

The PROJECT:

Te Tai o Poutini Art Awards is an annual regional art competition to support and showcase West Coast artists.

The KAUPAPA of the project (i.e. the central idea and your artistic aims):

Te Tai o Poutini Art Awards will motivate, support and showcase local artists whose income and drive has been seriously affected by the current Covid crisis.

The project aims to foster excellence and innovation in West Coast arts by setting a challenge in terms of a competition. All entrants are eligible to win awards.

Regional pride: There will be a special prize for a West Coast artist depicting some aspect of *Te Tai o Poutini*.

In collaboration with local iwi, there will be an award for *uri* (descendants) of Iwi from the *Poutini Ngāi Tahu Rohe* to express their connection to their land and their people.

Shortlisted and winning entries are given increased exposure online, in the local media, and on a billboard exhibition in Hokitika.

The project, this year, aims to bring together a collection of art at a significant time in world history, and to document the experiences of West Coast artists during the world-wide pandemic.

The inaugural event responds to the current economic situation by minimising costs to artists, i.e. no entry fee, no commission on sales, assistance with production costs and freight.

Aspirations for the future are to make this an annual event, to extend its reach of entrants to a national level, to increase local sponsorship, and to continue devising ways of sharing the art that is created in our communities.

A high quality, long-term website will be developed to provide entrants with an online platform to promote and sell their work, refreshed annually for ongoing competitions.

The **OUTCOMES** of the project in terms of **Arts Continuity**:

- To support West Coast artists by offering a FREE online platform to sell their work and profile themselves in the wake of the Covid crisis.
- To showcase, reward and celebrate art in our community.
- To bolster and revitalise community spirit with large images of shortlisted artwork on public display in the Hokitika CBD, and possibly touring to other West Coast centres.
- To offer incentive for artists to continue making their art during the hard times ahead.
- To establish a prestigious Regional Art competition that will benefit West Coast artists into the future.
- To document local artists experience during the Covid Crisis, a major event in world history.

The **PROCESS**, in terms of Covid-19 restrictions:

1. West Coast artists submit photographic images of artworks. They must be contemporary original works.
2. Around 25 artworks are shortlisted as finalists. The unframed original artworks will be packed and sent to Hokitika for judging. All finalists receive \$250 towards expenses for materials and freight.
3. Cash prizes will be awarded to the top four entries, and category winners will be chosen.
4. An outdoor billboard exhibition featuring images of finalists artworks will take place in Hokitika, and possibly tour to other West Coast towns.
5. All entries received are displayed in an online gallery with artist bios and will be available for sale.

NOTES:

- For the inaugural year (at least), the competition is free to enter, and no commission for sales will be taken.
- This year, 2020, artworks will be entered during the Covid-19 crisis, and artworks may reflect this, but are not required to do so. As part of their bio, entrants will be asked to explain how they have been impacted as an artist during this time.
- A physical exhibition of the original shortlisted art works is not practical during the Covid fallout period. This year, 2020, an alternative style of exhibition will take place in the form of large photographic panels for an outdoor billboard display in Hokitika and elsewhere.

- In future years, an exhibition of shortlisted artworks may take place in the newly refurbished Carnegie Gallery at the Hokitika Museum, after the current seismic upgrade project is complete. Another idea is to project images of artworks on to buildings, creating a night-time picture show.

The PEOPLE involved:

- Facilitated by **Westland Arts Inc. (WAI)**. Supported by Hokitika Museum (Destination Westland, Westland District Council), *Poutini Ngai Tahu*, Blackadder Trust, West Coast newspapers
- Open to **West Coast artists**, specifically those who have roots or connections to the West Coast *Te Tai o Poutini* - from Karamea to Haast. Special awards will be made for art depicting the region; and for entrants from *Poutini Ngai Tahu rohe*.
- Two (or three) **judges** will be appointed who have experience, knowledge, and involvement in the arts in Aotearoa.
- The project offers income and employment opportunities for a **competition co-ordinator**, a **Website designer**, a **professional photographer**, and a **sign writing firm**.
- It will benefit the **local community** and **website visitors** as a means of pride, joy, inspiration and entertainment during challenging times.
- It will put **buyers** in touch with artists.

HOW the project will operate:

1. Successfully apply for funding from Creative NZ Arts Continuity package for grants of up to \$50k, for projects that will be completed by 20 September 2020. Apply to other funding sources to assist.
2. WAI to set up awards committee to work on the project with co-ordinator.
3. Contract a co-ordinator to organise and promote the competition, including advertising, development of an entry form, work with website designers, appoint judges, plan outdoor exhibition.
4. Artists send in photographic images of up to three original artworks with details including artist bio, a written response to the impact of the Covid crisis, and selling price for their work. Artists will agree to allow for use of images of their work within the framework of the competition, but will retain overall copyright for their work.

5. Approximately 25 finalists (maximum of two per artist) are selected over five categories, including painting, sculpture, works on paper, fibre art, photography (see category definitions below).
6. Finalists all receive \$250 payment. Their original unframed works will be sent to Hokitika to be professionally photographed and judged. The images will be used for outdoor billboard displays, and will feature on the art awards website, in local newspapers and other media.
7. Online Gallery opens for sales. Buyers contact artists directly and there is no commission on sales for the first year.
8. Judges announce winning artworks. The four (or five) top awards will receive prize money. All winners and category winners will be given special promotion on the website and billboards.

Project **TIMELINE:**

Pre –publicity from the date of securing the grant (hopefully Mid June)
10 July (or sooner): Website live, entries open. Judging panel announced.
31 August: Entries close. Selection process underway.
5 September: Finalists notified and arrangements made to receive their work.
15 September: Finalists work photographed. Judging takes place.
19 September: Online Gallery goes live and sales open.
20 September: Winners announced, promoted on website, in newspaper, and local media. Billboards of the winning artworks are installed in Hokitika CBD.
20 September 20220 – 10 July 2021: Artist profiles and online exhibition continues until entries open for next annual competition.

WHERE the project takes place:

A co-ordinator will be contracted to work with the WAI Committee, based in HOKITIKA (at Hokitika Museum office).
Entries will be accepted from artists connecting to the WEST COAST Te Tai o Poutini. Artworks will be displayed in a virtual gallery ONLINE.
Public spaces/ available walls will be found (in HOKITIKA) for display of images of finalists artworks.
Other WEST COAST TOWNS will be approached to host the billboard images as a touring outdoor exhibition.

Te Tai o Poutini Art Awards

PROPOSAL: S. Asplin | 25 May 2020



Project BUDGET:

Co-ordinator	\$ 6,250 (250 hours @ \$25/hour)
Website design	\$ 5,500 (Coded: Hokitika web experts, see quote)
Judges	\$ 2,500 (daily stipend, expenses for judges from out of Hokitika)
Advertising	\$ 3,000 (newspaper ads; flyers, posters)
Finalists expenses	\$ 6,250 (25 finalists at \$250 each to cover production costs)
Freight	\$ 2,000 (courier costs to pick up and return work to artists)
Photographer	\$ 3,000 (professional capture of finalists work, graphic design)
Billboards	\$ 9,393 (design and production of billboards –Signlink Graphics)
Contingencies	\$ 2,237 (to allow for unexpected expenses)

TOTAL \$40,131 (amount applied to CNZ)

REVENUE:

Prize money	\$ 2,000	Applied to Blackadder Trust for prize money (Winner: \$1000, 2 x HC @ \$250, 2x special prizes @ \$250)
Prize Money	\$ 750	Sponsored by WAI (5x Category winners, 5x runners-up)
In kind support	\$ 2100	Hokitika Museum can provide staff assistance with developing the concept and co-ordinating the outdoor exhibition. 60 hours @ \$25/hour = \$1500. Also the Museum can provide office space and facilities for the co-ordinator (i.e. desk, phone, computer, internet access, photocopier) i.e. 6 weeks @ \$100/week = \$600.

TOTAL COST of PROJECT: \$44,981

Additional Material

The CONCEPT: The initial idea for West Coast Regional Art Awards was suggested by Graeme Straddling who was involved in setting up the *Tasman National Art Awards*, held annually at Mapua, Nelson. The criteria, categories and competition structure is modelled on the Tasman awards and the *Taranaki National Art Awards*. Current Covid restrictions mean that an exhibition is not possible, thus leading us to consider other options for display such as the online gallery, and the outdoor billboard display in Hokitika CBD and possibly other places.

GROUPS/PEOPLE INVOLVED:

Westland Arts Incorporated

The Objectives of WAI:

- To develop, promote and co-ordinate arts activities and participation in the arts in order to encourage enjoyment of the arts in Westland;
- To develop and co-ordinate opportunities for arts education in Westland in order to foster appreciation and excellence;
- To develop, support and strengthen the arts sector in Westland as a viable economic activity.

WAI meets regularly, with a core committee of Kate Buckley and Sue Asplin (co-chairs) and Anne Daniel (treasurer). Current activities include Arts on Tour events, workshops, and creating an area in the library to showcase local artists. Past projects include the Take a Seat project, Artzfeva (beachfront arts festival), The 150th Art Project, the facilitation of many art workshops, input into a public art policy for Westland, advisory role for public landscape development, member's exhibitions, and involvement with Junk 2 Funk recycled art project.

The idea of setting up a regional art awards scheme was on the agenda and preliminary work was underway. The Art Awards offer an opportunity for WAI to meet some of their objectives to support local artists, particularly with difficult times ahead.

Hokitika Museum

The mission of Hokitika Museum is to provide an educational and community focus for the historical, cultural and natural evidence of the West Coast region with an emphasis on Westland District.

Museum staff have a wealth of experience in developing and mounting exhibitions and with the usual community gallery space currently unavailable due to seismic strengthening, they are resourceful in finding suitable options for display.

Hokitika Museum adheres to professional standards and is a member of Museums Aotearoa. It is governed by Westland District Council, and is managed by CCO, Destination Westland.

Coded: Hokitika Web Experts

See website: coded.co.nz

We are planning to work with Hokitika-based web designers, Chris Thompson and Craig Walker to develop a Website for the Art Awards. After the winners are announced, the website will continue to promote all artists who entered until the following year's competition. The website will be refreshed annually; therefore working with a team of local website designers is desirable.

Leftbank Art Gallery, Greymouth

The gallery is housed in the former Bank of New Zealand. The main gallery and vault spaces display regular exhibits of contemporary New Zealand paintings, prints, photography, sculpture and crafts, with an emphasis on local content.

Director, Cassandra Struve wrote: We would be delighted if you could add in the Left Bank Art Gallery as a partner and mention the likelihood of touring the images or works. We would be very keen to facilitate display of the images in Greymouth after in they have been in Hokitika (whether that's in the gallery or in the streetscape) and could assist with touring them to Westport as well.

I would personally be excited to be on your awards committee, or someone else representing the Left Bank.