



7.5 TITLE: PUBLIC ART POLICY

RESPONSIBLE DEPARTMENT:	COUNCIL SERVICES
ASSOCIATED PROCEDURE(S):	
ASSOCIATED DELEGATION(S):	
DATE OF LAST REVIEW BY COUNCIL	18 January 2010

Policy Statement

The aim of the Public Art Policy is to provide the necessary process required to deliver outcomes in Public Art that enhance the natural and built assets of the District Council of Mount Barker.

Definitions

Public Art

Art that is originally designed and produced for public space. This type of art can include two dimensional and three-dimensional works. It may be permanently or temporarily installed or enacted.

Public art is regarded as the artistic expression of a contemporary art practitioner presented within the public arena, outside the traditional gallery system, where it is accessible to a broad audience.

For the purposes of this document, the term 'public art' includes 'design', with the elements designed by either an artist or a design team, which incorporates the creative input of an artist. The public arena refers to both indoor and outdoor spaces that are accessible to a wide public, including parks, open plazas, road reserves, civic centres and library foyers. Works of art in the public arena take many forms, including paintings, prints, murals, photography, sculpture, earthworks, details in streetscapes, performance, installation, sound works, text, audio and multimedia. They may be permanent, temporary or ephemeral.

Public Art Policy

A guiding, decision-making framework. This Policy relates to Council's commissioning of public art works on Council owned or managed properties or in circumstances where Council is a financial contributor to a project involving the commissioning of public art.

Community

The residents in a local government area who have particular elements in common. For example: geography, gender, age, ethnicity, Aboriginality, ability/disability, businesses and other interests, for example, tourism.



Audiences

Both the community and visitors (regional, state, national and international) to the District Council of Mount Barker.

Consultation

Actively seeking out the opinions and views of residents, special interest groups, community groups and other stakeholders (funding bodies, government bodies) as well as giving information on developments within the community.

Participation

Engaging the community to work collaboratively and responsibly with others to produce work for the public realm.

Policy Principles

1. The policy recognises that public art provision can occur through a number of means including:
 - 1.1 implementing appropriate design and beautification of local areas to develop identity.
 - 1.2 participation of the community in initiating, responding to and providing public art for their own enjoyment or purpose.
 - 1.3 developing significant pieces of public art that proclaim the District Council of Mount Barker as a place where cultural excellence flourishes.
2. Residents, businesses and community interests are recognised in relation to any proposed public art development.
3. The engagement of artists with the community is encouraged in developing a sense of place in the public domain.
4. Local identity is enhanced through the development of signs and symbols which capture the essence of place.
5. Excellence in design and fabrication of public art works is achieved.
6. Expression of diversity through public art projects is recognised.
7. Access to education and interpretation of public art produced within the District Council of Mount Barker is ensured.
8. Artists of repute are engaged and their vision is realised, maintained and conserved.

Objectives

The overall aim of the Public Art Policy is to enhance the natural and built assets of the District Council of Mount Barker and to reflect its unique character, history and future aspirations.

1. To integrate public art principles into relevant areas of Council programs.



2. To provide opportunities for artists and designers to contribute to design and development of public art in collaboration with urban planners, architects and Council.
3. To call for expressions of interest for design development where appropriate.
4. To develop an on-going and sustainable public art program.
5. To ensure budget allocation and on-going integration of designs.
6. To seek resources from arts funding authorities.
7. To consult the community on public art proposals.
8. To seek out opinions on sites and type of public art.
9. To recognise the diverse nature of public art expression.
10. To ensure a range of public art is produced that reflects the aspirations and difference of the communities within which it is placed.
11. To increase understanding of public art through interpretation and education.
12. To produce material and documentation of the District's public art that is accessible to residents and visitors.