

9. HOLIDAY PROGRAMME REPORT - KITES

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Corporate Plan Output: Recreation Programmes and Promotion	

The purpose of this report is to inform Community Board members of the recent Kites Project delivered by the Recreation and Arts Team of the Leisure Unit, Evan Webb and Art & Industry in the Burwood/Pegasus wards.

EVENT

The Kites Project was held on Saturday 30 September, from 10.00 am to 12.00 pm at New Brighton Beach. The event was staged for two groups of 50 children (aged 9-10 years) taking part in Burwood/Pegasus school holiday programmes.

The Kites Project was conceived by artist Evan Webb as part of Art & Industry 2000, a contemporary visual arts festival launched this year and which is planned to be run biennially. Evan Webb proposed making a large image in the sky formed from several hundred kites flown by local children.

The children were first involved in workshops as part of the Burwood/Pegasus school holiday programmes, then at the performance on New Brighton Beach. This performance was attended by approximately over 800 people and received coverage on TV One, TV 3 and Prime News that evening. The participating children each received an Achievement Award from McDonalds and were allowed to keep one of the kites. The general public also participated in flying the kites. This was intergenerational, including grandparents flying kites with their grandchildren, families, teenagers and adults. They also were allowed a kite to keep and take home.

OBJECTIVE

The objective of the event was to develop an arts/recreation project for the Art & Industry 2000 festival that involved the local community, helping to foster positive community identity, enjoyment and pride.

AGENCIES INVOLVED

Art & Industry

Organisers of the Art & Industry 2000 festival (of which the Kites Project was a part), along with Vanessa Taylor, Community Recreation Adviser, managed the project.

Burwood/Pegasus School Holiday Programme

Enabled artist Evan Webb to run workshops on the Kite Project; organised the facility (the beach); children involved with performance; supervision; St Johns (first aid).

Creative Communities Christchurch City Funding Scheme

Supplied funding of \$4,500.

Burwood/Pegasus Community Board

Supplied funding of \$5,000.

Burwood/Pegasus Advocacy Team attended to assist.

Video Bytes

Commissioned to produce and edit a video documenting the “Kites” performance.

Ross Coombes

Photographed the “Kites” performance.

PROMOTION

The event was promoted in the following ways:

- Newspaper advertisements by Art & Industry.
- Distribution of invitation to the event through Art & Industry’s database.
- Mention of the event in articles on Art & Industry (eg in The Listener).
- Distribution of press release on the event through Art & Industry’s database.
- Visit by artist Evan Webb to local schools.
- Poster and flyer distribution in local schools, community groups and Service Centres.
- Inclusion in the community events column in the Weekend Section of The Press.
- Distribution of Official Art & Industry 2000 programme to readers of The Press (circulation of 93,000).

Site Signage

National Radio and Radio RDU (interviews to promote event from the site on the day).

SPONSORSHIP

The following sponsors were approached:

Todd Heller Meats - Provided sausages.

McDonalds - Achievement Award for participating children. This includes a special certificate detailing their involvement and a tear-off voucher for a complimentary cheeseburger.

Smiths City Do It Yourself - Discount on sticks for the kites.

Creative Communities New Zealand Christchurch City Funding Scheme - Grant of \$4,500 towards the project.

Burwood/Pegasus Community Board - Provided grant of \$5,000.

RESPONSES FROM PARTICIPANTS

The turnout of the public was outstanding, with in excess of 800 people, two thirds of whom participated in flying a kite. Evan Webb and the organisers helped by giving instructions on how to fly the kites. After the “Kites” performance barbecued sausages and juices were available for those who took part.

Comments include:

- Can I fly one?
- Are the kites free?
- How do I fly this?
- I can do this.
- What a lot of fun this is.
- What is the artwork?
- Am I going to be on TV?
- Can I have a juice and a sausage? Are they free?
- The Council does give you something for free.

SUMMARY

There were difficulties in getting the number of children required for two groups of 50 to participate, so there was only one kite performance rather than two, with Sunday being used as a wet weather day. The “Kites” event was a success, with a great deal of interest not only from the public but from the media as well. The wind was at the maximum for the “Kites” performance. This enabled many kites to be launched but the artist’s intention to make a serpent image out of the kites using each kite as a pixel was not possible. However many interesting clusters of kites were formed, provoking some interesting interpretations; such as a flock of black crows flying in formation. Evan Webb will attempt the serpent pattern in his own time with friends and family and submit images to Art & Industry for distribution.

Thank you for your support of the “Kites” event.

Chairperson’s

Recommendation: That the information be received.