

## **T I T L E**

**C201 PUBLIC ART**

## **D E P A R T M E N T**

Corporate Services

## **P O L I C Y D I R E C T I V E**

To support the display and use of public art on King Island, which will reflect the Island, its people and their diversity, and to celebrate our distinctive Island heritage.

## **H I S T O R Y**

Council has been developing public art in locations across King Island, in various ways over a number of years. Projects have covered the spectrum of council departments and the island, and have involved partnerships with schools, community organisations and businesses.

Council adopted Policy C201 at the November 2012 Meeting of Council, resolution No. 241/12.

## **P O L I C Y**

Public art has the potential to enrich and enliven people's experience of, and connection to public spaces and therefore their community, township and environment, and to engender ownership and pride in public spaces - especially if its development has involved the community in some way.

Public art is defined as artwork which includes sculptures, murals, seating and signage which is designed and created for public spaces, and purchased or owned by a public authority such as Council.

Public Art may consist of permanent or temporary constructions, including traditional art forms such as sculpture and murals, to more contemporary art forms such as light boxes and digital media. Artworks may be functional or purely aesthetic.

The creation of public art can be achieved through a variety of processes that may include, but are not limited to:

- A part of a major infrastructure project
- A part of a community project
- A part of a redevelopment of public space or recreation area
- A part of festivals and events
- An artist commission
- To commemorate an historic event or period

## **ROLES**

- Council supports and encourages an awareness and pride in the local sense of place, history and heritage.
- Council encourages opportunities and resources to showcase pride in our sense of place as a Bass Strait Island, and our heritage - thus enhancing community pride and cultural tourism

## **OBJECTIVES**

- To provide an opportunity to communicate ideas and stories in a public arena through art.
- To provide an opportunity for the development of shared cultural experiences
- To enhance civic identity and community pride
- To contribute to the redevelopment and revitalisation of the island
- To enhance experiences for visitors and tourists
- To contribute to economic development through creating employment and commercial opportunities
- To enhance cultural tourism

## **ADDITIONAL INFORMATION**