



**HEART  
OF THE CITY™  
AUCKLAND**

**ARTWEEK**

### **TRANSFORMING A SPACE THROUGH ART - Freyberg Steps – published 2 June 2021**

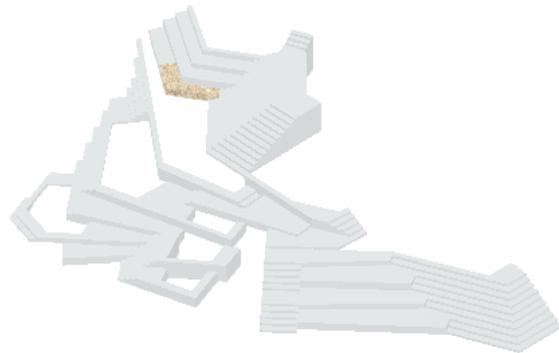
Heart of the City (the city centre Business Association) delivers an annual program in the city centre as part of Artweek, the regional event run by Artweek Auckland. Artweek is a week-long festival celebrating the visual arts of Auckland. Throughout the event activations take place all over Auckland in venues including galleries, public, private spaces, pop ups and street art.

The Heart of the City Artweek program aims to transform city centre spaces with art installations and artist activations on a temporary basis during Artweek 2021 and seeks to help create connections in our community and provide opportunities for artists.

We are looking for designers, and artists with an interest in sustainability, communities, and urbanism to submit a design to be used to cover and transform the steps in Freyberg Place. This is a great opportunity to create a temporary public art project in the heart of the city, that reimagines a popular city space and celebrates Artweek.

### **BRIEF**

Artists are to develop and submit concepts (i.e., pattern or graphic and colours laid out on an image of the steps) to be installed on the Freyberg Steps (image below). Designs should consider the context of place – cognizant of both the physical and social environment, considering all its user groups, businesses, residents, visitors alike, bringing attention to the uniqueness of the space as a popular pedestrian walking route and intimate city community space. If possible, the design should acknowledge the 2021 theme for Artweek – sustainability and celebrate the event. There are also some creative considerations that need to be acknowledged such as the dimensional nature of the space, the install materials (vinyl decal) and the artwork and production process. The chosen artist will work with HOTC's supplier, Blink Ltd, to develop the files required to convert to final artwork, which will be created by Blink Ltd who will also print the vinyl decal and complete the installation.



### **ARTWEEK THEME FOR 2021 - SUSTAINABILITY**

*Sustainability is a concept that is often used these days. But what exactly does it mean and how could an art and design approach help solve some of the issues that it seeks to address? In 2021, Artweek Auckland would like to invite artists, galleries, organisations and businesses to consider and explore the intersection of art and sustainability.*

*How do art and sustainability intersect? What does the concept mean in the art world? Why is it necessary for the arts to address sustainability? How can sustainable practices be incorporated into every facet; from making and materials, to selling and shipping? And what does it take to sustain a career in the arts, not just financially but emotionally as well?*

*The potential for an art and design approach to be used in tackling society's big questions and transforming ways of seeing the world is significant. By incorporating the concept of sustainability as a key part of Artweek, we hope to inspire discussion, debate and new ideas. The creative thinking, innovation and non-linear approach to problem solving inherent in the arts will be vital to securing a sustainable future for ourselves, our communities and our planet.*

## CRITERIA AND GUIDELINES FOR DESIGN

- Bold patterns, graphics and colours work best and can be the most visually striking.
- Anything that involves perspective or optical images across multiple steps and sections (on different angles) has challenges and restrictions with the artwork layout and production and there is potential for the design to be compromised if it is too detailed or complex.
- Blink - <https://www.instagram.com/blinkboys/> will be the organisation who HOTC will work with to make print ready artwork from the chosen design to the layout of the stairs (with artist and HOTC approval) and then install the work. Here is a link to the template of the stairs (also shown above) that will be used in the artwork layout and production process - <https://a360.co/3b8L8Zi>. This will show you the perspective and the various sections of the steps. Email [admin@artweekauckland.co.nz](mailto:admin@artweekauckland.co.nz) for a photoshop file of the steps with live layers for you to produce your design on.

Examples below of previous work

Pride rainbow steps – 2020 and 2021



Matariki 2020



Diwali 2020



**PERMITTING AND HEALTH & SAFETY**

This installation will require a Council permit and Heart of the City will manage this process alongside the installers.

**ARTIST FEE: \$2500 + GST**

**SUBMISSIONS DUE: 5PM, FRIDAY 9 JULY 2021**

**email: [admin@artweekauckland.co.nz](mailto:admin@artweekauckland.co.nz)**