

AUCKLAND ART GALLERY TOI O TĀMAKI

AUCKLAND DIVERSITY HUI: 21 JULY 2016 Diverse programming: in the main venue or in the community? Rhana Devenport

2015-2016 has seen a significant increase in visitation to the Auckland Art Gallery Toi o Tāmaki by Asian and Pacific audiences who, along with Maori visitors, now comprise 38% of our audience. The programming of specific exhibitions (*Rama*, *Yang Fudong: Filmscapes*, and *Lisa Reihana in Pursuit of Venus [infected]*) has directly impacted this shift. Simultaneously the Gallery has been engaged in diverse partnerships throughout the community through its Outreach programme led by Iokapeta Magele-Suamasi.

...In the Main Venue...

Case study: The Story of Rama: Indian Miniatures from the National Museum, New Delhi)



The exhibition consisted of 120 rare miniature paintings and attracted an audience of over 46,000. This provided an exceptional opportunity to learn about and expand our relationships and creative partnerships with Auckland's Indian community. Working with advisors in the community, we were fortunate to source guides from the Shree Swaminarayan Temple in Papatoetoe. These young students, studying in Auckland and given pastoral care by the temple, were very familiar with the Ramayana which is a touchstone of their Hindu religion. Their free tours of Rama on Saturdays and Sundays added an important layer of interpretation and understanding to our visitor's experience of the exhibition and an insight into the Hindu religion and Indian culture. Our visitor programmes also included film, performance, activities for families and demonstrations of dress, explorations of regional cooking styles and art forms such as henna tattoo and Rangoli. We also partnered with the New Zealand India Research Foundation to present a series of lectures and The Asia NZ Foundation to present performers from India at the time of Diwali.

...In the Community...

Case study: NZRA New Zealand Rugby Association Playgroups



One of the most dynamic and successful projects within the Gallery's Outreach programme, the NZRA Playgroups partnership began as a new initiative to activate clubrooms. It was initiated by the Ministry of Education's Early Childhood Programme who approached the Gallery to both use our expertise and to strengthen art programming at NZRA along four guidelines.

- The focus was to work within low socio-economic regions in South Auckland.
- The Gallery Learning Team led workshops in Creative Play using the Gallery's 'Family Drop In' model.
- The Gallery led workshops to investigate art as an avenue to explore culture.
- The activities would be based at NZRA and not at the Gallery.

Questions to ponder...

1. What is true community collaboration?
2. How long does a partnership last?
3. How do you re-contextualise your organisation in the community?