

Tabled Information: Urban Dream Brokerage - Reference A



Founded in 2013, Urban Dream Brokerage has quickly become acknowledged in Wellington as a vital new mechanism in urban revitalisation, creative industry development and community engagement. UDB brokers the use of vacant commercial space for innovative projects, and assists artists in their professional development. We work closely with property managers and the creative industries to, together help lead change and creative growth in the city.

In its pilot period 15 projects have been placed, with many more artists and creative workers assisted in their development. UDB has helped create many new community spaces in the city. Here are a selection.



JAVA DANCE

Property Owner: Mark Horsfall Properties

Java Dance Company created an interactive installation and performed to a delighted spontaneous audience of passers-by in Newtown for four days. This was in keeping with a company known for its innovative use of public space.

"It brought joy and whimsy to Newtown, available and accessible to all who walked down Riddiford Street. Hundreds of smiles were provoked. John the neighbouring café owner was delighted with the extra business and the added magical vibe in his neighbourhood."

– Sasha Copland, Java Dance



BRIDES

PROPERTY OWNER: Bowen Holdings

On the eve of the passing of the Marriage Equality Bill, Barbarian Productions took over the former Bennetts' Bookstore, opposite Parliament to present an alternative bridal salon: 80 bridal dresses, performances and the filming of diverse community reflections on the significance of marriage.



PEOPLE'S CINEMA

Property Owner: Wellington Company

Originally envisaged as a place for groups to share the screening of non-commercial films for little or no cost, this space in Manners Street has blossomed into an important ongoing central city multi-purpose community space, where screenings, performances, talks, workshops are held.

"Before the UDB this was just a dream, and now it's just the norm. I like it how people can enjoy the city without buying anything, without a commercial experience." – Jonathan King, People's Cinema



CLEAVE

Property Owner: Prime Property Group

A giant lit jewel-like paper ice shelf interrupted the street frontages of Victoria Street, devised by artist Gabby O'Connor with the public and students from Miramar Central School. Cleave showed nature on a knife-edge, a reminder of the fragility of our environment, with the community invited to contribute to the sculpture's growth.

Proudly funded from the Public Art Fund



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OCCUPATION ARTISTS

PROPERTY OWNER: Grand Complex Properties

A group of artists worked and presented jewellery and object-making together in Grand Arcade, Willis St, inviting the community to pop into their open studio and public workshop. Becoming a loved part of the Grand Arcade's businesses, the group has now gone on to rent another space. The UDB site, which had been vacant for some time previously, is now tenanted again thanks to the life this project brought.

"Before we felt very isolated. The time we were at The Grand Arcade was invaluable. By the end of six months we were all ready to commit to what we had created. We couldn't have predicted the deep effect being so open to the public has had on our work. We felt able to take a personal and professional risk and it really felt like we were breaking down the barrier to contemporary art practice." – Sarah Read, Artist



TALES OF A DYING CITY

PROPERTY PARTNER: Grand Complex Properties

This interactive installation in an arcade encouraged the public to relate their personal history and stories regarding different locations in the city, slowly building up a history of our community. Using a variety of maps and coding systems, the project was part of performance company A Slightly Isolated Dog's process for creating a new performance work through city engagement.

"Wellington vitally needs infrastructure which supports contemporary practice like the UDB." – Jo Randerson, Barbarian Productions



SCALES OF THE SERPENT

PROPERTY PARTNER: Reading Cinema & Care Park

Offering a strip of colour, surrealism and magic to the everyday pedestrian stroll, this poster-wall project by Tessa Laird in Tory Street presented a series of screen-printed posters reflecting a diversity of cultures, ideas and opinions. They were pasted in layers to the wall and ripped back, like a genuine street poster wall, but bore the handmade mark of the artist.



A MIDSUMMER NIGHT'S DREAM

Property Partner: Portfolia

This popular, well-reviewed theatre production made innovative use of a large vacant space in Victoria Street, creating an urban adventure that grew from the space's walls and added fresh magic to the city. The collaboration brought together students, staff and graduates from Victoria University, Toi Whakaari New Zealand Drama School and Long Cloud Youth Theatre.

www.urbandreambrokerage.org.nz

Urban Dream Brokerage is produced by Letting Space under the umbrella of the Wellington Independent Arts Trust. The UDB pilot was funded by the Wellington City Council Public Art Fund.

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