

Strategic Alignment - Dynamic City Culture

Public

**Approving Officer:**  
Ilia Houridis - Director City  
Shaping

## EXECUTIVE SUMMARY

Council is responsible for the management and protection of the Adelaide Park Lands. Council considers requests for new public artworks in the Park Lands, in alignment with the commitments to public art in the Adelaide Park Lands Management Strategy 2015-2025.

The Illuminate Adelaide Public Artwork is the City of Adelaide's 3-year \$300,000 annual commitment in the Business Plan and Operating Budget for the delivery by the City of Adelaide of a legacy public artwork for Illuminate Adelaide. The 2023 artwork will be created by internationally renowned creative media collective from Europe, Ouchhhh Studio. The artwork is proposed to be designed site-specific for placement in Light Square / Wauwi. Ouchhhh will be in Adelaide in July as part of the Illuminate Adelaide 2022 event as an artist in residence enabling an experience of the city and site as well as engagement around a data source to inform the work.

Heritage SA, Department for Environment and water, has provided preliminary advice that *the artwork is harmonious and a nice balance with the existing Colonel Light Memorial ... the concept is in keeping with the simple and slender form of the monument [and] ...the presence of the artwork may even focus more attention to the monument than it currently has from the south*. Its formal advice will be provided as part of the development approval process.

Further to this, the proximity and relationship to the Colonel Light Memorial is an important aspect of this work. The location was chosen both to provide balance in the square to the Memorial, but also to enhance the purpose of Light in this physical location. It will be placed in line with the Memorial providing symmetry and context with an enduring focus on Light in the Square.

This is a major opportunity for Adelaide to be the first city in Australia to secure a significant artwork by this internationally celebrated artist studio. Location approval is required for engagement, consultation, full feasibility and design to be undertaken. Once installed, the artwork will be a part of the City of Adelaide's public art collection and will be maintained and managed as part of the regular maintenance schedule.

The life of this public artwork, as an enduring permanent public artwork, is estimated at 25 years.

This report seeks approval from Council for the proposed site.

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## RECOMMENDATION

### THAT COUNCIL

1. Approves the location of a public artwork by Ouchhhh Studio within Light Square / Wauwi, based on the concept design, as shown in Attachment A to Item 10.5 on the Agenda for the meeting of the Council held on 12 July 2022.
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## IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	<b>Strategic Alignment – Dynamic City Culture</b> Deliver public art throughout the city in collaboration with the private sector as a contribution towards dynamic city culture.
Policy	<b>Adelaide, City of Art: Public Art Action Plan 2019-22:</b> Deliver Art Shines, a creative light-based public art commission program to energise, delight and make public spaces welcoming and safe. <b>Adelaide Park Lands Management Strategy 2015-2025:</b> Strategy 1.2.3: Create places and attractions that set the Park Lands apart - Provide opportunities for the development of permanent and temporary public artworks and memorials across the Park Lands. Strategy 1.3.7: Promote the Park Lands as a visitor and tourist destination - Encourage and support unique attractions in the Park Lands. <b>The Park Lands Community Land Management Plan, Chapter 17, Light Square / Wauwi:</b> Enhance the Square through creative design and distinctive features that broaden its appeal and use, including maintaining public art to contribute its distinctive character.
Consultation	Internal engagement, Illuminate Adelaide, the City of Adelaide Public Art Round Table, Kadaltilla / Park Lands Authority (to occur on 23/6) and Heritage SA. Further key stakeholder, elected member, business and community engagement to be undertaken as part of the feasibility process.
Resource	Project support will be provided by the Infrastructure Delivery and Creative City teams.
Risk / Legal / Legislative	There is a reputational risk with key stakeholders and the wider community should this location not be supported.
Opportunities	Reinforce the city's reputation as a place of quality arts and cultural experiences. Provide a cultural tourism destination that will attract local, regional, national and international visitation, leading to visitor expenditure in the city. Shared funding and project management resourcing.
22/23 Budget Allocation	City of Adelaide's 2022-23 budget for this project is \$300,000
Proposed 23/24 Budget Allocation	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	An enduring permanent artwork with an expected lifespan of 25 years.
22/23 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Annual maintenance costs are anticipated to be in the order of \$10,000. To be confirmed as part of the detailed design stage.
Other Funding Sources	The full budget of the project will be fully costed once location is approved and feasibility is completed. It is expected to exceed the \$300,000 allocation. The City of Adelaide contributed \$50,000 in 2021-22 from unspent funds. This project will also leverage funding from Illuminate Adelaide who have committed to provide the additional funding in next year's programming budget. This is included in the partnership agreement with Illuminate.

## DISCUSSION

1. Illuminate Adelaide is an annual major winter event that celebrates innovation, music, art, light and technology that takes place throughout July.
2. Through the City of Adelaide annual Business Plan and Operating Budget process a total \$900,000 was allocated as \$300,000 per annum over three years and will be delivered as follows:

	Illuminate 2021	Illuminate 2022	Illuminate 2023
<b>Public Artwork</b>	<i>Golden Rhombohedron (Obtuse)</i>	In development	Title TBC
<b>Artist</b>	Jason Sims	In development	Ouchhhh Studios
<b>Location</b>	Grote Street	In development	Light Square / Wauwi
<b>Status</b>	Complete	Concept development underway for Council to note.	Feasibility and approvals underway

3. It is intended that this series of co-commission partnerships with Illuminate Adelaide will create a collection of interactive and light-based artworks in the city which, over time, will become a significant cultural experience and visitor attraction.
4. For 2023 Illuminate Adelaide has proposed a significant opportunity to co-commission an artwork from internationally renowned creative media collective, Ouchhhh Studio. Due to working with an international artist and the Park Land location proposed, this report for 2023 precedes the Illuminate 2022 Public Art commission Council report which will come to the August meeting.
5. Ouchhhh is a global multi-disciplinary creative hub and innovator with outstanding results in the art science technology for ten years. The Studio is a pioneer of data paintings and sculptures, working with a team of engineers, academics, creative coders, designers and media artists. The Studio's main office is in Istanbul, with approximately 52 public art projects represented across the world, including London, New York, Berlin, Tokyo, Seoul, Milano, Abu Dhabi, Paris and more. The Studio has received multiple accolades and awards in the international arena.
6. This ambitious public artwork will be a national first, as the only permanent public artwork of this significant international artist collective in Australia.
7. A data driven light-based artwork is proposed to be designed sympathetically and site specific for installation in Light Square / Wauwi.
8. The Ouchhhh Studio public artwork will be designed to a scale and shape that is respectful, in context and amplifies the experience and character of Light Square / Wauwi.
9. It is proposed that the artwork is located centrally at the southern end of Light Square where it will sit in balance and harmony with the existing and culturally significant Colonel Light grave and memorial and will retain the formal design of the Square.
10. The artwork will sit below the canopy of the trees and will frame Light's Memorial when viewed along the north-south axis.
11. The Ouchhhh Studio public artwork will amplify and add value to Light Square / Wauwi as a cultural destination, driving tourism and attendance in the west end of the city, supporting Council's commitment to reignite Adelaide.
12. Light Square / Wauwi is the ideal location given its proximity to the cluster of cultural experiences in the west end precinct, including the JamFactory, ACE Open, Samstag Museum of Art, Guildhouse, Feast Festival. Nexus Arts, The Lion Arts Centre, the Museum of Discovery (MOD) and many creative studios.
13. The Ouchhhh Studio public artwork will enhance Light Square / Wauwi as a vital and open civic space, while further complementing the two existing public artworks *The Eternal Question*, 1982 by Richard Tipping and *The Knot*, 1975 by Bert Flugelman on loan from the Art Gallery of South Australia.
14. The Ouchhhh Studio public artwork will be designed in accordance with City of Adelaide Park Lands design and safety guidelines. It will have minimal impact on the existing landscape, with no significant trees removed, the pathways alignments across Light Square retained, views of the skyline highlighted, and grassed space remaining accessible for events and community gatherings.

15. Four existing eucalypt saplings will be removed and replaced by a minimum of four new trees to increase the amenity and long-term canopy of the Square. The placement of the relocated saplings will take into account the layout and boulevard design of the existing tree scape. The addition of the artwork will mirror the Colonel Light memorial and add a gateway to the existing boulevard.
16. The addition of the artwork may also require the removal or relocation of four existing lamp poles at the Southern end of the Square. Given that the artwork is light-based there will be no net change to the quality and amenity of light in the Square.
17. In alignment with the commitments in the Adelaide Park Lands Management Strategy 2015-2025, the Illuminate Adelaide public artwork will enhance the attractiveness and night-time safety of Light Square / Wauwi to a wide cross-section of the resident, worker and visitor populations and, as a result, will increase its use.
18. City of Adelaide will work with Ouchhh Studio to incorporate local data into the artwork that showcases the city's environmental leadership and commitment to sustainability.
19. Initial site investigations show that the proposed location in Light Square / Wauwi is clear of major underground services and that the project is achievable from a logistics and budget perspective.
20. Preliminary consultation has been undertaken with Heritage SA, the City of Adelaide Public Art Round Table and Kadaltilla / Park Lands Authority. All are supportive of the proposal for the Ouchhh Studio to be commissioned to create an Illuminate Adelaide public artwork.
21. Heritage SA, Department for Environment and Water, has provided preliminary advice (ahead of formal consideration as part of the development approval process) that *the artwork is harmonious and a nice balance with the existing Colonel Light Memorial located in Light Square / Wauwi. The concept is in keeping with the simple and slender form of the monument, and the presence of the artwork may even focus more attention to the monument than it currently has from the south. A slenderness of the ring would be desirable in the final design of the artwork.*
22. Members of the City of Public Art Round Table, including representatives from Arts South Australia, Art Gallery of South Australia, Guildhouse, Jam Factory, Nexus, Tandanya National Cultural Institute, and esteemed local artists have expressed *the extraordinary opportunity this project provides for Adelaide to secure such a high-quality artwork from a revered international artist studio. It would also provide a valuable opportunity for local artists to connect, learn and collaborate with Ouchhh.* They further noted that *a commission from Ouchhh would existing artworks in the City of Adelaide collection and that light-based, digital sculptural artworks would help create a must visit destination and memorable space.*
23. The 23 June Kadaltilla / Park Lands Authority meeting was cancelled. This matter will be presented as the Special Kadaltilla meeting scheduled for 30 June 2022. Advice from that meeting will be provided at the Committee meeting on 5 July 2022.
24. Pending Council approval of the proposed location in Light Square / Wauwi, Illuminate Adelaide will progress the detailed design of the artwork, in line with regular Council processes.
25. The artwork will then be fabricated, installed and launched as part of the Illuminate Adelaide 2023 event.

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## ATTACHMENTS

**Attachment A:** Concept Design for Illuminate Adelaide Ouchhh public artwork

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- END OF REPORT -