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.
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

TOWARDS 2040
Smart Wellington

ARTS AND CULTURE STRATEGY

EXTERNAL PROPOSALS
1 Arts Organisations
2 Private
3 Donation/Gift

INTERNAL PROPOSALS
1 Other Council teams
2 Councillors

PROJECT ASSESSMENT

PUBLIC ART PROPOSAL

CRITERIA

APPROVAL
(meets criteria)

NO APPROVAL
(does not meet criteria)

OUTCOMES FOR PUBLIC ART ACTIVITY

ARTS AND CULTURE STRATEGY

BILL CULBERT AND RALPH HOSKINS – FAULT NEIL DAWSON – FERNS
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 suburb’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 Rangatira); 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 site’s 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.

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