

## **RECOMMENDATIONS FROM THE NEW ZEALAND DELEGATION TO EUROPE REPORT, JUNE 2007**

### **SUMMARY OF CREATIVE NEW ZEALAND'S RESPONSES**

Background: Creative New Zealand supported a team of visual arts professionals to attend major art events in Europe in June 2007 - the Venice Biennale, four art fairs in Basel (Art Basel, LISTE, Volta and Scope), Documenta 12 and Sculpture Projects MÜNSTER 07 - to research the market development potential of these events and to contextualise them within the broader range of international opportunities and the approach of other countries to these. The full report of this delegation can be viewed at <http://www.creativenz.govt.nz/files/delegation-report-full.pdf>.

The Report of the New Zealand Delegation makes a number of recommendations which Creative New Zealand is in the process of addressing. A summary of these responses to-date is provided below.

Summary of recommendations and responses:

1. Recommendation: Creative New Zealand develops an international visual arts strategy with a professional development as well as a market development focus.

Response: Creative New Zealand is developing a strategy which includes professional development as well as market development initiatives. It is intended that this strategy will be implemented from July 2008.

2. Recommendation: New Zealand participates at the Venice Biennale with a national pavilion, with Creative New Zealand investing in the project, partnering with a Venice Foundation that has a minimum of one full-time staff member.

Response: Creative New Zealand is investing in a national pavilion for the Venice Biennale in 2009, has made a call for expressions of interest for artist/curator teams, has researched options for establishing a Venice Foundation and will begin discussions with interested parties about a Venice Foundation in early 2008.

3. Recommendation: Creative New Zealand develops strategies that are aimed at New Zealand's inclusion in the curated exhibition at the Venice Biennale.

Response: Creative New Zealand will invite the director of the 2009 Venice Biennale, when appointed, to visit New Zealand to see New Zealand contemporary art and meet visual art professionals.

4. Recommendation: Art fairs should be a key part of Creative New Zealand's strategy for the visual arts and Creative New Zealand should explore opportunities to partner with New Zealand Trade and Enterprise so that New Zealand galleries can be funded to enter the international market on an ongoing basis through the Enterprise Development Grants Programme.

Response: Creative New Zealand is considering mechanisms for funding commercial gallerists to take part in international art fairs as part of its strategy development. It has had productive discussions with New Zealand Trade and Enterprise and a New Zealand gallerist received funding through the Enterprise Development Grants Programme in early 2008.

Creative New Zealand is also delighted that a New Zealand gallery has been invited to participate in the Art Statements and Art Unlimited sections of Art 39 Basel in June 2008, particularly as we understand it is the first time a New Zealand gallery has been invited to participate.

5. Recommendation: A co-ordinated and adequately resourced International Visitors' Programme is established to facilitate international exchange, inclusion of New Zealand art in international exhibitions, touring exhibitions of New Zealand work and speaking opportunities.

Response: Creative New Zealand will align its International Visitor Programme with the other activities in which it invests as part of its international strategy. In the meantime it is ensuring that its existing International Visitor Programme invites visual arts professionals to New Zealand who are in a position to commission New Zealand work off-shore and offer speaking opportunities to New Zealand visual arts professionals.

Since the research trip of the New Zealand Delegation three British based visual arts professionals have visited New Zealand as a direct result of contacts made by the delegates:

- Mike Stubbs, Director of the Foundation for Art and Creative Technology and a curator of the Liverpool Biennial
- Gavin Delahunty curator of the Middlesbrough Institute of Modern Art
- Kitty Anderson, curator of Frieze Projects, the curated part of the Frieze Art Fair, London.

All of the above met with a broad range of New Zealand visual arts professionals and gave public talks. Since visiting New Zealand they have also expressed interest in commissioning New Zealand work in the future the Liverpool Biennial is to present three New Zealand artists in the biennial in from 20 September to 30 November 2008.

Recommendations 6 to 10:

6. Recommendation: Funding mechanisms are in place to support international travel for New Zealand-based artists and curators. Creative New Zealand cannot, however, be solely responsible for such initiatives. Institutions such as

galleries and museums need to invest adequately in international travel for their staff, particularly curators.

7. Recommendation: Creative New Zealand leads and co-ordinates market development initiatives for New Zealand visual arts, working closely with the visual arts community as it is in a position to ensure that the overall impact of New Zealand initiatives offshore is greater than the sum of their individual parts.
8. Recommendation: Creative New Zealand implements its international strategy for the visual arts through a range of formal partnerships, including other government agencies, galleries and museums, cultural institutions and organisations, and other arts councils.
9. Recommendation: documenta is targeted and funded as a professional development opportunity within Creative New Zealand's international strategy.
10. Recommendation: The curator of Sculpture Projects Münster and LWL Landesmuseum is invited to New Zealand, enabling the curatorial team of Sculpture Projects Münster to connect with key arts professionals in New Zealand involved with events with a focus on art in public space.

Response: Recommendations 6 to 10 will be taken into consideration as the detailed development work on the overarching international strategy progresses in 2008. As mentioned above, it is intended that this strategy will be implemented from July 2008.