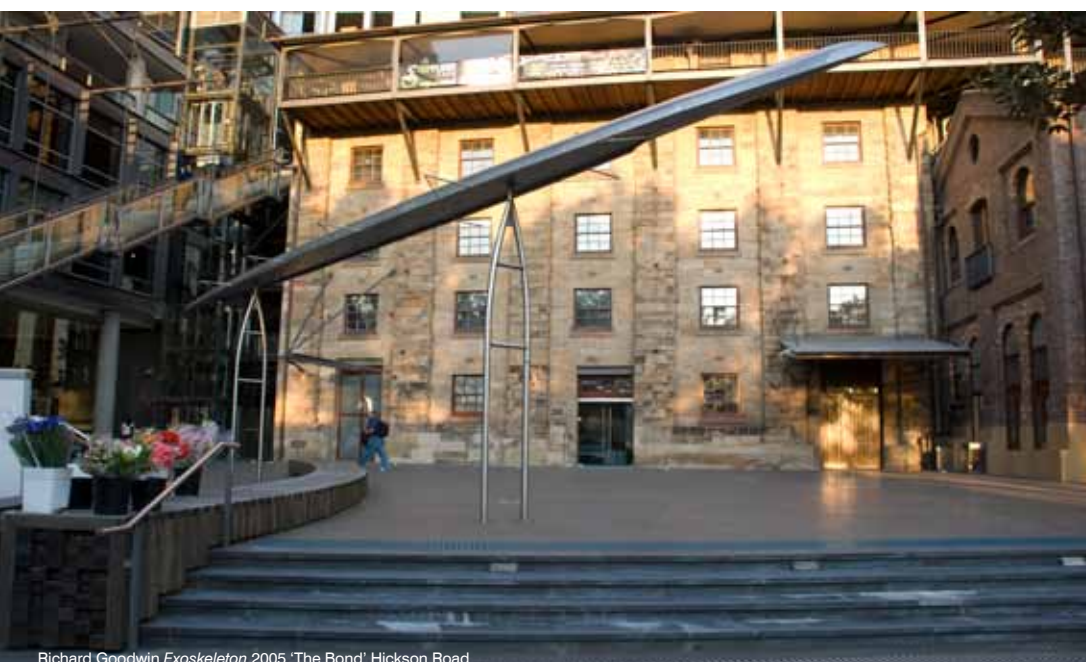


Kan Yasuda *TOUCHSTONES* 2000 Aurora Place

### *TOUCHSTONES* 2000

**Aurora Place**  
**Kan Yasuda**

Yasuda's work, titled *Touchstones* is a very good example of the marriage of art and architecture and the ability of art to create a positive experience of space. At Aurora Place the developers encouraged the connection between architect and artist right from the start of the project and the outcome continues to surprise and delight people.



Richard Goodwin *Exoskeleton* 2005 'The Bond' Hickson Road

### *EXOSKELETON* 2005

**'The Bond', Hickson Road**  
**Richard Goodwin**

The building designed by Bovis Lend Lease and PTW known as 'The Bond' was given a 5-star energy rating for ecologically sustainable design (ESD). In keeping with this innovative building, the work by Richard Goodwin, *Exoskeleton*, consists of a hyper-stylised stainless steel rowing boat elevated four metres above the ground and a sweeping arc that functions as a seating element in the new square.





Link the major cultural  
organisations along the  
harbour foreshore by physical  
improvements to existing  
pathways as well as socially and  
economically.





## SUPPORT STAKEHOLDER AND GOVERNMENT PARTNERS TO FACILITATE PUBLIC ART OPPORTUNITIES

The leading stakeholder in Sydney's public spaces is the City of Sydney. The identity of Sydney thus relies heavily on the City's success in supporting government partners and key stakeholders in providing projects and events in those spaces.

Recognising this key role the City will continue its consultative approach and work with a range of stakeholders to create experiences in the public domain based on principles of universal access and develop projects that make art available to everyone.

The idea of a Cultural Ribbon to link the major cultural organisations along the harbour foreshore emerged from the Sustainable Sydney 2030 consultations. The Cultural Ribbon will be created by improving existing pathways and linking the cultural centres socially and economically to improve audience numbers and experiences at each place.

Support for stakeholders and partners also comes from the City's key role in hosting cultural forums, City Talks and other discussions to help realise partnership projects. In parallel with City Art objectives to work with relevant industry and cultural organisations, the City's Economic Development Unit will also work with the Creative Industries Innovation Centre based at UTS and a range of other stakeholders in developing research projects to drive employment in the creative industries.

### MEASURING SUCCESS

Successful partnerships lead to successful projects, so success in working with stakeholders can be judged by:

- timely implementation of key partnership projects such as the Scout Place Public Art Commission and the Cultural Ribbon
- the extent of positive recognition the City receives by providing cultural leadership and supporting cultural initiatives such as the Eora Journey project
- increased number of partnerships with tertiary institutions, cultural organisations and other key stakeholders
- the implementation of universal principles to create accessible public art projects and experiences in the public domain



## CULTURAL RIBBON

Help cultural organisations along the harbour attract more people by promoting the Cultural Ribbon as a globally significant cultural walk that is universally accessible by designing public area improvements that can be enjoyed by everyone. Develop website and publications.

<b>Timing</b>	Short - Medium term
<b>2030 Directions</b>	A globally competitive and innovative City
<b>2030 Action</b>	Work in partnership to develop visitor facilities and attractions Assess partnership opportunities with reference to achieving Sustainable Sydney 2030 objectives.
<b>City's role</b>	Define the scope and facilitate the development and delivery of the project
<b>Supporting Partners</b>	Powerhouse Museum National Maritime Museum Museum of Contemporary Art Sydney Theatre Company Sydney Dance Company Bangarra Dance Theatre Bell Shakespeare Company Art Gallery of NSW Australian Museum Museum of Sydney Customs House Opera House Royal Botanic Gardens State Library Arts NSW NSW State Government Local Business Precinct Organisations Accessible Arts



## STAKEHOLDER SUPPORT



Energy Australia Grid Gallery 2010 Etskine Street Sydney

Opportunities exist to work with other major art institutions to share expertise, resources and program ideas for funding City Art projects. At present there are no mechanisms for the City to accept funds from private philanthropic organisations or other benefactors to bring about significant public art projects.

The City will investigate new ways of providing support for a significant and meaningful City Art program in partnership with key stakeholders.

<b>Timing</b>	Short term
<b>2030 Directions</b>	Sustainable development, renewal and design A cultural and creative City A lively and engaging City A globally competitive and innovative City
<b>2030 Action</b>	Continue to protect the heritage values of objects, buildings, places and landscapes.
<b>City's role</b>	Research
<b>Potential Supporting Partners</b>	Artsupport Australia, Australia Council Developers Philanthropic Community Benefactors Other Major Art Institutions





## MANAGE AND MAINTAIN THE CITY'S COLLECTION OF PERMANENT ARTWORKS, MEMORIALS AND MONUMENTS

Many Sydney residents have a strong attachment to the more than 200 public artworks on display in the City's public spaces. The preservation of these works, in situ and in the memory and consciousness of Australians and visitors, is of great importance to the City.

Formerly referred to as the Sydney Open Museum works in the City of Sydney's care will be referred to as City Art - The City of Sydney Public Art Collection. This will include all new permanent and temporary works commissioned by the City.

The collection has been fully documented and is made accessible through walking maps and the City Art website.

Managing the collection includes monitoring and assessing artworks to ensure conservation and refurbishment of many historical items are carried out as funding allows. The City's policy guidelines and public art processes are being reviewed in order to maintain the collection in a culturally and environmentally sustainable manner.

Skilled artisans, historical and heritage expertise are essential to the ongoing enjoyment of the City's public art collection. The ongoing conservation of works in the City's collection preserves the many artisanal skills involved in repairing, restoring and telling the stories about these works for appreciation by current and future generations.

The City is also developing registers of plaques, murals and street art.

### MEASURING SUCCESS

Success in conserving and managing the City's public art collection will be measured by:

- reducing maintenance needs by restoring heritage items in a way that ensures their preservation into the future
- collecting more detailed information on artworks and making this available to the public on the City Art website. This can be done for example, when heritage assessment reports are undertaken or when information is provided by the public.

## PLAQUE REGISTER



Create a record of plaques in the City of Sydney and develop a consistent style for existing and future plaques.

<b>Timing</b>	Ongoing
<b>2030 Directions</b>	A cultural and creative City
<b>2030 Action</b>	Continue to protect the heritage values of objects, buildings, places and landscapes.
<b>City's role</b>	Develop, co-ordinate and monitor the register
<b>Supporting Partners</b>	History Council of NSW Historical societies

## MURAL REGISTER AND STREET ART REVIEW



Compile a register of murals in the City of Sydney and develop a street art policy and process.

<b>Timing</b>	Ongoing
<b>2030 Directions</b>	A cultural and creative City
<b>2030 Action</b>	Continue to protect the heritage values of objects, buildings, places and landscapes.
<b>City's role</b>	Develop, co-ordinate and monitor the register
<b>Supporting Partners</b>	Street Artists Property Owners Cleansing and Waste Unit



## CONSERVATION PROGRAM

Ongoing maintenance of the City Art Collection of permanent artworks, monuments and memorials.

**Timing** Ongoing

**2030 Directions** A globally competitive and innovative City

**2030 Action** Continue to protect the heritage values of objects, buildings, places and landscapes.

**City's role** Ongoing collection management, conservation and maintenance by the City of Sydney Public Art Unit.











## INITIATE AND IMPLEMENT PROGRAMS TO COMMUNICATE, EDUCATE AND ENGAGE THE PUBLIC ABOUT CITY ART

Key to the success of the City Art program is its successful promotion to workers, residents, local and international visitors, researchers and artists.

### CITY ART WEBSITE, WALKING MAPS AND TOURS.

The City Art Website will be the primary source of information and act as an archive of all of the City's collections of permanent and temporary art projects.

The website will serve many other needs. It will provide maps to allow residents and visitors to organise their own tours of the City's collection of public art. It will give information about companies offering organised bicycle and walking tours. Information on tours will be updated as new and inventive programs are developed to engage with the collection.

### MEASURING SUCCESS

Success in communicating City Art will be shown by increases in:

- use of the City Art Website
- the popularity of walking and cycling tours
- the use by schools of City Art education kits

## CITY ART PRIZE



Peter Hennessy Roof Level (detail) 2009 Global Switch Sydney

The City supports and has been in discussions with other professional bodies to recognise the role of public art and develop an award.

<b>Timing</b>	Medium Term
<b>2030 Directions</b>	A globally competitive and innovative City
<b>2030 Actions</b>	Work in partnership to develop visitor facilities and attractions Assess partnership opportunities with reference to achieving Sustainable Sydney 2030 objectives.
<b>City's role</b>	Develop the award process in consultation with supporting partners
<b>Supporting Partners</b>	Australian Institute of Architects Australian Institute of Landscape Architects Architects Cultural organisations Educational organisations

## CITY ART WEBSITE

Promote the extent of the City's existing collection of public art online. Create an archive of temporary projects with artist's details and interviews to promote artists work and raise awareness of the breadth of the City Art program.

<b>Timing</b>	Ongoing
<b>2030 Directions</b>	A globally competitive and innovative City
<b>2030 Action</b>	Work in partnership to develop visitor facilities and attractions Assess partnership opportunities with reference to achieving Sustainable Sydney 2030 objectives.
<b>City's role</b>	Design, delivery and ongoing maintenance by the City of Sydney Public Art Unit
<b>Supporting Partners</b>	Artists Arts NSW NSW Tourism Major Art Galleries Other Cultural Organisations



Neigai Helver Wireless House (detail) 2009 Foley Park - Cleve Sydney



## CITY TALKS



Support artist talks and debates on the role of art in cities to inspire and challenge.

<b>Timing</b>	Ongoing
<b>2030 Directions</b>	A globally competitive and innovative City Work in partnership to develop visitor facilities and attractions Assess partnership opportunities with reference to achieving Sustainable Sydney 2030 objectives.
<b>City's role</b>	Direct delivery
<b>Supporting Partners</b>	The Sydney Morning Herald Cultural Institutions Artists

## CITY ART EDUCATION KITS



Sol LeWitt mural 2004 Australia Square Sydney photograph © Ian Hobbs 2004

Ongoing development of education kits for school groups and educators to engage with the City Art collection and temporary projects in various formats.

<b>Timing</b>	Ongoing
<b>2030 Directions</b>	A globally competitive and innovative City Work in partnership to develop visitor facilities and attractions Assess partnership opportunities with reference to achieving Sustainable Sydney 2030 objectives.
<b>City's role</b>	Direct delivery
<b>Supporting Partners</b>	Department of Education TAFE NSW Tourism NSW





Matt Chan, Isabelle Cordeiro and Katie Hepworth *INFINITY FOREST* 2009 By George! Laneway Art Program



A photograph of a man in a white shirt working with young trees in a nursery. The man is blurred, suggesting movement. He is surrounded by many thin, young trees with green leaves. The ground is covered with a black and white checkered pattern. A large orange circle is overlaid on the right side of the image, containing the text "PART THREE" in white, "CITY ART" in grey, "MAKING IT" in grey, and "HAPPEN" in grey.

## **PART THREE**

### **CITY ART MAKING IT HAPPEN**



Cities are much more than  
a collection of buildings  
and an economy. The most  
successful cities are those  
that value their culture,  
their history and their  
people.

Lord Mayor Clover Moore MP  
Sustainable Sydney 2030 Vision





## CITY ART : MAKING IT HAPPEN

The City Art Public Art Strategy provides for an overlay of cultural interpretation and art in the future planning and design of the City's streets, cycling and walking paths, laneways, parks, squares and plazas. The strategy is underpinned by extensive consultation and commissioned research undertaken on behalf of the City in developing Sustainable Sydney 2030.

Jan Gehl's Public Space and Public Life Sydney Study (2007), called for public art to animate the life and experience of Sydney and provide important touchstones for the sense of place and legibility of the city, its history and its people - especially the original custodians of the land, the Gadigal people of the Eora Nation.

Consultation for Sustainable Sydney 2030 emphasised the importance of culture and creativity in the City to our lifestyle, to community building, to the creative economy and to the identity of Sydney. Sustainable Sydney 2030 recognises that creativity is dependent on the interaction of creative people and an environment that gives access to stimulating work, production and performance spaces. It identifies the public domain - the public spaces of the city - as the focus of many of these interactions and thus the canvas for creativity in the city.

As well as the City's commitment to the conservation and maintenance of its public art, the key factors in making this public art strategy are:

### **Implementing Sustainable Sydney 2030**

Sustainable Sydney 2030 is the key document guiding the implementation of Public Art at the City of Sydney and will drive the prioritisation of projects.

### **The Public Art Advisory Panel**

Public art projects will be developed through the City's Public Art Advisory Panel which supports the City of Sydney Council's commitment to a high quality program of public art across the local government area.

### **The Project Delivery Process**

The City Design and Public Art units will play a key role in delivering public art with the help of many other Council units.

### **Placemaking and Sustainability**

*Placemaking* is a term that describes how impersonal city areas can be made more welcoming by creating a "sense of belonging" or "sense of place". Good design and public art are important ways of transforming space into places that people and communities can identify with and own.

Underlying the City Art Public Art Strategy and programs is a commitment by City staff to monitor and take into account environmental, social, economic and cultural issues concerning the role of public art in the making of better cities.

## IMPLEMENTING SUSTAINABLE SYDNEY 2030

The development of the Sustainable Sydney 2030 Plan included research into the city's cultural life in order to identify its strengths and weaknesses. Sydney is recognised for having a range of culturally diverse communities and a high concentration of world-class cultural destinations, but also for being an expensive city especially for artists and creative industries' workers.

The City invited cultural professionals to participate and offer advice in the preparation of the plan at a series of cultural roundtables and one-on-one discussions. Consultation was also held with the Aboriginal communities who voiced a clear concern for greater recognition of Aboriginal and Torres Strait Islander culture in the City.

Through other public consultation and surveys it was found that 84 per cent of City residents believe a diverse mix of people and cultures in the City is important. It was also found that 87 per cent of people highly value and respect Aboriginal culture and heritage.

As a result of this research and consultation the Council of the City of Sydney included in Sustainable Sydney 2030 a key direction to support a cultural and creative city in order to foster vitality, participation and engagement.

### A CULTURAL AND CREATIVE CITY

The four objectives for creating a cultural and creative City in Sustainable Sydney 2030 are:

- 1 **Encourage the appreciation and development of Aboriginal and Torres Strait Islander cultural heritage and its expression**
- 2 **Support cultural activity, participation and interaction**
- 3 **Support the development of creative industries**
- 4 **Provide cultural leadership and strengthen cultural partnerships.**

The development of a creative framework for public art is a specific Sustainable Sydney 2030 action which is detailed in the 2030 Supporting Document:

"The aim of the City Art Creative Framework is to implement site specific artworks across Sydney. The Creative Framework will support the strategies to activate key precincts throughout the City Centre and the villages. The Creative Framework will guide budgeting for public art and will demonstrate a commitment to local artists by promoting a range of expressions across the City that reflect its character, history and challenges and will add value to precincts."

Under the guidance of the City of Sydney's Public Art Advisory Panel the City Art Public Art Strategy fulfils the requirements of this action and has been developed to implement the City's Public Art Policy while acknowledging a central role for the Sustainable Sydney 2030 Plan and its objectives.

The table on the following page sets out the Guiding Principles aligned with the Key Directions, Objectives and Actions of Sustainable Sydney 2030.

This alignment demonstrates that the City Art Public Art Strategy can support many of the directions of Sustainable Sydney 2030.

This alignment also speaks to the capacity of public art to make a meaningful contribution to the City in a variety of ways which, with the support of the Council, it will continue to do for many years to come.



## ALIGNMENT OF THE CITY ART PUBLIC ART STRATEGY PRINCIPLES WITH THE SUSTAINABLE SYDNEY 2030 VISION

Guiding Principle	2030 Directions	2030 Objectives	Key 2030 Actions
1 Align significant public art projects with major Sustainable Sydney 2030 urban design projects	1 A globally competitive and innovative City 4 A City for pedestrians and cyclists	1.6 Enhance tourism infrastructure, assets and branding of the City 4.1 Develop a network of safe, linked pedestrian and cycle paths integrated with green spaces throughout both the City and Inner Sydney 4.2 Give greater priority to cycle and pedestrian movements in the City	7.4.1 Develop a creative framework for Public Art in the City 1.6.1 Work in partnership with the Tourism Industry to develop visitor facilities and attractions 4.1.3 Work with partners to develop and implement the livable green network in the City and extend to inner Sydney 4.2.1 Manage the road space to encourage walking, cycling and the use of public transport
2 Recognise Aboriginal stories and heritage in the public domain	7 A cultural and creative City	7.1 Encourage the appreciation and development of Aboriginal and Torres Strait Islander cultural heritage and its contemporary expression	7.1.1 Develop a City of Sydney Aboriginal Cultural Plan, covering Aboriginal Arts, public art and design 7.1.5 Establish an Aboriginal and Torres Strait Islander Cultural interpretation trail from Redfern to Mrs. Macquarie's Chair.
3 Support local artists and activate city spaces with temporary art projects	5 A lively, engaging City centre	5.1 Strengthen the City's public domain identity and create more places for meeting, rest and leisure	5.1.2 Develop a public space improvement strategy to enhance streets and squares in the City Centre 7.2.3 Use Sydney's streets, laneways and public spaces to showcase different art forms
4 Support vibrant places in Village Centres with community art and public art in City projects	6 Vibrant local communities and economies	6.1 Maintain and enhance the role and character of the Villages 6.2 Create a network of Activity Hubs as places for meeting, shopping, creating, learning and working for local communities	6.1.1 Ensure that planning policies support a sustainable City of Villages 6.2.1 Develop plans in each Activity Hub to support future role and character of community life 6.2.4 Plan for community assets, facilities and elements consistent with the future role and character of the Activity Hubs
5 Promote the integration of high quality public art in new development	9 Sustainable development renewal and design	4.1 Develop a network of safe, linked pedestrian and cycle paths integrated with green spaces throughout both the City and Inner Sydney 9.1 Ensure renewal areas make major contributions to the sustainability of the City. This should include Water Sensitive Urban Design practices in the public domain 9.2 Define and improve the City's public domain and enhance their role for public life 9.3 Plan for a beautiful City and promote design excellence 9.4 Continually improve development controls and approvals processes to minimise compliance	4.1.2 Prepare design plans for a continuous foreshore path between glebe and Rushcutters Bay and from the Harbour at Glebe, to Botany Bay, Roseberry and beyond 9.2.1 Prepare a comprehensive Public Domain Plan to define the long term street network, location of squares, public space and open space. 9.2.6 Create generous channel-side open space and parkland links to Green Square along water canals 9.3.1 Prepare public domain interface guidelines to define desired street edge conditions 9.3.7 Ensure the design of major infrastructure contributes to the public domain. 9.4.1 Regularly review and streamline development controls
6 Support stakeholder and government partners to facilitate public art opportunities	10 Implementation through effective governance and partnerships	7.4 Provide cultural leadership and strengthen cultural partnerships 10.4 Establish and monitor partnerships for change 10.5 Consider innovative funding and finance approaches	7.3.2 Develop creative industry and cultural precinct strategies. 7.4.4 Establish partnerships with other governments to coordinate and support cultural development Assess new partnership opportunities with reference to achieving Sustainable Sydney 2030 objectives 10.4.4
7 Manage and maintain the City's collection of permanent artworks, monuments and memorials	9 Sustainable development, renewal and design	9.3 Plan for a beautiful City and promote design excellence	9.3.4 Continue to protect the heritage values of objects, buildings, places and landscapes.
8 Initiate and implement programs to communicate, educate and engage the public about City Art	10 Implementation through effective governance and partnerships	10.2 Give priority to community involvement, engagement and partnerships with the City of Sydney	10.2.1 Maintain and extend community roles in decision making and in current consultation, engagement, education and information procedures

## IMPLEMENTING SUSTAINABLE SYDNEY 2030

### RELEVANT SUSTAINABLE SYDNEY 2030 STRATEGIES AND PLANS

Sustainable Sydney 2030 points to a number of opportunities and outlines a broad range of actions to be undertaken over the life of the plan. The City Art Public Art Strategy recognises that a number of strategies being developed will provide opportunities for public art. The successful incorporation of public art will require an awareness and development of these programs.

#### City Centre Public Domain Plan

The City Centre Public Domain Plan will provide a spatial blueprint and define the range of projects to implement Jan Gehl's City Centre vision contained in Sustainable Sydney 2030 and his report, Public Spaces Public Life Sydney 2007.

The City Art Public Art Strategy has identified the Three Linked Squares project in the City Centre Public Domain Plan as a significant opportunity for a series of major public artworks. The project proposes public squares at Town Hall, Circular Quay and Central, linked by a pedestrianised George Street. The City Centre Public Domain Plan has also identified a range of public spaces in the City's network of streets, lanes and plazas that need improvement. Public Art will play a major role in City projects creating distinctive City spaces.

The current Laneways Revitalisation Strategy is also identifying opportunities for temporary and permanent art in the City Centre. The continuation of the Laneway Art Program will support this evolving strategy and create opportunities for artists and designers to take part in influencing the making of the City.

#### Liveable Green Network

The Liveable Green Network is one of the 10 main urban design ideas arising from Sustainable Sydney 2030. As a key sustainability measure of the plan, the Liveable Green Network will provide safe and attractive walking and cycling routes linking the City Centre, Village Centres, main streets, parks and open spaces and major activity precincts.

Opportunities for public art to be incorporated in the Liveable Green Network will be explored to make the network more attractive, to celebrate heritage and to offer interesting moments of relaxation en route. Public art can improve the usability of the network and bring a sense of belonging to its community hubs.

#### Cultural Precincts

The development of the Oxford Street Cultural Quarter (**OXCCQ**) is an example of how the City intends to foster and support its creative communities and advance the development of cultural precincts.

Oxford Street has been an area of great diversity and creativity for many years. Through the Oxford Street Cultural Quarter Strategy and Action Plan the City intends to build upon that diversity and creativity by continuing activities it has started. These include:

- refurbishing the Tabernacle Church as a theatre venue
- starting new projects such as the Creative Hub at 1-5 Flinders Street
- taking part in and developing other programs including partnerships with arts organisations in regular events such as the Sydney Gay and Lesbian Mardi Gras and the Taylor Square Markets
- using public art and interpretation to celebrate Oxford Street's unique heritage

#### Village Centre Planning

Sustainable Sydney 2030 envisages 10 Village Centres across the City as a way of building a sense of community and supporting local economies. Building on the Council's earlier City of Villages vision and Local Action Plans that aimed to deliver improvements at a local level, Village Centre planning will enhance the distinctive character of places while providing a fair distribution of community infrastructure and support for small businesses, including local artists and community organisations.

#### City Plan

The City of Sydney's Local Environmental Plan (LEP) and Development Control Plans (DCP) guide planning and development in the City and provide opportunities for new liveable communities especially in the city's urban renewal areas. The City Plan is the key mechanism for the delivery of many Sustainable Sydney 2030 challenges. The City Plan refers to the Public Art Policy and the Guidelines for Public Art in New Development to guide anyone in the City of Sydney Local Government Area (LGA) seeking to include public art in their development.



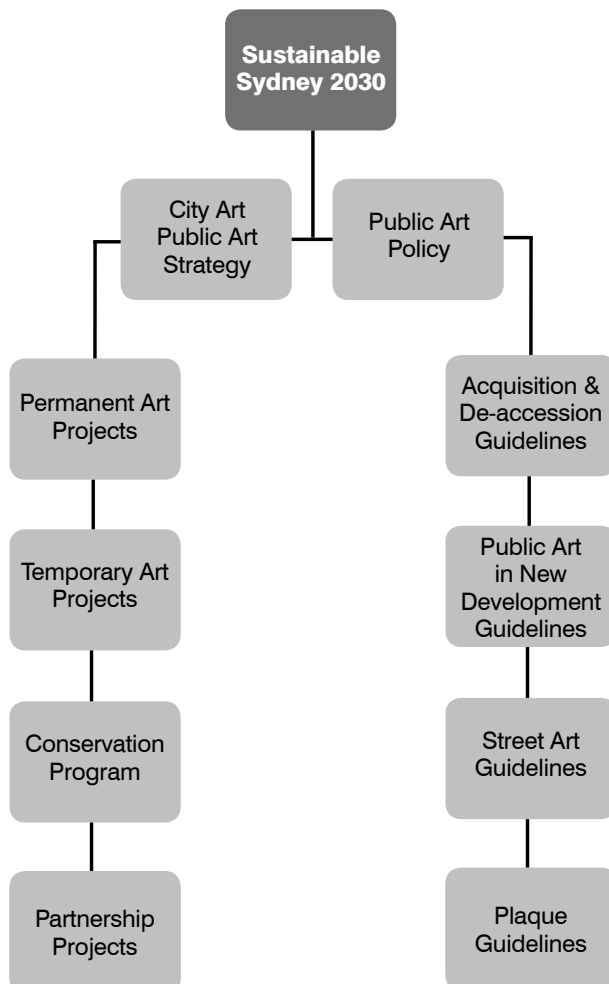
## PUBLIC ART POLICY AND STRATEGY

The City Art Public Art Strategy guides the future direction of public art at the City of Sydney and will be supported by the City of Sydney Public Art Policy and a number of Guidelines developed to support the Policy and Strategy.

The City of Sydney Public Art Policy and Strategy were adopted as interim documents by Council in 2006. Those documents are now to be replaced by the Public Art Policy 2010 and the City Art Public Art Strategy.

The City Art Public Art Strategy acknowledges the importance of the City's ongoing role in providing a sustainable collection management program and includes opportunities for a viable and vital public art program.

The Public Art Policy and the City Art Public Art Strategy have been designed to work closely with all areas of Council and to complement strategies being implemented at the City of Sydney to deliver Sustainable Sydney 2030.



## THE PUBLIC ART ADVISORY PANEL

The Public Art Advisory Panel established by the City of Sydney Council in 2007, consists of a diverse group of professional artists, curators and architects who provide independent public art advice to Council. (Panel members are listed on page 9). Meetings are open to the Lord Mayor and Councillors to attend.

Co-ordinated by the City's Public Art Unit and City Design Unit, the Public Art Advisory Panel meets regularly to review public art policy and strategy, develop public art project ideas and assess public art projects linked to major development applications.

The Panel provides advice to staff on public art proposals by the City and the private sector. Staff from the Public Art Unit or City Design Unit provide this advice as part of a referral process to the City's Development Assessment Unit for applicants.

Since the Panel's establishment in 2007 around 100 artist's projects have been commissioned, both temporary and permanent, to much acclaim.

The Public Art Advisory Panel are approved by Council every two years. A regular review of the Panel is undertaken to balance the Panel's skills with the requirements of implementing the Public Art Strategy.

One of the Panel's key roles is to provide the City with curatorial advice. On the recommendation of the Panel the City will occasionally engage a public art curator to set a curatorial direction for a project, to help select artists, and to guide artists through the development and delivery of a project. (see City Art - Project Delivery on the next page)

Engaging a curator for a public art project is now an internationally recognised means of creating high quality public art in cities.

A curatorial selection process has been used successfully by the City on a number of capital works and temporary art projects. The curator provides specialist knowledge and support to artists and ensures that artists have the time and skill to develop concept proposals fully from initial stages, through design development to final commissioning. The City is investigating developing a register for curators to be reviewed every two to three years. See the next page.

Whether nominated by a curator, engaged through an open competitive process or as part of a multi-disciplinary design team on a capital works project or new development, proposals for new public artworks are presented to the Public Art Advisory Panel for endorsement before being recommended to Council for approval.

### CRITERIA FOR PUBLIC ART

**Evaluation and approval of all public artworks proposed by the City of Sydney, the private sector, other public authorities, individuals and other groups in the City of Sydney local government area will be based on the following criteria:**

- Relevance to the objectives and actions of Sustainable Sydney 2030, the City Art Public Art Strategy, Acquisition and De-accession Guidelines, Public Art in New Development Guidelines and the principles of this Public Art Policy
- Standards of excellence and innovation
- The integrity of the work
- Relevance and appropriateness of the work to the context of its site
- Consistency with current planning, heritage and environmental policies and
- Plans of Management
- Consideration of public safety and the public's access to and use of the public domain
- Consideration of maintenance and durability requirements
- Evidence of funding source and satisfactory budget including an allocation for ongoing maintenance
- Non-duplication of monuments commemorating the same or similar events.





## CITY ART - PROJECT DELIVERY

The City of Sydney's process of commissioning new works varies according to project ideas, budgets and scale. The process conforms with local government legislation and with the City's Procurement Policy which ensures fairness and transparency.

The City balances open, curated and invited selection processes, outlined below, carefully. A range of commissioning processes and budgets provides flexibility to achieve different objectives. This approach provides opportunities for all artists on most artworks, with targeted selection processes for projects engaging specific cultural groups, such as in Chinatown or on the proposed Eora Journey, or on major projects providing opportunities for Australian artists based overseas and artists of different nationalities. Over the past four years the City has commissioned over 100 artists to work on projects of various scale with more than fifty percent of commissions openly advertised to a broad range of artists.

The strategy and brief for each new public artwork is developed by the City and the Public Art Advisory Panel (PAAP) to reflect the specific requirements of the project.

There are four ways that public art is procured at the City of Sydney.

### 1. **Open Expressions of Interest and Requests for Proposals.**

From time to time the City invites artists through public expressions of interest to make proposals for temporary and permanent public artworks.

### 2. **Invitation to artists nominated by the PAAP**

The Public Art Advisory Panel recommends suitable artists to internal City departments and to private sector partners.

### 3. **Invitation to artists nominated by a competitively appointed Curator.**

Curators are appointed based on their particular curatorial strengths and the artists they nominate for projects.

### 4. **Artists nominated by a competitively appointed tenderer for capital works and major projects.**

The City requests tenderers to nominate artists in selected capital works projects and encourages the private sector to include high quality public art in developments through the planning approval process.

The four main types of public art projects delivered by the City of Sydney Council are:

#### 1. **Permanent Art Projects**

The City capital works program includes integrated public art projects and stand alone iconic projects. The capital works program will be reviewed annually by the Public Art Advisory Panel for opportunities to incorporate public art where appropriate. The City will endeavour to engage artists for their contributions early on in large complex urban projects such as George Street, Town Hall Square etc. Artists may be engaged through advertised public expressions of interest or at the invitation of a competitively procured curator, or other means in line with Council's Procurement Policy.

#### 2. **Temporary Art Projects**

The City manages a range of temporary art projects by requesting submissions from artists. More recently curators have also been sought through open public processes to develop themes and contemporary art programs.

#### 3. **Conservation Program**

The City manages an extensive collection of heritage monuments and contemporary works and undertakes a comprehensive maintenance program to restore and preserve these items.

#### 4. **Partnerships**

The City Art Public Art Strategy and Acquisition and De-accession Guidelines provide a clear framework for Council to enter partnerships to deliver public art in the City.

### **Public Art in New Developments**

The methods of project delivery outlined here are the processes of the City of Sydney Council and are also recommended for developers. Guidelines for Public Art in New Developments are provided separately to developers.

### **Developing a Curatorial Register**

The development of a Curatorial Register will enable the City to engage curators to assist in developing high quality public art projects and will provide the private and independent sector with resources to implement public art programs. Investigations into developing Artist Registers have revealed that artists can be disadvantaged by this process and they can be costly for Council to service.

The City's engagement of curators is through a competitive process which ensures that the City is informed of the latest developments in art and achievements of emerging and established artists alike. The establishment of a Curatorial Register would seek to continue this important process.



---

### **Making a Public Art Proposal to the City of Sydney**

The City of Sydney encourages artists and other creative people to make proposals for public art to animate and enliven the City and its villages in line with the principles in this Public Art Strategy. While projects can vary, the City encourages individuals and groups to follow similar processes to engage and commission artists as indicated above.

The Public Art Unit, City Design Unit and other areas of Council can provide support to proponents. The City recommends that individuals and groups explore the opportunities provided by the City's Annual Grants program to fund projects. It should be noted that applications for Community and Cultural Grants need to be made through a not-for-profit organisation. The City will develop information for making proposals on the City Art website. For further information proponents should contact the Public Art Unit at [publicart@cityofsydney.nsw.gov.au](mailto:publicart@cityofsydney.nsw.gov.au)

### **MEASURING SUCCESS**

Included in the Implementation Plan is a section for measuring the success of the Public Art Strategy in delivering the proposed projects.

The expertise of the Public Art Advisory Panel will be required to make judgements using these qualitative measures.

The Implementation Plan will ensure that City Art is a vital component of Council's activities by providing meaning and a sense of identity, as well as supporting artists, tourism and innovation to make Sydney a truly cultural and creative City.

## PUBLIC ART, PLACEMAKING AND SUSTAINABILITY

### URBAN ENCOUNTERS

“Desirable places fulfil the need for just being, so enabling us to experience the moment, a chance for an incidental encounter, a space open for coincidence rather than having to consider what next?”

*The Art of City Making, Charles Landry 2006*

The City of Sydney takes an integrated approach to placemaking - turning impersonal areas into meaningful places by creating a special sense of belonging. The City Art Public Art Strategy will enable public art to become central to placemaking.

Through a combination of architectural design, urban design and public art the City can make the streets, squares and parks of the city places that give a sense of belonging, excitement or respite. Artists can contribute to the design of the functional elements in the public domain such as railings, paving design, bridges, street furniture, lighting elements and signage.

However, art making in contemporary cities is a diverse activity that engages artists, designers, historians, urban designers, planners and architects and many others. Interpreting and reflecting the social and political mood of the City, public art is often a process of infusing places with stories of historical and community significance.

Artworks in public places have a special ability - using humour, drama and sensitivity – to capture and challenge the myriad forces at play in society.

Artists can contribute significantly to the design and renewal of public spaces at an early stage. When it comes to shifting public perception and transforming the character of a place and the way that people engage with it, such as the proposed transformation of George Street, artists are often less constrained in their thinking and more willing to ask difficult questions and take risks throughout the process.

Artists are constantly redefining what makes art. Perceptions of public art and agendas are regularly challenged, as one system of art-making gives way to the next.

The ability to adapt and innovate is essential to the creation of a dynamic and resilient community and economy. Public artworks have the capacity to express the qualities of a particular moment or place,

to stimulate debate and engage people in the making of the city.

### SUPPORTING DIVERSITY

A crucial function of public art is to support a diverse and tolerant society. Public art can support democracy, demonstrating that cities are places leading positive change where ideas can be openly discussed and debated without fear.

Culture can be seen as an opportunity to confront conflict, as well as being an expression of a people and a place. As a plan for a sustainable future, for the City of Sydney and its community, Sustainable Sydney 2030 reflects community concerns for safety, inclusiveness, diversity, tolerance and belonging.

Sustainable Sydney 2030 sets a target for greater community cohesion which touches on many of Council's operations. These include: supporting homeless people, providing visitors and residents with information in different languages, supporting community access to new experiences and life-long learning, enabling people to participate in decision making and learning about their neighbours through various forms of community engagement.

Opportunities to engage various communities of interest through local, permanent or temporary art projects can also play a key role in increasing social cohesion. Understanding and tolerance shared by a diverse city community supports the creative economy and attracts innovative people to work in the knowledge and creative industries of the city.

To complement the work being undertaken by other areas of Council responsible for community and social services the City Design and Public Art Units will engage with Accessible Arts to integrate universal principles into the planning and design of all public art projects to ensure that public art projects are accessible and able to be enjoyed by everyone. The City will investigate opportunities in a number of planned public art projects such as the Cultural Ribbon and Eora Journey to develop projects specifically to enable artists with a disability to participate in the creation of these significant programs.



---

## URBAN DESIGN AND LEGIBILITY

In the western tradition public sculpture has been central to city making, with bronze or marble statues of important figures placed on pedestals in central squares and other prominent places.

Integrated into city design, artworks were placed at focal points or at the end of long vistas. As well as providing inspiration and honouring the person or event portrayed, they were designed to celebrate the place and the city itself.

Making a city legible helps visitors and residents understand its spatial layout so they can move about and experience it with ease. Visual cues and experiences - for example glimpsing the sails of the Opera House from Macquarie Street or seeing the Coke sign at Kings Cross from Hyde Park - enable users to know where they are and better engage with the city. These landmarks and cues can be public works of art, giving the City of Sydney another reason to support the innovation of artists in defining the physical nature of the city and its impact on our sensibilities.

To help achieve the City of Sydney's vision for a pedestrian and cycling city, the City Art Public Art Strategy provides opportunities for artists and urban designers to develop landmark projects and temporary works in public spaces with the aim of improving legibility and orientation, as well as creating a greater sense of belonging in the City.

Lin Li *GOLDEN WATERMOUTH* 1999. A defining landmark in Chinatown.







# PUBLIC ART, PLACEMAKING AND SUSTAINABILITY

## SUSTAINABILITY

Public Art can contribute to creating a more sustainable city in a number of ways.

The major way that public artists respond to the challenging issues of climate change is to make people engage with their environment and be more aware of their impact upon it.

By developing engaging public artworks and programs in city spaces the City of Sydney is creating opportunities for exploring the city in new ways.

To support its Sustainable Sydney 2030 direction for a pedestrian and cycling city, walking and cycle tours of public art have been set up to further communicate the value of art and support activities that reduce the production of greenhouse gas.

Artworks themselves often make reference to environmental sustainability by

- Directly demonstrating and revealing renewable power sources
- Creatively resolving environmental issues in major developments
- Using particular materials (recycled or new green technology) and processes to manufacture the work

Public art can be included in the provision of new green infrastructure in a way that highlights the importance of taking action on global warming.

As with all projects undertaken at the City of Sydney one of the first actions of the Public Art Advisory Panel was to recommend that all artists address the environmental impacts in their artworks.

## CITY ART EDUCATION

By supporting Sustainable Sydney 2030 directions to create a sustainable city the City Art Public Art Strategy also aims to increase understanding and enjoyment of the City's public art.

Educational resources will be developed to add a further dimension to the City's collection and create a lasting legacy to help future generations appreciate the ideas relevant to past and present generations.

These resources seek to enhance the experience of the City's collection using fun and informative programs targeting children and young adults.

The creation of the City Art website has also added a flexible new platform for distributing information about City Art.

The social media aspects of the City Art website provide an arena for discussion about the role of the City in providing public art and the role of public art in city making.

**“We are living through a kind of crisis in public space resulting from its growing commercialisation, theme-parking, and privatising...I can't help but think that the making of art is part of the answer - whether ephemeral public performances and installations or more lasting types of public sculpture, whether site-specific/community-based art, or nomadic sculptures that circulate among localities.”**

Saskia Sassen

Making Public Interventions In Today's Massive Cities  
in *Making Public Buildings* 2006

# 3.5 VIBRANT CITIES CASE STUDIES

.....

City art in public spaces is now a defining quality of  
dynamic, interesting and successful cities.  
The following pages show the diversity of some of  
the most exciting public art in the world today  
Designed to inspire and delight  
City Art.





## Auckland

Integration of Maori art into its streetscapes includes pit lids and paving. Across New Zealand dual English/ Maori signage has been adopted. The expression of Maori culture in the public domain is an important platform for the employment of Maori artists and visibly demonstrates respect for Maori culture to visitors.



Daniel Buren *Les Deux Plateaux* 1986 Palais Royal Paris

## Paris

Public squares have been re-designed by artists, such as at the popular Palais Royal by Daniel Buren, integrating contemporary art alongside magnificent heritage buildings adjacent to the square, enhancing the distinctiveness of the place.

## ANGEL OF THE NORTH

Antony Gormley

Newcastle UK 1998

The inspiration for what has been called the most recognisable piece of public art in the world *Angel of the North* was the artist embracing the significance of the former mining community. Funding of £800,000 pounds was secured for the sculpture from the Arts Council's Lottery Fund, the European Regional Development Fund and from the Northern Arts, as well as private sponsorship.



Anthony Gormley *Angel of the North* 1998 Newcastle UK

## HOUSE

Rachel Whiteread

London 1993

Responsible for some of the most innovative artworks created in the UK, Artangel work on a similar model of benefactors as the Public Art Fund in New York, with some government funding. Unconstrained by political machinations, Artangel are able to inspire and support the most innovative and creative artists working in the world today.



Rachel Whiteread *House* 1993 London UK





Anish Kapoor Cloud Gate 2004 Millennium Park Chicago USA

## CLOUD GATE

**Anish Kapoor**

**Millennium Park Chicago 2004**

Total Art-music, architecture, landscape design. The result of a unique partnership between the City of Chicago and the philanthropic community, the 4.5-acre park features the work of world-renowned architects, planners, artists and designers.



Olafur Eliasson Waterfalls 2009 Hudson River NY USA

## WATERFALLS

**Olafur Eliasson**

**New York 2009**

Olafur Eliasson's *Waterfalls* project occurred during late 2008 in New York City. Built as an entirely carbon neutral project, *Waterfalls* attracted millions of visitors to see these imaginative structures at work. Sponsored by the philanthropic activity of the New York Public Art Fund the project had enormous educational benefits informing visitors of climate change issues in an extraordinary way.





**The City of Sydney City Art Creative Framework has been prepared by City Design (City Strategy and Design) and Public Art (City Projects) Units of the City of Sydney Council in collaboration with the City of Sydney Public Art Advisory Panel**

City Design Director	Bridget Smyth
City Projects Design Manager	Chris Thomas
Public Art Program Manager	Eva Rodriguez Riestra
Special Projects Program Manager	Glenn Wallace
Special Projects Coordinator	Claire Morgan
Conservation Program Coordinator	Marie Stucci
Public Art Coordinator	Danella Bennet
Public Art Advisory Panel	Leon Paroissien (chair)
	Judith Blackall
	Felicity Fenner
	Janet Laurence
	Anne Loxley
	Hetti Perkins
	Richard Johnson
	Brian Parkes
	Ken Maher