

Illuminate Adelaide - Public Artwork Investment

Strategic Alignment - Dynamic City Culture

Public

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City Community Services and Culture Committee

Program Contact:
Jennifer Kalionis, Associate
Director City Culture

Approving Officer:
Ilia Houridis, Director City
Shaping

EXECUTIVE SUMMARY

Illuminate Adelaide is a major annual winter event in Adelaide that takes over city streets, laneways, and buildings, celebrating innovation, music, art, technology and light. Described as an event of global significance, Illuminate Adelaide celebrates the union between future technology and creative industries.

The City of Adelaide initiated a three-year annual commitment in financial years 2020-21, 2021-22 and 2022-23 of \$300,000 per annum to deliver one legacy light-based public artwork each year in co-commissioning partnership with Illuminate Adelaide, as a City of Adelaide contribution to the Illuminate Adelaide event. Allocated through the Business Plan and Budget process, this expenditure is capital investment in public art assets for the City of Adelaide.

In consultation with Illuminate Adelaide, three sites across the City were identified as locations for Illuminate Adelaide public art works:

- **Grote Street**
In 2021, Golden Rhombohedron (Obtuse) by artist Jason Sims was installed on Grote Street as the first deliverable for the program.
- **Melbourne Street**
Final concept designs for this work are scheduled for City Community Services and Culture Committee on 21 March 2023, and to Council in April 2023.
- **Light Square**
On 12 July 2022, following a recommendation from the Kadaltilla/Park Lands Authority meeting, Council approved Light Square/Wauwi as the location for a major public artwork proposed by Illuminate Adelaide and Ouchhh Studio.

The Ouchhh Studio project was originally planned for delivery in 2022. This timeframe has been impacted by costs and global supply chain issues related to Covid-19 pandemic. The project was rescheduled for delivery in 2023, however escalating project fabrication and delivery costs and the risks of ongoing maintenance and costly electricity consumption for this project to the City, have led project partners Illuminate Adelaide to recommend that the proposed work cannot proceed.

RECOMMENDATION

The following recommendation will be presented to Council on 14 March 2023 for consideration

THAT THE CITY COMMUNITY SERVICES AND CULTURE COMMITTEE RECOMMENDS TO COUNCIL:

That Council

1. Notes Illuminate Adelaide's advice that the Illuminate Adelaide: Light Square/Wauwi project budget is not viable in its current form.
2. Approves the reallocation of the remaining \$270,000 budget for this Illuminate Adelaide partnership commitment to the public art budget to be carried over into financial year 2023-24.

3. Request alternative options for a legacy light-based public artwork of scale and significance to the City be presented to the Public Art Round Table for their expert advice.
 4. Resolves that the delivery of Public Art will adhere to the City of Adelaide's existing commissioning, procurement delegations and processes and that Public Art valued over \$100k will no longer require Council noting.
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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. Adelaide Park Lands Management Strategy 2015-2025: 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. The Park Lands Community Land Management Plan, Chapter 17, Light Square / Wauwi: 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, Kadatilla / Park Lands Authority and Heritage SA.
Resource	Not as a result of this report
Risk / Legal / Legislative	Due to feasibility work being undertaken Illuminate Adelaide advise that there was no formal agreement yet in place with the artist. Legal risk is minimal.
Opportunities	Learning from the challenges of a 12-month delivery schedule, the funding can be reallocated to develop and scope a legacy light-based public artwork of scale and significance to the City.
22/23 Budget Allocation	Withdrawal of this project will result in a potential capital savings of \$270,000.
Proposed 23/24 Budget Allocation	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	Not as a result of this report
22/23 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	This decision will save an estimated ongoing cost of up to \$40,000 per annum associated with electricity and maintenance.
Other Funding Sources	Illuminate Adelaide has not confirmed any fundraising undertaken or received from the \$250,000 verbal commitment made at the start of the project.

DISCUSSION

Illuminate Adelaide Partnership

1. Illuminate Adelaide is an event that celebrates innovation, music, art, light and technology in July / August. The event builds on the creative identity of Adelaide as a UNESCO Creative City, activating the city during the winter season and growing the local economy. Illuminate Adelaide presents projects exclusive to Adelaide, enticing visitors from across South Australia, interstate and overseas.
2. The 2023 event is supported by Adelaide Economic Development Agency to the value of \$100,000 through the annual Events and Festivals Sponsorship Program. The City of Adelaide may also support the event through waiving fees related to Park Lands and Road Closures.
3. 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 for the co-commissioning and delivery of a series of three legacy light-based public artwork as a City of Adelaide contribution to the annual Illuminate Adelaide event. This is a commitment to capital investment in three public art assets for the City of Adelaide.
4. It was intended that this series of annual co-commission partnerships with Illuminate Adelaide would create a collection of light-based, interactive public artworks in the City which, over time, would become significant cultural experiences and visitor attractions.

Public Art Policy

5. Council approved the Public Art Action Plan 2019-2022 in August 2019. Through this consultation and approval process, the City of Adelaide delivers an annual public art program through the business plan and budget. This work is guided by the Public Art Operating Guideline (Link 1 view [here](#)) currently up for renewal in line with the Public Art Action Plan. Key steps include:
 - 5.1. Advice and support from the Public Art Round Table (PART) comprised of Public Art Experts from diverse backgrounds to nurture and facilitate fresh and leading-edge artistic expression in the City. The previous PART term has concluded and an Expression Of Interest for new PART membership will go out this year to advise on the next Public Art Action Plan which will come to Council for approval in 2023.
 - 5.2. If the public artwork is proposed to be located within the Park Lands, advice and recommendation from Kadaltilla / Park Lands Authority and Council approval is required.
 - 5.3. In November 2020, Council approved a motion that individual public art projects valued over \$100,000 must come to Council for noting.
 - 5.3.1. This is inconsistent with City of Adelaide's existing procurement processes and national best practice standards for procuring public art.
 - 5.3.2. There are existing mechanisms in place to achieve dynamic outcomes for the city through public art already in place. We have a rigorous procurement process overseeing all contractual arrangements and project management control group.
6. As outlined earlier, PART provides feedback and advice on all public art opportunities within the City, including overview and development of artist and artwork selection criteria for major opportunities and the artistic and cultural value/merit of artworks and selected artwork proposals.
 - 6.1. Progress of selected public art activities are provided to Council as required through E-News.

Illuminate Adelaide: Light Square/Wauwi

7. Illuminate Adelaide proposed a significant opportunity to co-commission with City of Adelaide an artwork from internationally renowned creative media collective, Ouchhh Studio to be delivered for the 2022 event. This was a major opportunity for Adelaide to be the first city in Australia to secure a significant artwork by this celebrated artist studio.
8. The budget for the design and delivery of the eight-metre artwork was \$600,000 with funding to be shared by City of Adelaide and Illuminate Adelaide as follows:
 - 8.1. City of Adelaide committed \$50,000 from the approved 2021-22 capital budget to enable the feasibility and concept design for the artwork to be developed.
 - 8.2. City of Adelaide committed a further \$300,000 from the proposed 2022-23 capital budget to support the detailed design, fabrication, and installation of the artwork.
 - 8.3. Illuminate Adelaide verbally committed up to \$250,000 towards the total budget as co-commissioning partner.

9. A partnership agreement between Illuminate Adelaide and City of Adelaide was issued to Illuminate Adelaide in June 2022, August 2022 and December 2022, however following multiple reviews this has not been signed. Illuminate Adelaide have advised of their concerns with Council's standard termination clause.
10. As part of their role in the co-commissioning partnership, Illuminate Adelaide have managed all communications with Ouchhh Studio.
11. In December 2021, Illuminate Adelaide presented an early concept design to PART, including representatives from Arts South Australia, Art Gallery of South Australia, Guildhouse, Jam Factory, Nexus Arts, Tandanya National Cultural Institute, and local artists, on the opportunity.
 - 11.1. The PART expressed at that meeting that *"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.*
 - 11.2. 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."*
12. In March 2022, an interdisciplinary design team in Adelaide with experience in prototyping and costing complex projects, was engaged by Illuminate Adelaide to undertake feasibility work and finalise a detailed concept design.
13. Following the submission of a detailed concept design to the City of Adelaide in April 2022, the delivery date was shifted from July to late 2022 to mitigate risk to project delivery.
14. On 23 June 2022, based on the detailed concept design, Kadaltilla / Adelaide Park Lands Authority recommended its advice to Council that it supported the location of the artwork within Light Square / Wauwi.
15. On 12 July 2022, following the advice from the Kadaltilla/Park Lands Authority meeting, Council approved the Illuminate Adelaide: Light Square/Wauwi location Illuminate Adelaide undertook further feasibility work necessary to progress design, build and installation.
16. In September 2022, Illuminate Adelaide provided a further detailed budget for the project which estimated the total costs from \$700,000.
17. In December 2022, City of Adelaide provided feedback and guidance on electrical requirements to Illuminate Adelaide, including the design and installation of a new main distribution board (MDB) as the existing MDB could not manage capacity for ongoing delivery of the public artwork alongside other events and activations in the Light Square / Wauwi location.
18. Illuminate Adelaide advised that their most recent feasibility work identified a significant budget escalation for the project, citing escalating build costs, ongoing maintenance and additionally, ongoing electricity costs projected to be \$15,000-\$20,000 per annum at the current costs. This is in addition to projected maintenance costs exceeding \$10,000 per annum.
19. City of Adelaide provided Illuminate Adelaide with a deadline of 31 January 2023 to deliver a Detailed Budget, Detailed Design, Contractual Agreement with Ouchhh Studio, and Program/Works Schedule with signed co-commissioning partnership agreement.
20. In January 2023, City of Adelaide Project Control Group (PCG) met to discuss the increased costs associated with the project including minor landscape treatment and design and installation of a new MDB. Some ancillary costs for the project were approved by PCG to be met by City of Adelaide budget to offset total project costs.
21. At the end of January 2023, Illuminate Adelaide provided a detailed budget for a reduced scale of work (from eight metres to six metres), with project budget costs forecast at \$1.086m resulting in a potential overspend of \$486,425. Illuminate Adelaide further advised City of Adelaide that in recognition of the revised budget shortfall, additional funding was required for the project to progress, re-timing of delivery and resourcing was required, and further, the artist had not been contracted.
22. Illuminate Adelaide advised City of Adelaide that this project is not viable and proceeding would adversely impact their organisation financially.

Illuminate Adelaide: North Adelaide

23. At the Committee meeting on 2 August 2022, the Illuminate Adelaide artwork proposed for Melbourne Street, North Adelaide, was considered for noting.
24. Council requested that the work come back for approval. This is not the common practice for public art as outlined earlier in this report. Concept designs for a site-specific illuminated work in Melbourne Street is

scheduled for City Community Services and Culture Committee on 4 April 2023, and to Council for noting in April 2023.

25. The artist engagement and delivery for this project is being led by City of Adelaide. City of Adelaide will work with the artist and partner Illuminate Adelaide to ensure that the work showcases the City's investment in artistic quality and value in the public realm, through a legacy light-based public artwork.

DATA AND SUPPORTING INFORMATION

Link 1 - Public Art Operating Guideline

ATTACHMENTS

Nil

- END OF REPORT -