



Initiate and implement programs to communicate, educate and engage the public about City Art

Key to the success of the City Art program is its successful promotion to workers, residents, local and international visitors, researchers and artists.

CITY ART WEBSITE, WALKING MAPS AND TOURS

The City Art website will be the primary source of information and act as an archive of all of the City's collections of permanent and temporary art projects.

The website will serve many other needs. It will provide maps to allow residents and visitors to organise their own tours of the City's collection of public art. It will give information about companies offering organised bicycle and walking tours. Information on tours will be updated as new and inventive programs are developed to engage with the collection.

MEASURING SUCCESS

Success in communicating City Art will be shown by increases in:

- use of the City Art website
- the popularity of walking and cycling tours
- the use by schools of City Art education kits

CITY ART PRIZE



Peter Hennessey ROOT LEVEL (detail) 2009 Global Switch Sydney

The City supports and has been in discussions with other professional bodies to recognise the role of public art and develop an award.

Timing Medium Term

2030 Directions A globally competitive and innovative City

2030 Actions Work in partnership to develop visitor facilities and attractions
Assess partnership opportunities with reference to achieving Sustainable Sydney 2030 objectives

City's role Develop the award process in consultation with supporting partners

Supporting Partners Australian Institute of Architects
Australian Institute of Landscape Architects
Architects
Cultural organisations
Educational organisations

CITY ART WEBSITE

Promote the extent of the City's existing collection of public art online. Create an archive of temporary projects with artist's details and interviews to promote artists work and raise awareness of the breadth of the City Art program.

Timing Ongoing

2030 Directions A globally competitive and innovative City

2030 Action Work in partnership to develop visitor facilities and attractions
Assess partnership opportunities with reference to achieving Sustainable Sydney 2030 objectives

City's role Design, delivery and ongoing maintenance by the City of Sydney Public Art Unit

Supporting Partners Artists
Arts NSW
NSW Tourism
Major Art Galleries
Other Cultural Organisations



Nigel Heiver WIRELESS HOUSE (detail) 2009 Foley Park Glebe Sydney

CITY TALKS



Support artist talks and debates on the role of art in cities to inspire and challenge.

Timing	Ongoing
2030 Directions	A globally competitive and innovative City Work in partnership to develop visitor facilities and attractions Assess partnership opportunities with reference to achieving Sustainable Sydney 2030 objectives
City's role	Direct delivery
Supporting Partners	The Sydney Morning Herald Cultural Institutions Artists

CITY ART EDUCATION KITS



Sol LeWitt MURRAY 2004 Australia Square Sydney photograph © Ian Hobbs 2004

Ongoing development of education kits for school groups and educators to engage with the City Art collection and temporary projects in various formats.

Timing	Ongoing
2030 Directions	A globally competitive and innovative City Work in partnership to develop visitor facilities and attractions Assess partnership opportunities with reference to achieving Sustainable Sydney 2030 objectives
City's role	Direct delivery
Supporting Partners	Department of Education TAFE NSW Tourism NSW