Online Form Submission

Title: Sydney Art Zone - Transformiong White Bay Power Station into a dynamic art zone.
Details:

"We propose to develop the White Bay Power Station into a world class art space which will complement, rather than compete with, existing venues such as the MCA and AGNSW. The Power station will provide vast, raw interiors for Biennale scale installations, performances, new media art and interventions only available temporarily on Cockatoo Island or Carriageworks. It will also contain white cube gallery, black box digital media and flexible spaces for a wide range of art experiences. Exhibitions, events and programs will reflect Australia's multicultural society, provide a dedicated platform for the display and experience of Australian Indigenous art and culture, and a focus on Asia and the Pacific.

The Power Station will be situated in 10ha of open space, together forming the Sydney Art Zone (SAZ). SAZ is modelled on the creative success and commercial synergies of London’s Tate Modern and Southbank precinct, the raw vibe and organic growth of Beijing’s 798 District, and Rotterdam’s NDSM precinct, one of Europe’s largest creative incubators. It draws inspiration from the unique curatorial approach of Tasmania’s MONA; the commitment of Queensland’s GOMA to new Asian and Australian art; the successful multi-arts platform of Carriageworks and the participatory programming of MOMA and The Metropolitan Museum in New York.

The 10ha precinct will be developed into beautiful open space connected to the promenade and waterfront. Artists and designers will create innovative, sustainable solutions to lighting, wayfinding, seating and other amenities with integrated staging for music and events.

Permanent and ephemeral public art including light and video projections, virtual and augmented reality experiences will enliven the precinct. In the early stages SAZ will commission 4D artworks and AR projects to create art experiences that can be enjoyed without accessing the zone, announcing it as a global arts precinct.

The Power Station building will also incorporate retail, commercial and public spaces encouraging new ways of working. Artist studios will allow local and international artists to live and work on site. SAZ will develop partnerships to provide education and research facilities and encourage design, innovation, technology and education industries to the site. It will become a hub for creative industries supporting food, retail, commercial and service providers.

SAZ presents the opportunity to create a centre of excellence for art in all its forms, building an energetic, sustainable precinct that will infiltrate the surrounding areas with a consequential demand for retail, food and residential development."
Sydney Art Zone Idea

To develop the White Bay power station and surrounding 10 Ha of land to a world class contemporary arts precinct – Sydney Art Zone – the cultural centrepiece of The Bays regeneration project and its core inclusive Vision.

To create The Sydney Art Zone as a 10 Ha precinct, with the White Bay Power Station at its heart, to be placed in a Trust and to be managed under a long-term lease by Sydney Arts Zone Limited.

To master plan, with supportive planning legislation, the Sydney Art Zone, with active connections to adjacent streets and landholdings in Rozelle and to include its own publically accessible frontage to the foreshore of White Bay.

To create an arts zone in Sydney that will augment the city's competitive advantage as the world's most liveable global city by accelerating its cultural production, and return The Bays to its historic role in generating export revenue.

The Rationale

The Power Station and surrounding precinct, developed as a cutting edge Art Zone, offer new and expansive experiences in the arts which complement, rather than compete with, the programs of the city's established art venues. A 21st century arts precinct that takes inspiration from the artist driven regeneration of Beijing's 798 art precinct, RDM Rotterdam and Tate Modern.

The Power Station and the Sydney Art Zone offers a unique opportunity for display of large-scale installation art. It offers visitors and residents the experience of a biennale every day.

Providing working space for artists, it creates the opportunity for visitors to have close engagement with artists producing their artworks – Art as Experience – bringing a dynamic new dimension to the public understanding of art. The Power Station and artist's studios are an incubator for creative experimentation, not just the display of art.

The Power Station and the Sydney Art Zone offers art and lifestyle experiences that enrich the life of a wide audience. The local Bays communities will be within easy walking and cycling distance of a world class arts and recreational facility with natural attractions and creative programming that will enhance their daily life.

Visitors from wider Sydney will have easy access to an innovative, family friendly environment offering engagement with world class art, performance and ideas. National and international visitors, arriving via the nearby cruise ship terminal, will find their first encounter with Sydney is vibrant, enriching and stimulating, announcing the city as world class, not only a natural beauty but a leader in arts programming and recreational planning.

The site's industrial and social past forms a major part of the attachment of the local community. Preserved as a place that explores ideas and narratives that embrace past, present and future while providing open access to the public – especially its local audience – the precinct maintains its authenticity and integrity while offering 21st century amenity.

The Sydney Art Zone acts as a creative synapse, organically connecting art and its functions to the surrounding community, the wider city and Sydney as a whole. With a national and global reach, the Precinct is a hub of creative production and consumption.

At the centre of the precinct is the White Bay Power Station.
Power Station Art Space

The Power Station, positioned at the heart of Sydney’s newest arts precinct is an iconic, State of the Art, multifunctional art space, presenting the best in international contemporary art to a local, national and international audience.

It will be a leading platform for contemporary Australian art in all forms. Its repurposed, expansive post-industrial interiors will host large-scale art installations, performances and events in the style of Tate Modern. Its raw industrial framework will be preserved, expanded with inserted white cubes, black boxes and innovative spaces that will shape and transform its functions.

It will support new media art, performance, indigenous art, emerging and mid-career artists in all mediums and have a dedicated platform for the display of Australian Indigenous art. It will reflect Australia’s position in Asia with a focus on the art of the Asia Pacific and celebrate our multi-cultural make-up.

The Power Station Arts Space ensures the retention of this iconic building and foreshore in a permanently publically accessible form into the future.

Events + Festivals

SAZ will become the generator of major events and performances in the Power Station and surrounding open space.

In its incubator phase the Power Station and surrounds may support elements of existing festivals such as the Biennale, Sydney Festival, VIVID and Kaldor Art Projects etc. SAZ will commission new projects with individual artists and collaborate with creative producers to develop major new media and light projections and installations which will enliven the unfolding precinct, a long-term hallmark of its creative integration of life, work and artistic exploration and practice.

Artist Studios

Artists and arts organisations colonise and transform spaces, creating something from nothing. Artists and the wider arts industry will follow in the wake of early stage events, activations of artist projects and arts festivals.

The site will provide working studio spaces for local artists and facilities for international visiting artists with Artist in Residence programs such as The Cité Internationale des Arts in Paris. Artists and arts organisations colonise and transform spaces, creating something from nothing. Artist run spaces, gallery and performance spaces, art suppliers, bookshops and artisan retail will pop up in wake of the studios, artist projects and festival activations.

Workshop + Education Facilities

Specialist workshops and studios across artforms will be developed to support resident artists and become the site for Masterclasses by visiting artists.

These facilities will form the basis of education programs in partnership with colleges and universities which will see a regular traffic of students, academics, artists and designers encouraging further colonisation of the precinct by creative professionals.

SAZ will provide a platform for the development and presentation of multi-art installations and performance, with access to flexible rehearsal, production and performance spaces.

These flexible, affordable spaces will provide further educational opportunities in dance, drama, film etc. encouraging young performers and students to the precinct on a daily basis supporting retail operators. Multi-artform staging will allow performances as diverse as open air opera, music and cinema experiences.

Creative Industries, Retail + Commercial

SAZ will sustain a mix of creative, business, education, retail and food and other commercial operations. Activations like art festivals, light and digital art events will attract creative agencies, artisan food and retail to the zone.

As the precinct develops, existing post-industrial factory and warehouse spaces surrounding the Power Station, made functional and let at low cost, will attract start-up arts companies and creative think tanks such as Fishburners. Retail and business will leach from the precinct into the surrounding suburbs of Balmain and Rozelle, enlivening the local neighborhood, supporting residential growth and stimulating the local economy.

A Fully Networked Site

New creative organisations demand new creative ways of working, integrating open space, traditional and contemporary workspaces, smart and sustainable technologies, and café society.

A fully networked site, the White Bay precinct will let workers take the office with them. There will be fluidity, a porosity between work, life and art. Creative Industries will colonise spaces that offer affordable rents and an environment for creative thinking and ways of working. SAZ can model sustainable and innovative design solutions to the insertion of new worksites into old worksites.

Sydney Art Zone will be a catalyst for organic, sustainable regeneration of the area.
Sydney Art Zone Mission

To create an arts zone in Sydney that will augment the city’s competitive advantage as the world’s most liveable global city. Accelerating its cultural production and export capacity, acting as the cultural centerpiece of the Bays regeneration and supporting green creative lifestyle opportunities for residents of the Bays and wider Sydney.

SAZ as a 10 Ha precinct around the White Bay Power Station, including its own frontage to the foreshore ensuring ongoing public access to the waterfront.

To master plan, with supportive planning legislation, active connections to adjacent streets and landholdings in Rozelle to support creative industries and lifestyle. This is to include sustainable energy solutions to generate a green, sustainable public facility reflecting the origins of the site as a Power Station.

The prime objective is to create an iconic arts centre in the Power Station building and a wider precinct where creative processes and products are developed and made accessible to a wide public audience. This will include, but not be limited to, all forms of art, music, design, performance and creative processes which are contemporary, thoughtful and possibly challenging.

SAZ is to be an open, living, supportive environment for all creative and innovative processes. SAZ mandate is to provide support for creative processes including but not limited to workspace and accommodation to those who participate where necessary. Each component of SAZ, whether retail, commercial or other activities, will be assessed on the value of the idea and its affinity with the SAZ mission.

Governance + Implementation Strategy

The “Sydney Arts Zone Limited” (SAZ) has been created as a company limited by guarantee and is a registered not-for-profit designed to administer the proposed Sydney Art Zone at White Bay.

It is registered with the Australian Charities and Not for Profit Commission and as a Benevolent Public Institution. It is envisaged that the property (approximately 10 Ha surrounding and including the White Bay Power Station) would be placed under a Trust through the process illustrated below.

It is envisaged that SAZ will work in partnership with the Trust and be responsible for developing, implementing and monitoring the mission, vision and goals of SAZ. A board of directors will be appointed to oversee key areas such as:

- Marketing
- Asset Management
- Finance
- Sustainability
- Curatorial and Programs
- Audit and Risk.

A CEO will be appointed and will report to the Board.

SAZ is a not for profit organization and will seek deductible gift recipient status “DGR”. All profits are to be in support of continuation of creative and innovative processes, education, assistance to artists and their display, promotion or manufacture.