# DOCUMENT STRUCTURE

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Executive Summary

This policy provides the framework for Brisbane City Council’s Art in Public Places program. It continues Council’s commitment to public art and endorses a diverse range of activities including integrated permanent artwork and temporary art projects. It promotes the development of a vibrant Brisbane arts industry in the vanguard of national and international trends.

Art in Public Places positions Brisbane as one of the world’s great public art cities. It fosters Council’s interest in the design of a contemporary city embracing a vibrant cultural life, respecting our heritage and welcoming tourism – a city that links people, place and creativity.

Drawing on our subtropical climate and active community life, the policy explores and shapes Brisbane’s identity and pride in the built and natural environment. Artwork which is accessible to the public provides a platform for expressing values, innovation, memory, meaning, creativity and beauty. Council recognises there are also economic benefits inherent in a visually dynamic city. Public art is a valuable asset for the city of Brisbane. The goals of the policy are to create a distinct Brisbane style and experience, and contribute to Brisbane’s economy.

Four key drivers underpin the policy:
- creativity
- diversity
- a strategic approach to public art commissioning, and
- the management and promotion of the City’s public art collection.

Art in Public Places recognises that a creative city celebrates its diversity through a range of activities that enliven public space.

Three strategies will guide the development of public art in Brisbane:
- **Activate Art in the City** – Public art will animate and enliven the life of the City with temporary art installations, projects and artist-in-residencies.
- **Integrate Art in the City** – Outstanding public spaces will be created through the integration of public art and innovative planning teams.
- **Water Art Strategy** – Brisbane’s identity as a subtropical city will be celebrated through artworks and events that use water as their theme.
As an essential component of the corporate vision *Living in Brisbane 2010*, public art will be delivered through partnerships within Council, with the Queensland Government, the community and the private sector. Implementation of the policy will see public art included in Council’s Capital Works Briefing Documents and Urban Design projects. To be effective, the policy must incorporate, and be incorporated within, other key plans and policies.

A Public Art Planning Scheme Policy will be included in the City Plan as a guide for public art inclusion in private development. Festivals and events will include temporary public art activities maximising audience participation and marketing opportunities. Private sponsorship will be encouraged through donations to Council’s Arts Foundation for specific art opportunities or events.

Brisbane City Council is one of the largest municipal Councils in the world. Therefore efficient coordination of the policy will be critical to its success. A Public Art Group will liaise with nominated public art champions both internally and externally. This group will oversee policy implementation and provide advice on best practice commissioning for the planning, delivery and review of public art. A Public Art Database to record all Council’s public art will be accessible to the public. The database will be linked to a Total Asset Management Plan.
SECTION 1: THE CONTEXT

‘Artists for the public are bound to act as the conscience of the culture’ Garrison Roots *Designing the World’s Best: Public Art*


**Background**

Public art in Brisbane is as diverse as the landscape in which it is presented. It is inspired and informed by a multitude of environments – the cultural, physical, political, emotional and spiritual. Brisbane has witnessed a rapid increase in public art. Brisbane City Council’s public art policy of 1995, combined with the 1999 Queensland Government’s 2 percent *Art Built-in* policy has been instrumental to this growth.

Site-responsive contemporary artworks by nationally and internationally acclaimed artists have created places for people to celebrate our Brisbane lifestyle. The Brisbane Powerhouse, the Queen Street Mall, and the Melbourne Street Boulevard include examples of the city’s iconic public art collection.

Reflecting local character, Suburban Centre Improvement Projects have integrated public art thematically within the fabric of streetscapes. Balustrades, street furniture and sculptural works have provided productive opportunities for artists and the community to work together.

Traffic signal boxes throughout Brisbane are transformed into a citywide canvas for art using colour, humour and local themes. Embracing new technologies, the Headspace project in Brisbane’s Fortitude Valley displays a virtual gallery site for young artists. Council has successfully promoted public art as an essential element of good design for private development in the CBD.
What is public art?

The term, ‘public art’, has attracted a myriad of interpretations – from commemorative monuments and stand-alone objects to community art projects, functional elements, fountains and art using new technologies. Public art is an ever-changing genre.

Public art is visible and accessible to the general public. It may be permanently incorporated within the fabric, design, or fixtures of a building or place, or be a temporary project such as art installations and events. Public art can be situated within the public areas of private development, as well as in publicly owned spaces. It can be found in parks, transit environments, urban and civic spaces, the public areas of interior fit-outs, on building facades, pavements and in water environments.

Contemporary public art that is integrated permanently within a place is often referred to as ‘site specific’, meaning that it was conceived and built specifically for the space in which it is situated.

Public art can also be ‘context specific’, meaning it has been created to communicate messages which are of value to a contemporary society, such as environmental, social or political issues.

Public art is often cited as a driver in fostering community ownership and community pride, and may be known as ‘community art’. Here members of the local community are directly involved in determining the themes of the public artwork and may also participate in the design and production of the work.
SECTION 1: THE CONTEXT

Policy Context

Council’s corporate plan, Living in Brisbane 2010, sets a comprehensive vision statement for the future of Brisbane with eight strategic directions.

The development of a creative Brisbane is fostered through Council’s Creative City Strategy. This Strategy facilitates new ways of thinking and solving problems, not only in the arts and cultural fields, but in urban development and renewal, in ensuring an ecological balance and sustainability, in the creation of wealth and social cohesion. The Art in Public Places policy incorporates these themes as a framework to guide curatorial approaches, design and commissioning of artworks.

The Art in Public Places policy applies to:

- All Council programs that are concerned with the built and natural environment, such as capital works, urban design, integrated planning and design, development assessment, environment and parks, roads, transport corridors and major transport links such as tunnels and bridges.
- All Council programs that are concerned with the cultural life of the city, such as libraries, festivals and events, sport and recreation, history and heritage, cultural institutions, youth, elderly, multicultural and Indigenous programs.
SECTION 2: THE POLICY

Vision Statement

Brisbane will be recognised as one of the world’s great public art cities with an engaging outdoor gallery program that expresses our vibrant and creative culture.

The Goals

Promoting a unique Brisbane Style which reflects Brisbane’s:

- local iconography and contemporary cultural life
- physical environment and subtropical climate
- creative people and progressive cultural industries
- diverse communities
- history and cultural heritage
- identity as a progressive international city

Engaging the Brisbane Experience by:

- animating and enlivening the life of the city
- providing a generation with a legacy of place in history
- challenging perceptions, engaging community and stimulating dialogue
- informing and presenting issues and values relevant to the City
- expressing celebration, commemoration, pleasure and pride
- fostering cultural expression and cultural diversity
- valuing our natural environment

Stimulating Brisbane’s economy through:

- partnership with industry and its ability to be a creative player
- increased cultural and heritage tourism
- creating employment for artists and small business
- education about the visual and built environment
- demonstrating best practice procedures in the procurement and de-accessioning of public art
- support for creative and artistic initiatives and patronage of the arts
SECTION 2: THE POLICY

Four key drivers guide the Art In Public Places policy.

1: Creativity

Creative people are vital in the development of a creative city. New ways of thinking and the development of innovative processes will foster an environment of excellence. As a leader and host to contemporary public art projects, Brisbane will contribute to the critical discourse on the role of public art.

2: Diversity

Critical to the creation of a visually exciting city is a diverse art program, providing a platform to showcase the community’s wide range of interests, cultures and places of value. The policy promotes opportunities for access, inclusion and support for Indigenous artists, as well as young, emerging and established artists. The policy supports a broad range of art forms including temporary and permanent artwork.

3: Strategic approach to public art commissioning

Public art can promote policy issues important to life in the city. Its high public profile requires a strategic approach to allow for planned and purposeful commissioning. Partnerships, networks and communication with the Queensland Government, the corporate sector, industry, the arts and built environment sector, and the wider community are crucial to the development of a creative city.

4: Manage and promote the City’s public art collection

Preservation and promotion of the City’s cultural assets encourages pride in, and knowledge of, Council’s significant public art collection. A public art database will document both permanent and temporary artworks, providing a valuable tool for maintenance and conservation. Promotion of Brisbane’s public art through both the print and digital media will inform the community of the city’s collection and highlight future events.
SECTION 3: THE STRATEGIES

Art in Public Places provides a cross-disciplinary framework for Brisbane City Council’s public art program. It defines three strategies to underpin Brisbane’s creativity promoting permanent and temporary artworks, industry development, and cultural mapping.

Activate Art in the City

This strategy promotes Brisbane as a city of artistic excellence in temporary public art. It aims to animate and activate the city and suburbs, creating a sense of wonder and excitement with an ever-changing visual display. Promoting shared experience and social interaction, artworks could take the form of art events, exhibitions of conceptual ideas for the city, or temporary public art installations. The short-term nature of these projects allows artists to push boundaries without the associated long-term constraints. The development of new ways of thinking requires opportunities to take risks, providing an excellent vehicle for building skills and expertise.

This strategy will showcase our artists and their artwork, encourage discussion and debate, and promote a vibrant city life. It will explore the meaning of art and its value to society, displaying artwork which engages, stimulates, challenges and amuses. Council will participate in and support critical exchange on the role of public art locally, nationally and internationally. It will engage with, and participate in, key urban policy debates and discussion such as urban design, planning, architecture, and landscape architecture.

Objectives of Activate Art in the City:

• promote innovation, excellence and creativity in the arts
• activate and enliven public spaces
• engage with issues relevant to Brisbane and its place within the international community
• develop skills, expertise and experience
• encourage interaction and accessibility for a variety of art forms within the community
• encourage shared marketing and audience participation with festivals and events

LEADING PROJECTS

T.a.P — Temporary Art Project - Brisbane Water will host an artists-in-residence program to develop creative projects which enlighten the community on the processes and infrastructure and systems of the City’s water supply.

Art & Arch infinite — support a collaboration with artists and architects to install temporary public art installations in the streets of Brisbane during the Brisbane Festival.

Bloom — an artist-in-residence program to create temporary land art and horticultural displays in the City’s parks.

GO K’art — harnessing the enthusiasm and talents of Brisbane’s children, this project will explore temporary public art for kids.

Imagining Brisbane — “What if, what could be, what can be?” Seeking a conceptual response to our place, an exhibition for the Museum of Brisbane of ideas for the future of our city and suburbs.

New Media – ‘Out and About’ – A digital artwork in Fortitude Valley, linked to the Youth Internet Radio project, and location-based games.

The City at Night — a lighting, sound and projection project to enliven the city at night and provide a vital tourist attraction.

Tempting — in partnership with festivals, temporary public art projects will be programmed.
SECTION 3: THE STRATEGIES

Integrate Art in the City

This strategy will promote Brisbane as a city that values art as an essential component of the built environment. It will integrate artists, designers and other creative people within Council's planning teams to form collaborative and innovative partnerships. Input from Brisbane's rich cultural mix as well as from other cities will build Brisbane's connection to its own people and beyond.

Capital works projects and urban design developments will reflect and respond to the cultural values of the community, promoting local character in a planned and informed manner. Cultural mapping, scoping and audits at the planning stage will assist a cross-disciplinary approach and provide valuable information for understanding the culture of a place.

The city as an outdoor gallery will present iconic artworks by notable artists on the city streets. These artworks will form a trail of discovery and will contribute to the image of Brisbane as a sophisticated and confident city. Artworks will showcase each artist's unique style, capturing an artistic expression of life in the city and of our time.

Objectives of Integrate Art in the City:
- promote the integration of creative people and processes within Council projects
- facilitate cultural planning and curatorial frameworks for public art projects
- promote innovation, excellence and creativity in the arts
- develop site-specific responses that enhance local character and promote identity
- promote a Brisbane Style through the commissioning of iconic artworks
- develop skills, expertise and experience
- encourage interaction with and accessibility of art within the community

LEADING PROJECTS

CAST — Adding innovation, lateral thinking and artistic expertise, creative people will be included within multi-disciplinary teams. A register of cultural planners, curators, public art consultants and creative thinkers will be developed to assist teams to integrate a diverse range of people within projects. An artist-in-residence program for local, national and international artists will be included.

“We are the people of Brisbane” — iconic signs will that communicate and reinforce Brisbane’s openness and diversity. They will be installed in airports, interstate rail and bus terminals as well as local precincts.

Integration — As an essential element of the built environment, artwork and design opportunities will be integrated in major projects including the Green Bridge link, Council’s new city library/customer service centre, Chermside Library, Suburban Centre Improvement Projects, play spaces and other major capital infrastructure such as tunnels and transport corridors.

Streets ahead — Iconic artworks by Queensland’s foremost artists will create a ‘streets of fame’ trail of discovery in the city and the suburbs.

Access Indigenous Brisbane — Indigenous artists will draw out the special meaning of places of significance with a series of artworks forming a unique indigenous trail for the city and suburbs.
SECTION 3: THE STRATEGIES

Water Art Strategy

Brisbane’s climate has been a defining aspect for Brisbane’s identity. It helps to set Brisbane apart from other Australian metropolitan capital cites. The Water Art Strategy was developed as a leading project within the theme “City Designed for Subtropical Living”, Living in Brisbane 2010. The strategy aims to “…develop sculptures, gateway entries and other public artworks with water as their major feature” which reflects the growing affinity with the Brisbane River, its creeks, and proximity to Moreton Bay.

Water is notable by its presence, and by its absence. In the current climate of sustainable resource development, it is timely to develop projects which increase awareness of our most precious asset. Conceptually, water relates to almost every aspect of our lives. It is ever present, critical to our survival and inherent in our cultural and spiritual values.

The outcomes are directed towards celebration of the natural environment, using education and recreation as tools to achieve better management of our resources. Projects will raise awareness of the social, cultural, and ecological environment of water in Brisbane.

Water as a theme is to be explored in ways that encourage community participation and interaction, raise aesthetic and artistic standards, and develop sustainable new methodologies.

Objectives of the Water Art Strategy

- To celebrate Brisbane as a subtropical city that is water aware and water wise
- To highlight the social, cultural, and ecological environment of water
- To create an environment which celebrates water — physically, conceptually, spiritually
- To encourage sustainable resource development — a clean and green city
- To encourage community participation, interaction, and raise artistic standards
- To promote innovation.

LEADING PROJECTS

Reflect-refract-illuminate

Water, light, shade, our climate and natural environment will inform a series of exciting permanent and temporary artworks that position Brisbane as a dynamic subtropical city.

Projects include;

- **Artists-in-Residence in Brisbane Water** using sound, text, new media, and installations for temporary public art.
- **Artist-in-Residence in the Centre for Subtropical Design** using photography and photo-montage.
- **Valley Gateway Art Integration Project** — A major artistic intervention at the confluence of Ann and Wickham Streets creating a bold new gateway for the city of Brisbane.
- **Roma Street Gateway** — The development of a major gateway for the northern entry to the city.
- **Greenways Entrance Markers** — Vertical sculptural works at entrances to the bike and pedestrian pathways.
- **A Water Feature for Brisbane Square** — integrating water and art elements in a master-planned approach.
- **Art at the Bay** — A program of activities and artwork along the Moreton Bay foreshore which addresses environmental and ecological themes.
SECTION 4: ACQUISITION

Acquisition of Public Art

Brisbane City Council aims to secure a unique public art collection for the city and places a high priority on commissioning local artists. Public Art will be procured through a variety of channels including Council programs, private development partnerships and sponsorships.

- **Brisbane City Council**
  Brisbane City Council will procure artwork as follows:
  - All Capital Works Briefing Documents and Urban Design projects are to consider the inclusion of public art. The percentage allocations should be commensurate with the public profile of the site and/or project.
  - Public art will be commissioned within specific strategies identified by Council.
  - Through programming opportunities with the Museum of Brisbane, City Entertainment, and the Brisbane Powerhouse, and within festivals and events.
  - A Public Art Planning Scheme Policy will be included in the City Plan to encourage private developers to support public art initiatives.

- **Sponsorships and External Partnerships**
  Brisbane City Council will encourage the development of sponsorship for the arts through the establishment of an Arts Foundation. It will actively promote long-term partnerships with the Queensland Government, the corporate sector, the built-environment sector and the tertiary sector to initiate and deliver innovative public art.

- **Donations and Gifts**
  Brisbane City Council may be offered donations and gifts of public artworks by individuals or commercial entities wishing to make a cultural contribution to the city. Whilst Council is grateful for such offers, it is not obliged to accept the artworks since they may carry with them expensive responsibilities for installation, maintenance and conservation. Such gifts and donations will be assessed for their appropriateness to, and alignment with, the Art in Public Places Policy Donations criteria. Council will accept financial donations which are tax deductible to commission new work identified as part of Council’s public art program.

- **Private Sector’s Partnerships**
  Brisbane City Council will continue to promote the benefits of public art within private development to enhance quality of life, cultural tourism and point of difference in the market place. Council will actively encourage voluntary contributions by developers within the CBD through the Development Assessment process where the value of the development exceeds $5 million. Areas of high urban growth and regeneration such as the Woolloongabba, South Brisbane, West End, Fortitude Valley and Newstead precincts will also be promoted as sites for developer-sponsored public art. Developers may opt to sponsor artworks within their precincts which have been
identified as part of Council’s public art program. This may be achieved by donating to Council’s Arts Foundation.

A collaborative approach to facilitate purposeful and planned commissioning is encouraged at the concept development stage between planners, developers, architects and artists in urban design projects.

To ensure the inclusion of appropriate public artworks by recognised artists or craftspeople, the following criteria will be applied:

- A contribution of approximately 0.25 percent of the total estimated project cost as certified by a recognised Quantity Surveyor.
- The budget contribution will be lodged with Council’s Public Art Officer.
- Public artwork is to be located in the public realm and made accessible to the general public.
- A Public Art Review panel comprising the owner/developer of the subject site, Council’s Public Art Officer, a member of the Development Assessment Team Central and one external expert from the arts and built environment industry will assess:
  - the proposed public art opportunity, its location and suitability to site.
  - the appropriateness of the artwork in terms of design, cultural and community values pertaining to the site location.
  - the choice of materials, durability and resistance to vandalism.
  - the maintenance schedule and expected lifespan cost.
SECTION 5: IMPLEMENTATION

Co-ordination

- A Public Art Group will be established to oversee the policy and liaise with public art champions:
  - identified within Council divisions.
  - identified within the arts sector, Queensland Government, private industry, the built-environment industry and the tertiary sector.
  - to coordinate an Ideas & Innovation group.

- A public art website will include:
  - The Public Art Database of Council’s public art and private developers’ contributions which can be accessed by the public through Council’s corporate website.
  - A Total Asset Management Plan for Council owned public art with conservation condition reports and maintenance records.
  - The development of location maps to create public art trails.
  - Links to policy and planning documents such as site scoping studies, heritage evaluations etc.

Procedures

- Inclusion of public art in Capital Works Project Management briefing documents.
- Public Art Planning Scheme Policy for private development included in the City Plan.
- Procedures Manuals for Council commissioned artwork and private development will guide best practice commissioning. The manuals steer the implementation process and provide checklists for all relevant reviews and approvals including artistic, risk and safety, maintenance and conservation.
- Public Art Commissioning Contracts.
- Standard Maintenance Manuals.
- A Guide for Artists on roles and responsibilities.

Promotion & Education

- Public art guides including on-line opportunities and printed self guided trails.
- Public art website to provide an online presence for the community.
- Investigation of an award for an exemplary private development public art contribution.

Building Capacity

- Develop training opportunities for artists and designers.
- Development of mentoring programs for artists, curators and project managers within capital works projects.
Evaluation of Public Art

The question of quality and excellence in art is a hotly-debated subject. To this extent, further consultation is required to develop an Evaluation Criteria for public art presented at the concept stage. Not only will this ensure compliance with the policy but also promote excellence in conceptual scope, innovation and creativity.

Criteria for Assessment

- A Donations Criteria has been established to guide private sector donations.
- Criteria and procedures for the evaluation of past and proposed commemorative and memorial works, including plaques proposed for siting on Council land, are to be developed.
- De-accessioning of commissioned artworks will follow Council's Public Art Commissioning contracts. Criteria addressing issues of site relevance, cultural heritage, risk and maintenance cost projections will be developed to assess identified artwork.

Key Performance Indicators

The policy will be evaluated through consultation, quantitative data and specific program areas against the following:

- Greater public awareness and enjoyment of Brisbane's public art assets.
- A diverse range of artists to be engaged each year including Indigenous artists, young and emerging artists, and experienced artists.
- All public art commissioned by Council will be recorded on the Public Art Register and included in a Public Art Total Asset Management Plan.
- There will be a range of types of artwork, funding partners and clients for public art each year.
APPENDIX: DEFINITIONS

• **Artist/designer/craftsperson**
  Is a person or team of people who:
  - hold professional qualifications in visual art, craft and/or design or are currently undertaking professional study in one or more of these areas.
  - have regular exhibitions of their work and/or have their work referenced in critical writings on art.
  - have won notable national or international prizes for art and/or been awarded grants for their artwork.
  - have work collected in public collections and/or are commissioned or employed on the basis of their skills.
  - are recognised by arts peers as an artist, designer or craftsperson and/or a member of a professional association on the basis of their status as an artist, designer and/or craftsperson.

• **Public Art Planning Scheme Policy**
  To link to the *Art in Public Places* Policy, the Planning Scheme Policy will outline criteria for private development and will be included in the City Plan identifying conditions.

• **Public Art Data-base**
  A database of all Council-owned public art and private developers’ contributions through the Development Assessment process.
  The data-base will include where possible:
  - location and commissioning history.
  - artist name and contact details
  - description and image of the work.
  - materials and dimensions.

• **Total Asset Management Plan**
  A whole of Council asset-management plan which links to the database.
  The Plan will include:
  - condition reporting.
  - standard maintenance manuals.
  - whole-of-life costing for maintenance.
  - budget forecasting.
  - schedules and responsibilities for maintenance.