

### 13. MAYFEST 2000

<b>Officer responsible</b> Leisure Unit Manager	<b>Writer</b> Warren Pringle
Corporate Plan Output: Community Arts	

The purpose of this report is to update the Board on Mayfest 1999, and provide further information in support of holding a similar event in 2000.

The main aim of the event 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.

The objectives of this project are as follows:

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.

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

- Tom Vavasour - Director Christchurch Fringe Festival
- Sydenham Business Association – Contact: Andrew MacIntosh
- Sydenham Residents Association – Contact : Sandy Constable
- Spreydon/Heathcote Community Board
- Hagley/Ferrymead Community Board
- Mark McEntyre - Polytech
- Godfrey Sim - Circo Arts
- Victoria Edwards - School of Art & Design

At a review of MAYFEST '99 representatives from the Sydenham Business and Community Association, the Sydenham Residents Association, Spreydon/Heathcote Community Board, the Art and Design Departments and Circo Arts from Christchurch Polytechnic and the Design and Art College voiced strong interest and support in making MAYFEST an annual event for Sydenham.

Tom Vavasour, who managed the Fringe Festival last year and was present at the review has offered to act as coordinator for MAYFEST 2000. Tom has initiated discussions with interested parties to create a team working to ensure that MAYFEST 2000 is an event that reaches the wider community in Sydenham. Tom has met with the immediate past and present Presidents of the Sydenham Business and Community Association. They have indicated a need for all groups to work together to develop ideas to further an awareness across Christchurch that Sydenham during MAYFEST is an "arts" precinct and at the same time retaining the historical identity of the area.

The Sydenham Residents Association had an enthusiastic response to their Heritage Trail during MAYFEST '99 and wish to concentrate on the historic aspect of Sydenham for MAYFEST 2000. They would like to see Art coincide with Heritage through the display of work in Historic Buildings or on Historic Sites (which could be used as inspiration for art works).

The Sydenham Residents Association would also like to see efforts to generate community support during MAYFEST 2000 for the preservation of historic buildings. They also envisage, with the promotion of MAYFEST 2000 as a festival of arts, an awareness of Sydenham as being a part of the City proper. MAYFEST 2000 will feature "art" in it's widest sense. In order to build maximum participation it is anticipated that Tom Vavasour will work as coordinator on a ten week lead in from 21 February to 1 May. He will be encouraging community participation in MAYFEST 2000 and the arts generally.

The POLYTECHNIC is keen to assist with the project as its location is viewed as being part of the Sydenham community. With involvement from both its School of Art & Design and Circo Arts Departments, projects will be initiated with students working with local businesses. The POLYTECHNIC sees the need to develop briefs with local businesses, for example, Graphic Design students could work on designing sales leaflets etc. CIRCO ARTS, who designed and installed the "Science Alive" circus experience and have collaborated with the Sydenham Rugby Club, see the possibilities as "amazing". They have the professionalism crucial to OSH requirements. They have a resident engineer rigging safe systems and could trial circus equipment in the community - an "Interactive Circus" giving safe systems a showcase.

The Residents Association are particularly excited about participating in a programme such as this as it will bring more community spirit into the festival. There is also the potential for collaborations between the School of Art & Design year two students, and students from CIRCO ARTS.

The DESIGN & ART COLLEGE (Worcester Street) is similarly interested in interaction between businesses and its art students. The college would need feedback from business regarding active participation. They see 3<sup>rd</sup>/4<sup>th</sup> year students learning to liaise/interact with the community thereby crossing outside training/institutional boundaries. They envisage working with more than one kind of space in order to create a dynamic energy - a vibrant environment.

In order to ensure broad community involvement and continued success, a working party will be set up to look at long term plans and funding options. Membership of that working party would include personnel from both Community Boards, the Sydenham Business and Community Associations, the Sydenham Residents Association, the Polytechnic, the Design and Arts College, the University, Cashmere School, and other interested individuals and arts groups and venues.

Funding is being requested as follows:

- \$3,000.00 from Spreydon/Heathcote Community Board.
- \$3,000.00 from Hagley/Ferrymead Community Board.

**Recommendation:** That the Board support the above proposal.

**Chairman's**

**Recommendation:** That the Board support the proposal on the basis that a majority of the arts projects will be in harmony with the business/heritage environment/theme of the festival, with a grant of \$3,000 from its 1999/2000 Discretionary Fund.