

Illuminate Adelaide 2022 Public Artwork

Strategic Alignment - Dynamic City Culture

Public

Tuesday, 2 August 2022

**The Committee - Pre-Council
Discussion Forum**

Program Contact:

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City

Approving Officer:

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Shaping

EXECUTIVE SUMMARY

At its meeting on 10 November 2020 Council resolved that “individual public art projects valued over \$100,000 must come to the Council for noting”.

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 of a legacy light-based public artwork as the City of Adelaide contribution to the Illuminate Adelaide event.

This 2022 Illuminate Adelaide public artwork will be designed by celebrated emerging Australian artist Carla O’Brien and delivered in December 2022.

The 2022 artwork has been designed site-specific as a multi-piece artwork for placement on Melbourne Street, North Adelaide creating an illuminated public art gateway to the Melbourne Street Village precinct.

The life of this public artwork, as a permanent public artwork, will be five years or more.

The following recommendation will be presented to Council on 9 August 2022 for consideration

That Council

1. Notes the City of Adelaide has commissioned a multi-piece permanent light-based public artwork by Carla O’Brien which will be announced as part of Illuminate Adelaide 2022, as shown in Attachment A to Item # on the Agenda for the meeting of the Council held on 9 August 2022.
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IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	Strategic Alignment – Dynamic City Culture Deliver public art throughout the city in collaboration with the private sector as a contribution towards dynamic city culture.
Policy	Adelaide, City of Art: Public Art Action Plan 2019-22 Deliver Art Shines, a creative light-based public art commission program to energise, delight and make public spaces welcoming and safe.
Consultation	Internal engagement, Illuminate Adelaide, and the City of Adelaide Public Art Round Table. Kaurua engagement as well as engagement with relevant traders and businesses adjacent to the work will be undertaken as part of the detailed design stage.
Resource	Project support will be provided by the Infrastructure Delivery and Creative City teams.
Risk / Legal / Legislative	As with all public art there is a risk of relationship or reputational risk. This is mitigated through a thorough consultation process in the planning of the work.
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.
22/23 Budget Allocation	City of Adelaide's 2022-23 budget for this project is up to \$300,000.
Proposed 23/24 Budget Allocation	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	A permanent artwork with an expected lifespan of five years or more.
22/23 Budget Reconsideration (if applicable)	Not as result of this report
Ongoing Costs (eg maintenance cost)	Annual maintenance costs are anticipated to be in the order of \$5,000. To be confirmed as part of the detailed design stage.
Other Funding Sources	Not as a result of this report

DISCUSSION

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

	Illuminate 2021	Illuminate 2022	Illuminate 2023
Public Artwork	Golden Rhombohedron (Obtuse)	Title TBC	Title TBC
Artist	Jason Sims	Carla O'Brien	Ouchhh Studio
Location	Grote Street	Melbourne Street, North Adelaide	Light Square / Wauwi
Status	Complete	Full concept design in development	Location approved. Detailed design underway

3. The intention of this commitment is to co-commission with Illuminate Adelaide to 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. The second commission in this series will be artist Carla O'Brien and will be delivered in December 2022.
5. This multi-piece public artwork concept is currently under development and will be announced as part of Illuminate 2022. Carla is a successful recognised light-based artist with temporary installations of her work shown at festivals, events and street activations across Australia and overseas. She creates highly interactive neon installations popular on social media and in print advertising. She is featured artist in the Illuminate Adelaide 2022 event, with her installations *Neon Geome Trees* displayed outside government House and *Neon Winter* outside the South Australian Museum, both on North Terrace,
6. Her creation of a site-specific permanent work as a gateway to the western threshold of the Melbourne Street Village precinct will enliven and build on our Main Streets plans for the city and enhance city experiences year-round. A key objective of the Melbourne Street Master Plan is to introduce vibrancy through the creation of high-profile art experiences, with light-based artworks that make use of existing light poles, furniture and flag poles desired. The Melbourne Street Concept Plan highlights the opportunity for an artwork at the nominated location.
7. An early concept render for the new artwork is shown in **Attachment A**. The artwork will be multi-segmented, integrated with four existing flag poles located on both sides of the footpath. Together, the artwork will provide a series of vertical stories that reflect "a day and night experience in Adelaide". The final concept and detailed design will be finalised in the coming months.
8. High-level investigation of this approach indicates that the artwork can be delivered within budget to launch in December 2022 as an extended promotion of the Illuminate Adelaide event. A significant outcome of the multi-year partnership with Illuminate is to extend its success in drawing audiences to Adelaide and enhancing our night-time economy year-round.
9. The 2022 commission builds on the 2021 Jason Sims installation and builds to the ambitious 2023 Ouchhh public artwork recently approved for Light Square/Wauwi.
10. Carla O'Brien has been engaged to prepare the full concept design and will then act as artist/consultant for manufacture and delivery of the work. Where possible local materials and providers will be used to create the work. The key focus for the next phase of detailed design will be material selection and construction details to ensure the longevity of the artwork as permanent artwork of at least five years.

ATTACHMENTS

Attachment A – Carla O'Brien early concept render for Illuminate Adelaide 2022 public artwork