

21. **MAYFEST IN SYDENHAM**  
**“ART ON THE SOUTH SIDE”, MAY 1-23, 1999**

RR 9569

<b>Officer responsible</b> Leisure Unit Manager	<b>Author</b> Warren Pringle, Community Arts Coordinators, Recreation Arts Team
Corporate Plan Output: Community Arts	

The purpose of this report is to request part-funding for an arts programme in Sydenham.

**BRIEF**

“Art on the South Side” is an opportunity for Sydenham to highlight and promote its main street and environs through the development of an Arts Programme that will help bring to the precinct three weeks of vibrant festival-like activity.

Community Arts of the Christchurch City Council will be coordinating the ‘Arts into Business’ Exhibition focus of this project. The Sydenham Residents Association are profiling Heritage projects and related issues. The Sydenham Business Association are driving an initiative to involve the local business community in a celebratory festival, Mayfest, May 1<sup>st</sup> – 23<sup>rd</sup> that will highlight the shopping precinct between Brougham Street and Wordsworth Street, Christchurch.

CONTACTS : Warren Pringle & Aroha Rangi  
Community Arts Coordinators,  
Christchurch City Council

DATES : Saturday 1 of May – Sunday 23 of May 1999

VENUES: To be confirmed

TIMELINE: Visual Arts Exhibition – May 1st – 23rd

**POSSIBLE ARTISTS:**

These artists would be asked for an expression of interest:  
Michel Tuffery, Visiting Artist in Residence – Art Centre  
Artists from “The Bunker”

**Schools of Arts and Design:**

Polytech  
School of Fine Arts  
Design & Arts College of NZ  
National College of Design & Technology

**Local Galleries:**

Te Toi Mana Maori Gallery  
High Street Projects – Contemporary Art Gallery (emerging arts school)  
The Physics Room

**AIM**

The main aim of “**Over The Tracks**” is to create a sense of community involvement, excitement and prosperity by working with Christchurch based artists and the owners of Sydenham business premises in creating a temporary Arts Precinct.

## OBJECTIVES

1. To enliven the Sydenham business district and environs by utilising the skills of Christchurch artists.
2. To utilise spaces in Sydenham for artists to profile their work.
3. To uplift the “look and feel” of the Sydenham business district.
4. To work with the Sydenham residents & business to create and develop a successful exhibition for Community enlivenment and development through Arts/ Business collaborations.

## THOSE INVOLVED

To date we have involved the following parties in the development of this project:

- Sydenham Business Association - Barbara Mitchell
- Sydenham Residents Association – Sandy Constable
- Spreydon-Heathcote Community Board – Oscar Alpers & Linda Carter
- Hagley-Ferrymead Community Board – Councillor Anna Crighton

## TIMELINE

TASK	DATE	DONE
Meeting with Residents Ass – Presentation – Warren & Aroha	Feb 9 <sup>th</sup> – Tues	x
Contact Sandy re: Meeting & developments (Warren)	17 Feb	x
Complete brief: sponsorship format - benefit to shop owners	17 Feb	x
Detail BUDGET – expenditure + possible income sources	17 Feb	x
Contact James re: Promotional Design: Concepts & Costs (aroha)	Thurs 18 Feb	x
Letters/E-mail: requesting Registration of Interest (see poss. artists)	After sites confirm	
Application to Creative Communities	March 26 – Friday	
Presentation to Hagley/Ferrymead Community Board	March 31 - 3PM	
Presentation to Spreydon/Heathcote Community Board	April 13 - 4PM	
Notification from Creative Communities	April 23rd	
Launch	May 1	

## BUDGET - exhibition costs only - estimates only

Artists Fees	@ \$300 per artist x 5	\$ 1,500.00
Materials	@ \$300 per artist x 5	1,500.00
Installation / Banners		2,500.00
Promotion Costs		2,000.00

Rent & Energy	2,000.00
Insurance	500.00
	\$10,000.00

Community Arts Co-ordinator, Warren Pringle and Aroha Rangi will be in attendance at the Board meeting and would like to brief Board members on this project.

At its 31 March 1999 meeting the Hagley-Ferrymead Community Board resolved to allocate \$3,000 towards the cost of this project provided Spreydon-Heathcote Community Board allocated an equal sum.

**Recommendation:** That the Board provide \$3,000 towards the Mayfest in Sydenham from its 1998/99 Discretionary fund.

**Chairman's  
Recommendation:** For discussion