

Strategic Alignment - Dynamic City Culture

**Program Contact:**

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Public

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## EXECUTIVE SUMMARY

An application has been received from Illuminate Adelaide Foundation Ltd for a digital art exhibition called Ouchhh Studio | Wisdom of AI Light to be held on Rundle Road as part of Illuminate Adelaide 2022.

Following the success of Van Gogh Alive at 88 O'Connell Street in 2021, Illuminate Adelaide have been working to bring this major digital art exhibition to Adelaide which will be a centre piece of its 2022 program. It is estimated that the exhibition will attract more than 130,000 attendances.

The exhibition dates are 16 July to 28 August 2022. To facilitate the event, a temporary closure of a section of Rundle Road will be required from 13 June 2022 to 4 September 2022. The applicant is seeking a one-off approval for the 2022 Illuminate Adelaide event.

Alternative locations were explored and considered not viable or were not available for the time required by the event organisers.

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## RECOMMENDATION

### THAT COUNCIL

1. Approves that a portion of Rundle Road be temporarily closed to traffic from 13 June 2022 to 4 September 2022 to facilitate an exhibition event as part of Illuminate Adelaide 2022.
  2. Authorises the Chief Executive Officer or delegate to take all necessary steps to prepare and execute a permit to enable Illuminate Adelaide Foundation Ltd to utilise the relevant portion of Rundle Road, as set out in Image 1 and 2 of Item 4.1 on the Agenda for the Special meeting of the Council held on 25 May 2022, for a business purpose under Section 222 of the *Local Government Act 1999 (SA)*.
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## IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	<b>Strategic Alignment – Dynamic City Culture</b>  The proposal outlined in this report aligns with Key Action 3.11: Expand Adelaide’s global reputation as a ‘magnet city’ and UNESCO City of Music, through world class events, live music, festivals and activation.
Policy	This event application has been assessed against the requirements of the Adelaide Events Guidelines 2022.
Consultation	Public consultation has been undertaken for the road closure under <i>the Local Government Act 1999 (SA)</i> . The Public Consultation ran from 8 until 29 April 2022.  Key stakeholders were targeted as part of the public consultation including East End businesses and residents, SA Police, SA Metropolitan Fire Service, Department of Infrastructure and Transport and the City of Norwood, Payneham and St Peters.
Resource	The event will be facilitated within existing resources.
Risk / Legal / Legislative	If the proposed use of the road and associated closure is approved by Council, the Chief Executive Officer will use existing delegated authority to implement the closure under the <i>Road Traffic Act 1961(SA)</i> . The Chief Executive Officer, or delegate, will be authorised to to prepare and execute a permit under the <i>Local Government Act 1999 (SA)</i> .
Opportunities	The Illuminate Adelaide, Ouchhh Studio exhibition will result in increased visitation to the Adelaide CBD across the proposed exhibition dates, at what is a traditionally quieter time of year. It is estimated that the exhibition will attract more than 130,000 attendances.  The exhibition will enhance the cultural offerings available in this part of the city, and will support the local economy, restaurant, and business owners by its location in the East End precinct.  Illuminate Adelaide’s key metrics through their sponsorship arrangement with the South Australian Tourism Commission are based around the economic impact of overall expenditure of audiences and attendance numbers, focused on visitation into the CBD from local, intra and interstate areas.  The exhibition will support Adelaide’s position as a centre of innovation and digital transformation and engagement.
21/22 Budget Allocation	Illuminate Adelaide Foundation has been allocated \$150,000 from the 2021/22 Events and Festivals Sponsorship budget for the Illuminate Adelaide 2022 event.
Proposed 22/23 Budget Allocation	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	The event organiser will be issued a Single Year Event Licence and road closure permit for the 2022 event. The exhibition dates are 16 July to 28 August 2022. To facilitate the event, a temporary closure of a section of Rundle Road will be required from Monday 13 June 2022 to Sunday 4 September 2022.
21/22 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Not as a result of this report
Other Funding Sources	Not as a result of this report

# DISCUSSION

1. Illuminate Adelaide is a major annual Winter event for Adelaide which will enter its second year in 2022.
2. In 2022 Illuminate Adelaide presents a new exhibition, 'Ouchhh Studio Wisdom of AI Light' which is an AI driven multisensory experience. The Istanbul-based Ouchhh Studio have collaborated with NASA and CERN, and now they are heading exclusively to South Australia as Illuminate Adelaide's latest Luminary Artist in Residence.
3. Following the success of Van Gogh Alive at 88 O'Connell Street in 2021, Illuminate Adelaide have been working to bring this major digital art exhibition to Adelaide which will be a centre piece of its 2022 program.
4. Rymill Park/ Murlawirrapurka (Park 14) was the initial preferred location, however, the Park will be under construction as part of Council's Events Infrastructure Upgrade project planned to commence in June 2022.
5. Rundle Park/ Kadlitpina (Park 13) has also been explored however the size of the main exhibition pavilion will not fit amongst the trees at the Western end of the Park Land.
6. The 88 O'Connell site is not available as construction has commenced.
7. Rundle Road has been selected as the location of choice by Illuminate Adelaide due to:
  - 7.1. The location bookending the Illuminate Adelaide 'City Lights (East)' program, which will be located in and around Rundle Street.
  - 7.2. The immediate proximity to the East End hospitality and retail precinct and the potential benefits to these businesses.
  - 7.3. The associated size requirements of the exhibition pavilion.
8. We advise that this proposal is supported as a one-off approval for Illuminate Adelaide, noting that the Event Infrastructure works in Rymill Park will have been completed ahead of next year's 2023 program, which would allow it to be hosted off-street in Rymill Park.

## **Exhibition information**

9. The 'Ouchhh Studio Wisdom of AI Light' will be presented in a purpose-built pavilion.
10. The exhibition will open to the public from Saturday 16 July 2022 – Sunday 28 August 2022 with tickets sold in session times. This exhibition is presented as part of Illuminate Adelaide, but as with Van Gogh Alive in 2021, it will run for an extended period.
11. The Van Gogh Alive exhibition in North Adelaide attracted 150,000 people across the season in 2021, an impressive result in the context of the COVID capacity restrictions and related health and safety measures that were introduced at this time. It is estimated that this new exhibition will see in excess of 130,000 attendances across the season and drive significant economic benefit to the precinct and the City.
12. The exhibition will act as an extension to the Illuminate Adelaide City Lights (East) program already planned for Rundle Street and surrounds. In 2021, 300,000 people attended the City Lights program in the City.
13. Given its nature as an art exhibition and that it is proposed to be staged inside a pavilion, any noise impact on the surrounding area is expected to be minimised. An event and noise management plan will be created by Illuminate Adelaide for Councils approval.
14. Overall site design is in development, but it will be a requirement of the event approval that the site demonstrate high design values.

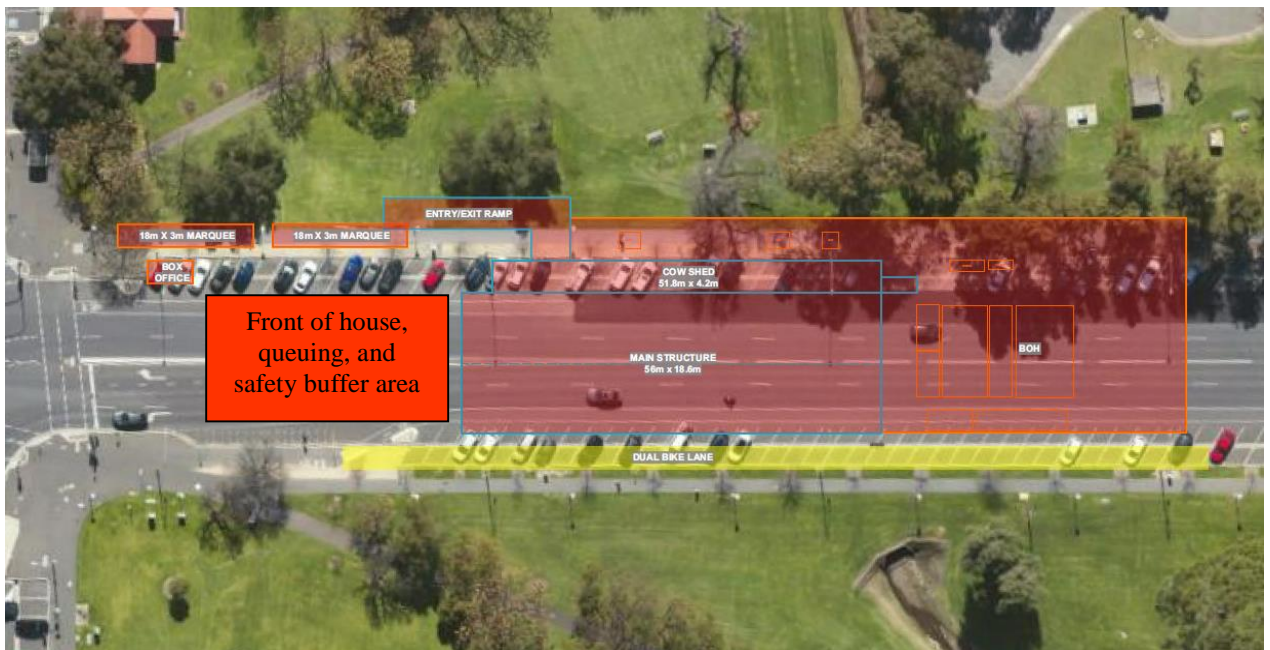
## **Road closure information**

15. To facilitate the exhibition, a portion of Rundle Road will be closed to vehicle traffic from Monday 13 June 2022 to Sunday 4 September 2022 as set out in Image 1 and 2. The event will also occupy a portion of Rundle Park/ Kadlitpina (Park 14) and a portion of the Northern footpath along Rundle Road.





**Image 1 - Event footprint on Rundle Road for exhibition**  
**Event footprint on Park Lands**



**Image 2**

16. Due to the scale and complexity of the setup for the exhibition, Rundle Road is required to be closed for five weeks prior to opening to the public. In 2021 the Van Gogh Alive exhibition required six and a half weeks to setup the exhibition on 88 O'Connell Street.
17. Pedestrian and cyclist access will be maintained along the southern side of Rundle Road throughout the road closure period.
18. The same portion of Rundle Road has previously been closed to vehicle traffic as part of East End Unleashed 2021 and 2022. For each of the five weekends during the Adelaide Fringe Festival in 2021 and 2022, the majority of Rundle Road was closed to vehicle traffic to accommodate the large volume of people in the precinct and to assist the Gluttony and Garden of Unearthly Delights events with their queue management along the roadway.

19. There were no significant negative impacts resulting from the East End Unleashed road closures during Adelaide Fringe this year. Our experience with these road closures has helped to inform the operating conditions that would be set for the Illuminate Adelaide event.
20. The proposal would include the temporary loss of approximately 80 carparks and 17 motorcycle parks. It will leave approximately 130 carparks accessible for public use on the Eastern end of Rundle Road. A traffic management plan is now being finalised for the road closure, which will confirm the impact on parking.
21. In accordance with *Section 223 of the Local Government Act 1999 (SA)*, public consultation has been undertaken for the event road closure.

#### **Public Consultation Outcomes**

22. Public consultation for the application was conducted via Your Say Adelaide between 8 and 29 April 2022 and the responses are included at [Link 1](#).
23. A summary of the number of submissions received is provided below:
  - 23.1. A total of 41 people visited the Your Say Adelaide webpage.
  - 23.2. 14 submissions were submitted.
  - 23.3. 11 submissions support the proposal and 3 submissions do not support the proposal.
24. Targeted consultation was also undertaken by Council with the following emergency services and other authorities, with no objections raised about the proposed road closure:
  - 24.1. SA Police
  - 24.2. SA Metropolitan Fire Service
  - 24.3. The Department of Infrastructure and Transport's Traffic Management Centre
  - 24.4. The South Australian Public Transport Authority
  - 24.5. City of Norwood, Payneham & St. Peters

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## DATA AND SUPPORTING INFORMATION

**Link 1** – Public consultation responses

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## ATTACHMENTS

Nil

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- END OF REPORT -