



ASSESSMENT GUIDELINES FOR PUBLIC ART ACTIVITY

These guidelines provide an overview of the process for public art activity proposals from submission to assessment. They apply to proposals for both temporary and permanent projects, and proposed gifts and donations.

Absolutely

POSITIVELY

ME HEKE KI PŌNEKE
WELLINGTON CITY COUNCIL

Wellington

ELIGIBILITY

Projects must:

- + take place within the Wellington ratepaying area
- + meet the criteria below
- + not have started before an application for funding is assessed.

Eligible projects include:

- + site-specific arts activities that take place in public spaces, including:
 - artists contributing to the thinking and design of public places and spaces
 - art concepts and/or artworks and/or design features integrated into urban design developments (including buildings, streets and parks)
 - artists working in and with communities in public spaces
 - art processes and artworks in the public sphere that may be variously described as sculpture, murals, street-art, performance, new-genre public art, relational aesthetics and/or installations
- + conference/symposium/lecture series
- + gifts/donations.

PROCESS

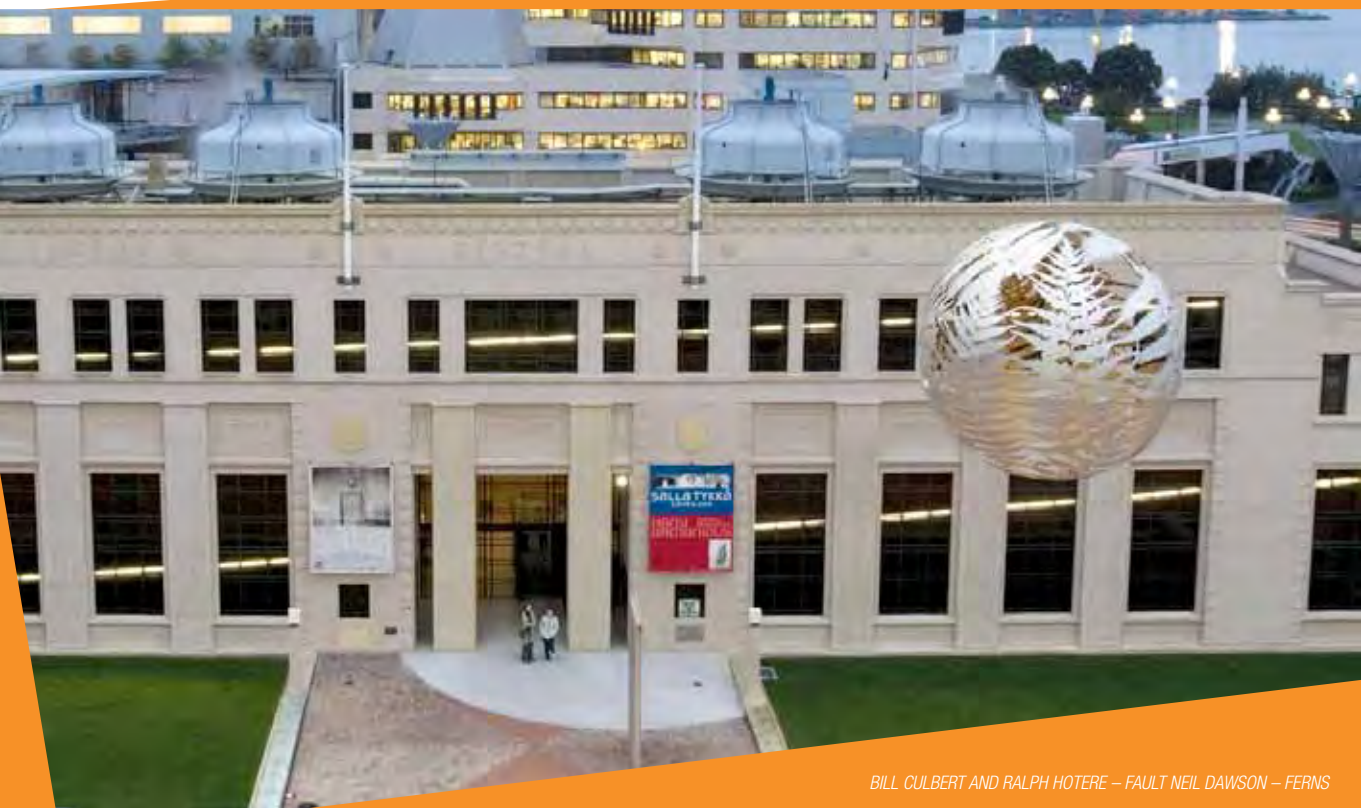
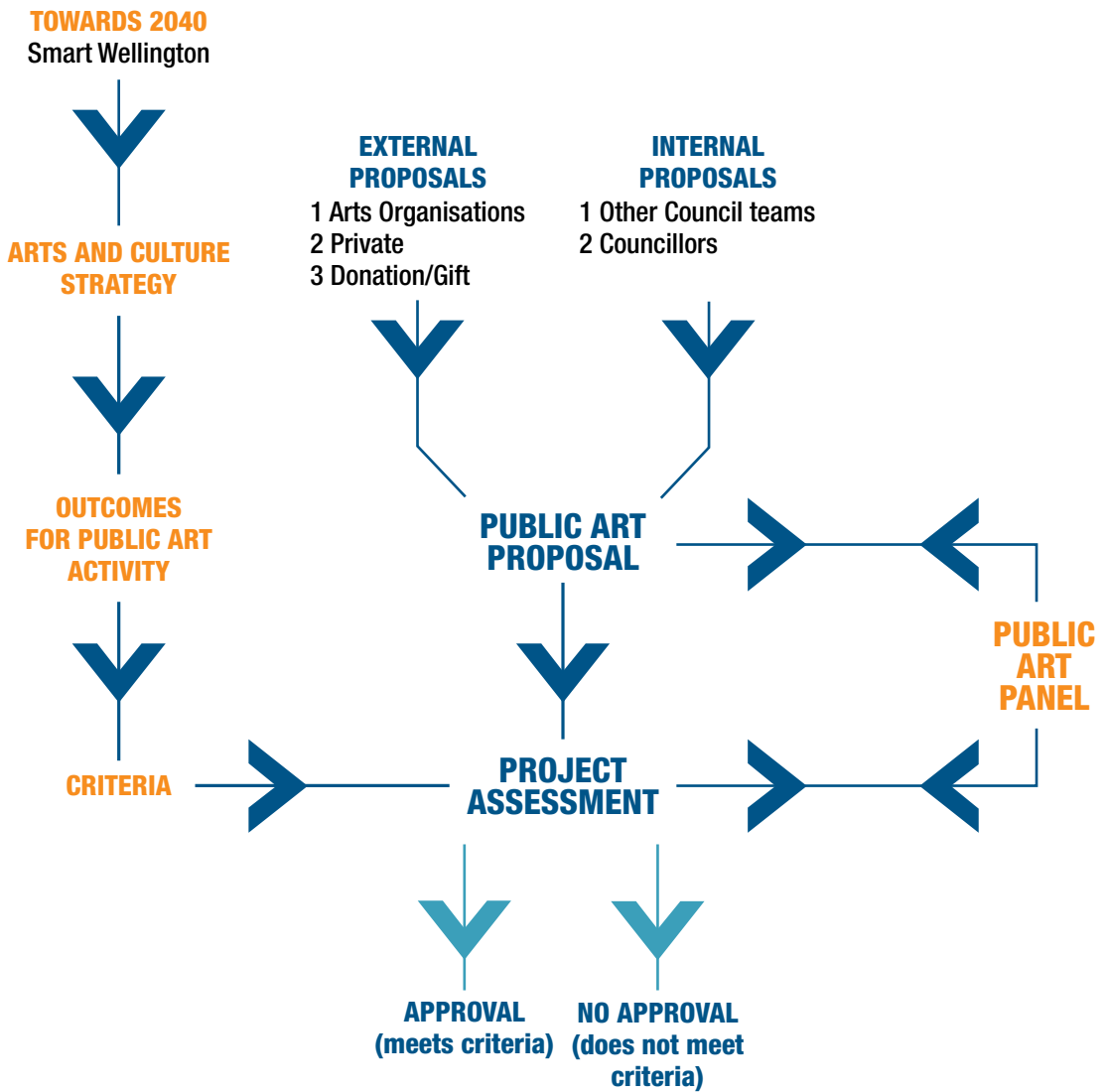
Proposals for public art activity should be sent to the Council's City Arts team, whether support is sought from:

- + the Public Art Fund (administered and managed by the City Arts team)
- + a Council grant (for eg Creative Communities or general grants)
- + the Council's operational or capital expenditure budgets
- + support in principle or advocacy for public art activity.

The Council's Public Art Panel assesses all proposals. The flowchart below outlines that assessment process. The outcomes and subsequent criteria are informed by Council's strategic priorities outlined in **Towards 2040: Smart Capital** and the **Arts and Culture Strategy**.



ASSESSMENT PROCESS FOR PUBLIC ART ACTIVITIES ON PUBLIC SPACES



CRITERIA

The following criteria are derived from the outcomes for public art activity.

1 Priority will be given to proposals that demonstrate at least one of the following:

- + **new artistic practices** that will reinforce Wellington's reputation as a centre for innovation
- + located in one of **Wellington's suburban centres** and reflect that suburban centre's sense of place through its history, culture and topography
- + recounts **Māori whakapapa and history**; and/or can demonstrate approval and support of mana whenua representative organisations (eg Port Nicholson Block Settlement Trust, Te Rūnanga O Toa Rangātira); and helps to develop the artistic capacity of mana whenua (Ngāti Toa and Taranaki Whānui) in a meaningful way
- + celebrates/represents Wellington's **diverse communities**, creating opportunities for diverse community groups
- + demonstrates how **Wellington residents will be engaged** in the development of public art activity
- + takes place in **public infrastructure** as part of a (re) development project
- + initiates and implements **programmes to communicate and educate** people about Wellington's public art activity
- + directly contributes to **social and economic change** and urban/suburban revitalisation in Wellington.

Note: The fit with a specific public art outcome will be weighted against the artistic merits of the proposal. This will ensure that work of outstanding artistic merit is not dismissed due to a poor fit with the outcomes.

2 In assessing the artistic merit of a proposed activity, the following factors will be taken into account including a work's response to a particular site. Priority will be assigned to public art activity proposals that:

- + demonstrate a high standard of **artistic excellence**
- + **respond to the proposed site**, which means taking into consideration the sites context (cultural, historical, environmental).
- + may present opportunities for **Wellington artists**
- + consider the **accessibility** of an artwork

3 The following criteria are mandatory. **All proposals must:**

- + take place within the Wellington ratepaying area
- + demonstrate appropriate consideration of public safety and the public's access to and use of the public domain.
- + indicate credible maintenance and durability requirements.



GUIDELINES FOR ASSESSMENT PROCESS

The following table outlines how proposals for public art activity will be assessed, to ensure that they meet the public art outcomes. A proposal seeking Council support must achieve a high score in at least one section (either section A or B) and a medium in the other. The descriptions under the rating options of low, medium and high indicate the kind of standard required for the appropriate score.

PROPOSAL ASSESSMENT CRITERIA			
Rating:	Low	Medium	High
Section A:	Artistic merit		
Artistic merit	Average merit – proposed activity is underwhelming	Significant merit – proposed activity is of a good standard	Outstanding merit – proposed activity is of a high standard
Section B:	Strategic fit		
Fresh, innovative	Not very innovative	Reinforces current innovation trends	Innovative – adds something fresh and new, extends thinking and discourse about public art
Suburban art enhancing sense of place	Takes place in the suburbs	Takes place in the suburbs and enhances local identity	Takes place in the suburbs, enhances local identity, reinvigorating public space and generating a sense of belonging to that place
Māori whakapapa and kōrero	Uses Māori concepts, words and themes	Work uses local or national Māori concepts, words and themes and involves Māori artist(s)	Work uses local Māori concepts, words and themes and involves Māori artist(s) who is/ are recognised by mana whenua authorities
Represents diverse communities	Represents a diverse community group	Represents and provides opportunities for a diverse community group	Provides opportunities and represents, celebrates and strengthens a community group
Engages the community	Little or no engagement or information about activity	Engages residents in some aspects of the development of public art activity	Engages residents in the development of work; informs local community about activity
Incorporates art into public infrastructure	Artist commissioned to develop a work for completed public infrastructure project	Artist conceptually feeds into design of public infrastructure at the beginning of the project	Artist conceptually feeds into design of public infrastructure and develops artwork(s) for incorporation
Programmes to communicate and educate people about public art activity	Programme will increase communication around the city's public art activity/ies	Programme will increase communication and educate people about the city's public art activities	Programme will communicate and educate – increasing access to, knowledge of, and promote activity to an international audience
Contributes to social and economic change, and revitalisation in Wellington	Activity contributes to social and economic change	Activity contributes to social and economic change, and urban/ suburban revitalisation	Activity contributes to social and economic change, and urban/ suburban revitalisation that directly inspires innovative new businesses and social activity