

16. MAYFEST IN SYDENHAM

Officer responsible Lesley Symington, Leisure Unit	Author Warren Pringle
Corporate Plan Output: Board Discretionary Fund	

The purpose of this report is to advise the Board on the above Festival held from 1st – 27 May 1999 – an artists' project.

Community Arts, Christchurch City Council coordinated the sourcing of funds for Mayfest in Sydenham 1999. Included in Mayfest 1999 were:

1. **'Arts into Business' The "Thoroughfare" Exhibition.** This project which was administered by Julaine Stephenson from The Oblique Trust saw the empty **WestpacTrust Bank** at 360 Colombo Street and two empty shops at 391 and 393 secured as sites for site specific visual art work. A work was also sited inside a shipping container in the Spotlight Plaza Carpark. Fifteen artists created work for exhibition at these sites. Artists James Meharry and Colin Luxton created a performance piece with film and drawing at the Spotlight Plaza on the afternoon and early evening of May 13. A celebration of the event, on May 20, saw some 100 people; artists and the general public at the Westpac Trust site.

Administrator Julaine Stephenson has stated that the artists involved found the experience very rewarding especially the experience of creating work outside of the central city. All would love to repeat be involved again but with a longer lead in time. All were agreed that it would be good to move beyond the "pseudo gallery" and work with/and in the business community. This would see more of a meeting between the community groups. They agreed that it is important for artists to have the ability to relate/explain work - some had found this difficult/challenging. Tutors from the School of Fine Arts, Canterbury University brought classes down to the site to discuss the works. The informal talks that the artists had had with the public had been invaluable. It is important to show diversity of art practices and students encouraged to work together and to look at the differences in their practices.

2. **The Sydenham Residents' Association** profiled Heritage Projects and related issues on display boards at Spotlight Plaza during Mayfest 1999.
3. **The Sydenham Residents' Association** had an enthusiastic response to their 90 minute Heritage Trail Walk Trail. Display Boards in the Spotlight Mall detailed heritage aspects of Sydenham. Time was again an aspect that this group needed more of.
4. **The Sydenham Business Association** are driving an initiative to involve the local business community in **Mayfest 99**. This included encouraging local businesses to display posters advertising Mayfest and encouraging businesses to make window displays related to Mayfest and the use of the colour yellow. The Association was also instrumental in colourful banners being placed on the lamp posts along the Colombo Street area.

5. The **Sydenham Primary School** successfully mounted two Saturday morning stalls outside the WestpacTrust Bank site during Mayfest.

BUDGET

INCOME:	REQUEST	ACTUAL
Spreydon/Heathcote Community Board	5,000.00	3,000.00
Hagley/Ferrymead Community Board	5,000.00	3,000.00
Creative Communities	5,000.00	3,900.00
Totals:		9,900.00
Expenditure:		
Artists Materials		1,500.00
Catalogue		3,034.50
Website		500.00
Poster Design		660.00
Poster Printing/Distribution		1,453.00
Rates on 370 Colombo Street		1,325.00
Power Consumption 370 Colombo Street		600.00
Business Association for Banners		500.00
Residents Association for Display Boards		250.00
Totals:		9,822.50

Chairman's

Recommendation: That the information be received and that the organisers be congratulated on an outstanding event.