

## 7. MAYFEST 2000

<b>Officer responsible</b> Leisure Unit Manager	<b>Author</b> Warren Pringle
Corporate Plan Output: Discretionary Funds	

The purpose of this report is to request funding from the Hagley/Ferrymead Community Board to hold this Festival.

### AIM

The main aim 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.

### OUR REQUEST:

**\$3,000.00 from Hagley/Ferrymead Community Board.**

### THOSE INVOLVED

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

- Tom Vavasour - Director Christchurch Fringe Festival
- Sydenham Business Association – Contact: Andrew McIntosh
- Sydenham Residents Association – Contact : Sandy Constable (03) 366 4596
- 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 for 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, 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 Feb 21 - May 1. He will be encouraging community participation in *MAYFEST 2000* and the arts generally.

The POLYTECH are keen to assist with the project as they view their location as being part of the community Sydenham. With involvement from both their School of Art & Design and Circo Arts Departments projects will be initiated with students working with local businesses. The POLYTECH see the need to develop briefs with local businesses eg. 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) are similarly interested in interaction between businesses and their art students. They would need feedback from business re 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 Association, the Sydenham Residents Association, the Polytech, the Design and Arts College, the University and Cashmere School and other interested individuals and arts groups and venues.

**Officer's Comment:**

In 1999 the Board provided \$3,000 from its Discretionary Fund for Mayfest in Sydenham. The Spreydon/Heathcote Community Board provided the same amount in 1999 but has decided not to support this project in the present year.

**Recommendation:** That the Hagley/Ferrymead Community Board support Mayfest 2000 with a grant of \$3,000 from its 1999/2000 Discretionary Fund.

**Chairman's  
Recommendation:** For discussion