

South City, Invercargill – Art Strategy

March 2016

Introduction



This arts strategy document has been developed to help further increase the sense of pride and ownership within the South City Community.

The role of art in the community plays a range of functions, art is not only an element which can be viewed and admired but can be used as a community perception changing tool which can help with an community well being as well as increasing a communities economic, cultural and social values.

The recent streetscape upgrade introduced art in the form of bespoke furniture and lighting design into the community commercial centre. This was a response to community consultation and the feedback that the south city shopping area was preceptive as the gateway to the south city community and that in it current from (2012) it was not a true representation of the community identity.

The document is the result of an arts strategy workshop held in the South Alive Hub on the 5th of February 2016 which was attended by the South Alive community group and the South Alive Arts Group. During the workshop community members were asked four key questions:

What type of art would they like to see in South City?

Where are the key opportunities for art in South City?

When could art be introduced into South City?

How could art be introduced into South City?

The following document has collated all of the information gathered at the workshop to provide an art strategy moving forward.

What type of art would you like to see in South City?

During the workshop it was established that art need not only come in the form of murals and sculptures, but can take any form that creates interest, interaction and inspiration. The following is a list of elements that could be considered as a form of art which could be implemented within South City to add value to the community.



Murals
A cost effective way of making a big impact if there is enough free canvas available. South City has numerous places for big vibrant murals.



Sound sculptures
A great form of interactive art that will entice people of all ages to stop and have a go. Large sound sculptures in the park will help draw people to the open space behind the mall.



Super graphics
Very similar to murals super graphics can help turn an area of boring asphalt to an interesting vibrant space.



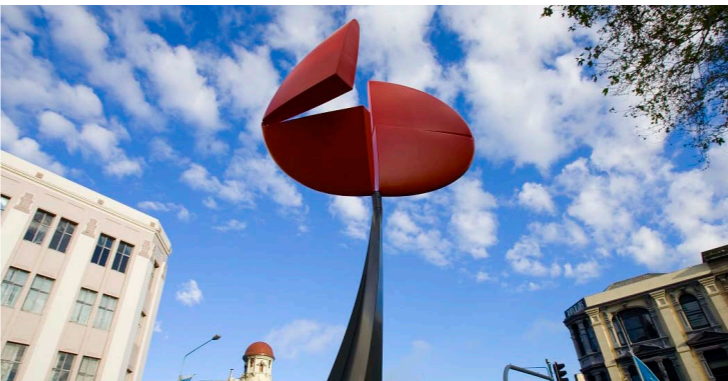
Interactive art
This is a great way to get people to stop, think and express themselves without really knowing that they are creating art by sharing thoughts and ideas.



Projection art
A great way to display art works permanently or temporarily, projection art is digital media projected as an image or movie on a surface.



Pedestrian sculptures
These are small scale sculptures aimed to entice passers by to pause and engage.



Vehicular sculptures
These are large scale sculptures aimed to entice passing motorists to slow down and take some time to see what else the area has to offer.



Temporary sculptures
A great way to get everyone involved, temporary art work can be moved or removed and recycled once it has served its purpose.



Pop up artists in residence
A great way of providing education and commitment to the arts within the community.



Music
Music is a form of art in itself but can also be used in the form of a community event to help raise funds for other art ventures.

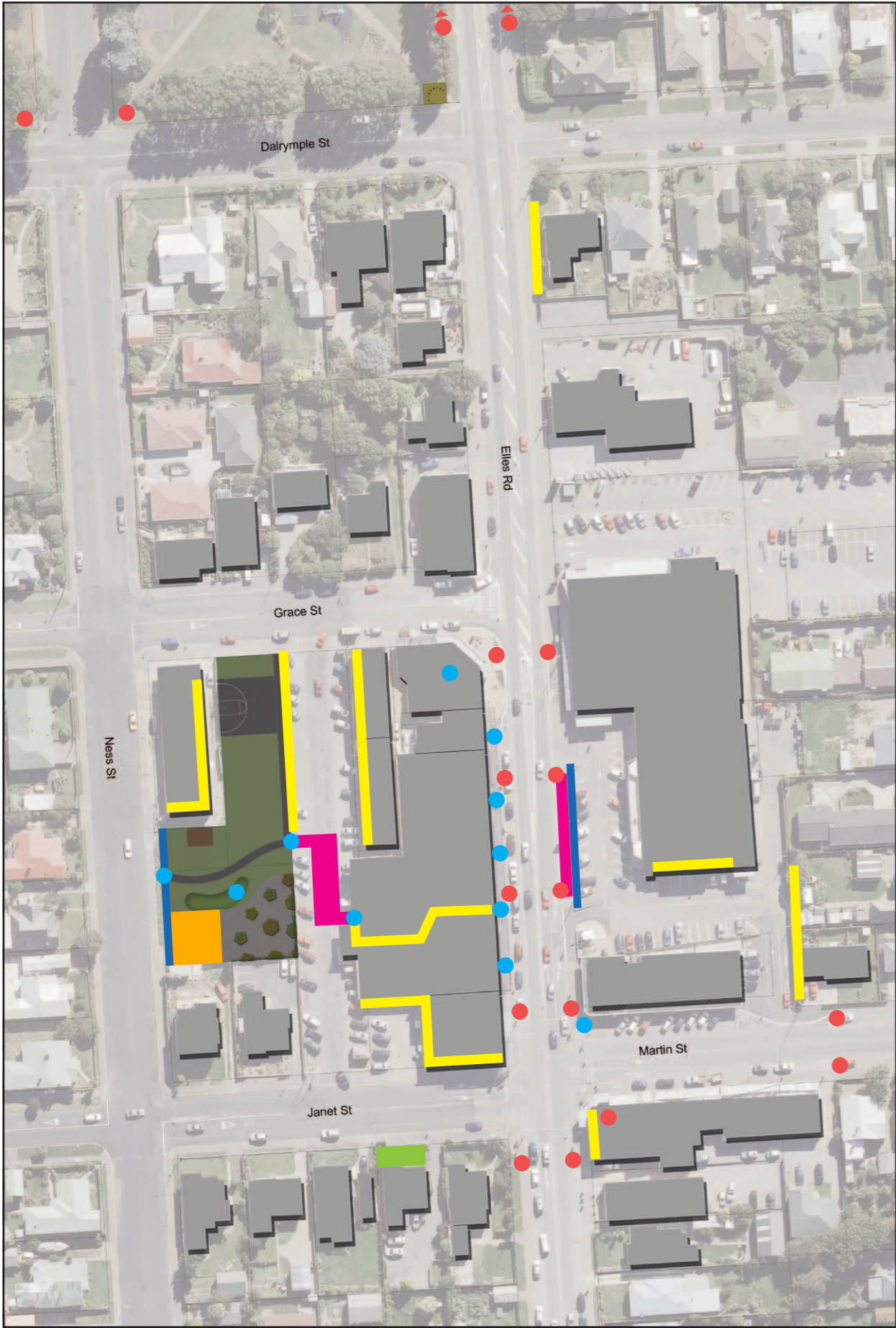


Performance art
A great way to get passers by to pause and experience comedy and drama in its most simple form. This can be in the form of an impromptu or organised performance.



Wind protection art
Large wind barriers can take the form of abstract sculptures or a filed of false walls that can then be used as canvases for other art ventures. Suggested for the open space behind the mall.

Where are the key opportunities for art in South City?



Murals



Shop galleries



Super graphics



Sculptural wall



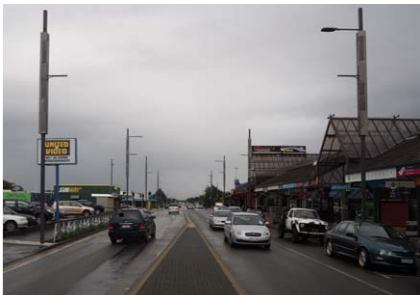
Artists in residence



Police station garden



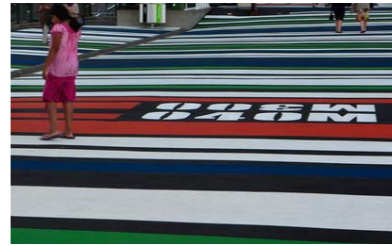
Vehicle art



Pedestrian art



This aerial map shows a city block with several streets and buildings. The streets labeled are Dalrymple St, Grace St, Janet St, Ness St, Elles Rd, and Martin St. Buildings are represented by grey silhouettes. A large building complex is highlighted with yellow outlines. A green area, possibly a park or sports field, is located near the intersection of Grace St and Ness St. A blue line runs along the edge of this green area. A pink rectangular area is also visible near the intersection of Grace St and Ness St. Red dots are placed along the streets, and blue dots are placed near the green area. A yellow vertical line is on Elles Rd, and a yellow horizontal line is on Martin St. A green square is on Janet St.



- Gate way mural on the TAB and the Hairdressers wall with the message “Welcome to art city”
- Murals or street art competitions where locals design their own sections of wall on false walls wither side of the mall car park
- Painted murals on the grey walls in the mall
- Painted murals on the fence and building wall in the united video car park
- Painted gateway mural across from the whale tail sculpture
- Painted murals on the walls and service door of the Bin Inn

- Painted design on asphalt pathway in front of the united video car park
- Painted wayfinding design on the car park surface between the mall and the park

- Interactive sound wall along the United video car park wall
- Large wind breaker sculptures along the park edge on Ness Street

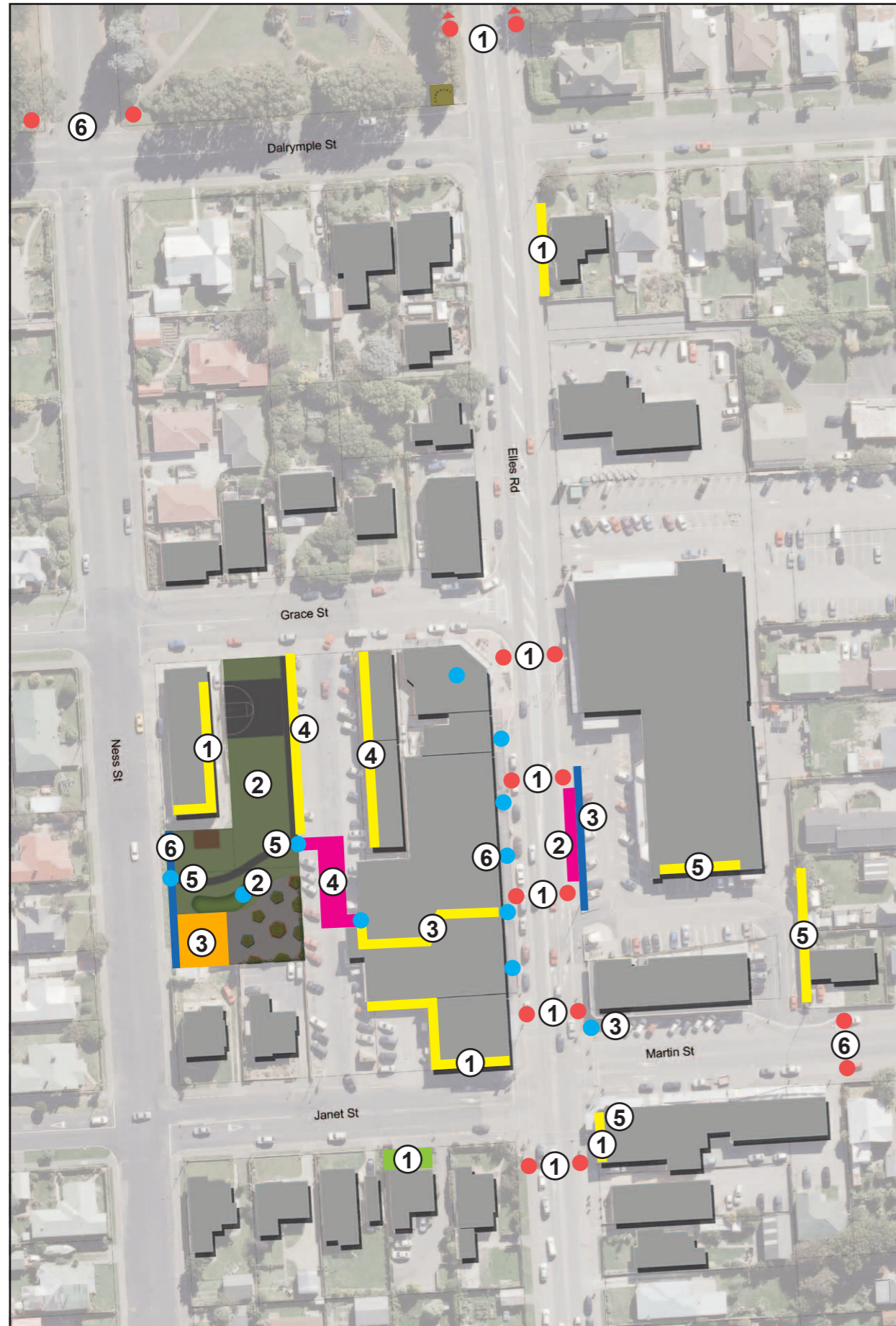
- Container structure design which will allow people to meet in a sheltered area and to create, sell, display or teach art

- Community garden or sculpture area outside the police station where participation from both the police and community would help strengthen the relationship and encourage the community to grow together

- Banners up on Elles Road light poles
- Chain link fence art along dog park wall
- Large gateway sculptures on Martin Street
- Large sculptures on corners of Russell Square
- Gateway sculpture on hairdressers rooftop

- Projected images outside mall on Elles Road
- Large slot drum sculpture in park on mound
- Sculpture at entrance and exit of park
- Art for sale in stores
- Designated art display area outside subway

When could art be introduced into South City?



Stage 1

- Install banners on Elles Road light poles
- Gateway murals on TAB and Hairdresser walls
- Gateway mural on block wall near the whale tail on Elles Road
- Gateway chain link art on dog park fence
- Community garden or sculpture area outside the police station
- Art for sale in local stores such as Westpac
- Murals on Bin Inn walls

Stage 2

- Re configuration of park (design to be supplied by Pocock Design Environment)
- Slot drum sculpture in park
- Super graphics on paving surface in front of United Video car park

Stage 3

- Designate art display area outside subway
- Artists in residence area
- Sound sculpture in front of united video car park
- Murals lining interior walls of mall

Stage 4

- Super graphics on mall car park surface
- Murals on false walls either side of the mall car park

Stage 5

- Murals on United video car park fence and building wall
- Sculptures at park entrances
- Gateway sculpture on hairdressers rooftop

Stage 6

- Gateway sculptures on Martin Street and the corners of Russell Square
- Wind breaker sculptures along park edge on Ness Street
- Projection art outside mall on Elles Road

How could art be introduced into South City?

There are multiple ways in which these art projects can be achieved. We would suggest any community related strategies will help increase the level of pride and ownership in the project.

Commission

Commission a local or international artist to produce a high quality piece such as the existing Whale Tail by David Trubridge. This requires a large financial investment, but success builds success and investment should be easier to come by once South City builds up a reputation for being an arts district.

Places to look for investment include but are not limited to;

- Local businesses
- Council
- Ngai Tahu
- Creative NZ Arts Grant
- Arts Access Aotearoa
- Ministry for Culture and Heritage
- Philanthropy

Pro bono

Approach local artists and encourage them to donate an art piece or offer some of their time to help the community arts project. The incentive for the artist is the exposure they will receive having their piece displayed in the public realm of an arts district. Temporary pieces would allow the artist to take their pieces back after a certain period of time.

Places to look for local artists include but are not limited to;

- Southland Arts Society
- Southland Museum & Art Gallery
- Civic Theatre

Community art event

Create a community event where local residents can work alongside artists or community group members to help create an art piece for the community. The key infrastructure for an event such as this is the park and the opportunities for art are as outlined on page 4.

Examples of event could include;

- Artists pre stencil murals on walls and over see and help community residents colour in the negative spaces
- An annual art event around a particular theme, such as stone or timber carving
- An art event where residents are encouraged to produce a temporary art piece. Prizes could include a small cash prize, vouchers donated by local business or simply having your piece displayed in the public realm for the day. Example; A cardboard box competition where residents are split into teams, given a pile of cardboard boxes and some tape and asked to create an art piece. Marks would be based on imagination, creativity and overall look

Artists competition

Create a competition where local amateur or professional artists are encouraged to produce an art piece which will be submitted to be judged by the residents or community group members, the winners would receive a prize as well as have their pieces installed in the designated art area outside subway. The competition would have a design brief which would be drafted by the South Alive Arts Group along with the help of a local artist.



Fund raiser

Create a fund raiser concert or event to help raise money for each of the previously mentioned items. Money can be raised in different ways such as but not limited to;

- Entry charge
- Raffle tickets - Local businesses could donate prizes
- Donation boxes