

Public Art Fund Guidelines



IMAGE: WAKA MAUMAHARA BY CECELIA KUMEROA, 2020



TE KAUNIHERA Ā-ROHE O
Whanganui
DISTRICT COUNCIL



The Public Art Fund supports creatives and local community groups or organisations to deliver innovative, site-specific, and engaging public art across the district. We support artworks which are connected to Whanganui's unique communities, environment, history, and cultural identity.

What do we fund?

A variety of artforms can be delivered as public artwork. Eligible artworks can include (but aren't limited to):

- Sculpture, kinetic art, pou whenua, sound art, light sculpture, environmental art, mural art, digital art, moving image and installation.
- Artists contributing to urban design developments (such as parks, streets, bridges, buildings and street furniture).
- Temporary public art pop-ups and events, such as performance artworks, time-based sculpture, projections, paste-ups, media arts, and movable works.

How does it work?

This annual fund covers costs towards the research, engagement, creation and installation of public art. The fund does not cover costs associated with an opening event or costs associated with a group's daily operational expenses. This year there is a total of \$66,617 available in the fund.

Before submitting your application, all proposals must be discussed with the fund manager who will assist you in ensuring the fund criteria are met. Applications are assessed by a group of subject matter experts including artists, iwi representatives and council officers with relevant knowledge. The fund criteria on page 3 are used to guide assessment.

If successful, applicants have a year to deliver their artwork.

For more information contact the fund manager, Anique Jayasinghe - anique.jayasinghe@whanganui.govt.nz.



IMAGE: CLAIRE BELL, 2021

Eligibility checklist

Before you start writing your application, make sure to tick off these key points:

- ✓ The artwork is planned for delivery in a public space in the Whanganui District. For the fund, public spaces include areas that are freely accessible to the public and do not have an entrance fee.
- ✓ Match-funding equivalent to, or more than, the amount requested from the Public Art Fund has been secured. Confirmation of a match-funder would include a letter of support.
- ✓ The artwork has not already been installed.
- ✓ Project plans have been discussed with the fund manager to ensure all factors have been considered.
- ✓ Demonstrate genuine partnership with community stakeholders who have a significant relationship to the site (i.e., local hapū, property/land owner, or businesses on site).
- ✓ The artwork demonstrates at least one of the Public Art Fund criteria outlined on page 3 below.
- ✓ If depicting tūpuna (ancestors) or historical figures, descendants have been engaged early and endorse the project.

What is match funding?

The Public Art Fund is a contestable match funding scheme. This means projects should have secured additional funding at least equal to the amount requested from the fund before applying.

For instance, if your total project costs amount to \$10,000, you may apply for \$5000 from the Public Art Fund, and another \$5000 must be confirmed to be match-funded by another funder. Match funding ensures there is investment from additional community stakeholders and there is widespread support for the project. Match funding may include in-kind support from contractors but cannot include self-funding by artists.

In the case of large-scale placemaking projects, an application for funds for the same project may be made in consecutive years. This would require splitting the project into defined phases in your application.

Fund criteria

To ensure the desired public art outcomes are achieved, assessments are based on the project's alignment with at least one of the criteria listed below:

- ▶ High-quality artworks that reinforce the perception, image and visual quality of Whanganui as a UNESCO City of Design
- ▶ High-quality artworks that reflect the unique history and culture of Whanganui
- ▶ Projects that recount oral histories of tangata whenua in the Whanganui region must be verified by appropriate Iwi historians with an understanding of content and endorsement from Whanganui Iwi organisations such as Te Rūnanga o Tupoho, Te Rūnanga o Tamaupoko, and Te Rūnanga o Te Awa Tupua o Whanganui.
- ▶ Projects that celebrate the visual language and design heritage of the whakairo tradition from Whanganui River marae and other sites of significance.
- ▶ Artworks that acknowledge the history, identity and authority of Te Awa Tupua, the Whanganui River, as a living presence and/or connect to Tupua te Kawa (the principles of Te Awa Tupua).
- ▶ Artworks that celebrate and represent the stories of Whanganui's diverse communities and contribute to a greater sense of belonging and unity.
- ▶ Artworks that directly contribute to social and economic change in the Whanganui District.
- ▶ Artworks that involve or engage with youth audiences.
- ▶ Artworks that increase awareness and enjoyment of the arts and creative cultural activity by Whanganui residents.
- ▶ Artworks that are part of development and redevelopment projects that take place on or near public infrastructure.

Priority will be given to artworks that:

- Demonstrate a high standard of artistic excellence
- Have engaged early with hapū or whānau descendants if depicting ancestors
- Are site specific and locally relevant
- Are created by local artists
- Consider accessibility for diverse audiences.
- Utilise local tradespeople

IMAGE: MIKE MARSH, CASTLECLIFF BASKETBALL COURT MURAL

