



WELLINGTON WRITERS WALK (DETAIL) PHOTO: NICK SERVIAN

# PUBLIC ART ACTIVITY PROPOSAL APPLICATION

If you wish to propose a public art activity, please complete this application and submit it to the Council's City Arts team. We recommend that you discuss your proposal with the team before submitting an application.

The City Arts team will assess all proposals in collaboration with the Public Art Panel to ensure proposals meet the criteria and reflect the outcomes for public art activity. The assessment criteria are outlined in the Assessment Guidelines for Public Art Activity and apply to all proposals including those that do not seek funding.

If you are not applying for funding, you can skip question 10 below.

## THE PUBLIC ART FUND

The Council funds the research, development, commissioning and implementation of public art activity in Wellington City. The Public Art Panel advises the Council on how to distribute that funding. For further information please refer to the Public Art Activity Guidelines or contact the City Arts team.

You cannot apply for another Wellington City Council grant, such as the Cultural Grants Scheme, for the same project components, but you can apply to Creative New Zealand or another external organisation for funding. Please list in your application any other funding that you have applied for or received, including sponsorship. This will give us a clear idea about the budget and scope of your project.

For further information about funding, contact Eve Armstrong, Arts Advisor, City Arts:  
email [Eve.Armstrong@wcc.govt.nz](mailto:Eve.Armstrong@wcc.govt.nz) or phone 803 8207.

# PUBLIC ART ACTIVITY PROPOSAL APPLICATION

Please submit a PDF and/or hard-copy application, and complete all relevant questions.

- + PDF applications: You can submit your proposal as a single PDF, and attach CVs and artistic support material as separate PDFs, if necessary.
- + Hard-copy applications: Proposals and any support material must be either A4 or A3 size. Please do not staple your application or put it in a folder as it will be photocopied. Use paper clips or bulldog clips if required.

Email PDF proposals to [Eve.Armstrong@wcc.govt.nz](mailto:Eve.Armstrong@wcc.govt.nz) or post hard copies to:

**Eve Armstrong**  
**Arts Advisor**  
**City Arts**  
**Wellington City Council**  
**PO Box 2199**  
**Wellington 6140**

## APPLICANT DETAILS

Project title

Amount requested (if applicable) \$

Mr / Mrs / Ms / Miss / Dr (circle which applies)

First name

Last name

Street address

Phone

Mobile

Email

Are you GST registered?

yes

no

If yes, please provide your GST number

## PEOPLE

Please provide details of all those who will be involved in the project:

Name

Role

Address

Name

Role

Address

Name

Role

Address

## PROJECT PROPSAL

Please include:

- responses to questions 1–13 below
- CVs for each artist/designer involved and/or artists' biographies (*list relevant exhibitions or projects and any public art activities you have been involved in*)
- artistic support material, eg images of relevant previous work and copies of any press clippings, reviews and/or published material that would support your application
- letters of support specific to the project (*optional*).

### 1. Proposal overview

- Concept – what do you intend to do and what are the central ideas behind your project?
- Context – how and why has your project come about? Briefly outline the context of your project, including cultural, historical, geographical, social or other background information.
- Process – how will you carry out the project? This may include how you will create the artwork, collaborate with other people or engage specific communities. Please describe if this is not covered by questions 4–9 below.
- Images – include conceptual and/or scale drawings with dimensions, measurements and type of materials (if proposing a physical artwork).

### 2. Proposed location/s

What location/s do you propose for the project? If possible provide a map with the exact location/s pinpointed. Please state why each location is relevant.

### 3. Proposed duration

How long do you propose to have the artwork on display? What is the benefit of having the work on display for this period of time?

### 4. Environmental impact

Describe any aspect of the project that may impact the environment. Consider materials used, waste, noise and other types of pollution.

### 5. Installation considerations

What does the installation involve? Consider earthworks, equipment, installation time and disruption to traffic, pedestrians etc.

### 6. Maintenance

Describe maintenance requirements for the project. Consider cleaning, repairs, site maintenance and electricity – light bulbs, running water etc. Explain who you expect to maintain the artwork. Note that in most cases, artists maintain temporary artworks and the Council maintains permanent artworks following an agreement with the artist/s.

### 7. Security and safety considerations

Could the artwork be stolen, broken or vandalised? Describe any potential safety issues associated with the work or its installation. What actions do you plan to take to minimise the risk?

### 8. Removing the artwork

What will the removal of the artwork involve? Will there be any remedial work required to the site? If yes, please specify. What will happen to the work when it is removed?

## 9. Implementation plan (timeframe)

Outline a timeframe for your project, including key dates.

### Example

The form below outlines indicative key dates for a temporary physical artwork in a public space. Please adapt as required for your proposal.

#### Design

Start date	End date	Other
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#### Construction

Start date	End date	Other
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#### Installation

Start date	End date	Other
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#### Exhibition

Start date	End date	Other
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#### Decommission

Start date	End date	other
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## 10. Budget

***Please only complete if you are applying for funding.***

Please submit a budget outlining all expenses related to your project, including artist/curator fees, artwork costs, construction, installation, maintenance, documentation and any other relevant costs.

Please also indicate any other sources of funding, for example sponsorship, grants or support in kind.

We suggest you use two columns in your budget: a 'Public Art Fund' column for expenses you are requesting from the Panel and an 'Other Funds' column.

If you are GST registered, exclude GST from your expenses. We will add GST to the grant amount. If you are not GST registered, include GST in your expenses.

### Example

The table below outlines expenses for a temporary physical artwork in a public space. Please adapt as required for your proposal.

Expense category	Public Art Fund (PAF)	Other Funds (OF)
Artist fees	\$	\$
Artwork costs ( <i>physical costs of materials</i> )	\$	\$
Construction costs	\$	\$
Maintenance costs	\$	\$
Removal costs	\$	\$
Other	\$	\$
SUBTOTAL	\$	\$
<b>TOTAL = PAF + OF</b>	<b>\$</b>	

### 11. Audience and public

Who is the work intended for and who will it appeal to? What discussion and/or debate do you think the work will generate?

### 12. Policy outcomes

Briefly describe the public art activity criteria to which your project relates. The criteria are listed in the **Assessment Guidelines for Public Art Activity**.

### 13. Documentation and evaluation

Briefly describe how you plan to document and evaluate your project.

## SELECTION PROCESS

After you submit your proposal, the City Arts team will review it to ensure that you have included all relevant material and answered all relevant questions. The Public Art Panel will then review your proposal. You or a representative from your organisation may be asked by City Arts to give a short presentation to the Panel. This will give you an opportunity to seek advice from the Panel and to answer any questions the Panel may have about your project. The Arts Advisor will keep you informed about the outcome of your proposal.

If you have any questions or concerns, please contact Eve Armstrong, Arts Advisor, City Arts: email [Eve.Armstrong@wcc.govt.nz](mailto:Eve.Armstrong@wcc.govt.nz) or phone 803 8207.

## PROPOSAL CHECKLIST

I have included in PDF or hard copy for (A4 or A3, unbound):

- completed proposal application
- images (if proposing a physical artwork)
- current CVs and/or artist biographies
- relevant artistic support material
- letters of support for the proposed project (optional).

I have also:

- contacted the Council's City Arts team to discuss the project
- referred to the **Public Art Activity Guidelines** and **Assessment Guidelines for Public Art Activity** to ensure my project meets some of the funding criteria.