

City Centre Place Activation and Placemaking

Annual report 2021/2022

Development Programme Office

28 July 2022



City Centre Activation and Placemaking Programme

Our purpose:

To support city centre spaces that are loved by Aucklanders and sought out by visitors, offering compelling and distinctive experiences that reflect the talents, values and aspirations of its people, tells the story of place and invites exploration **while responding to the impacts of growth**

Made possible by the city centre targeted rate



Placemaking in the city centre

What we do:

- Grow **events and festivals** – bringing life to the place
- **Place activation** – bringing the place to life
- **Tactical urbanism** – temporary interventions to test or trial
- **Place enhancement** – more permanent features to support ongoing experiences in place

How we do it:

- Working collaboratively and in partnership
- Cultivating diverse partners and providers
- Giving life to area and precinct plans through a coordinated place-based approach
- Responding to city centre community and mana whenua aspirations
- Building the capacity of providers and community groups



Strategic alignment

City Centre Activation Programme strategic intents

- Foster a vibrant, active and attractive city centre
- Value and celebrate the diversity of Auckland communities
- Advance Māori heritage and cultural identity
- Support Auckland through change
- Create safe and welcoming spaces
- Promote accessibility and wayfinding
- Support the prosperity of the city centre
- FY22: Respond to the impacts of COVID-19

Contribution to Auckland Plan outcomes

Outcome	Focus area
 <p>Belonging and Participation</p>	<ul style="list-style-type: none"> • Create safe opportunities for people to meet, connect, participate in and enjoy community life • Celebrate Aucklanders' differences as a strength • Recognise the value of arts and culture to quality of life
 <p>Māori Identity and Wellbeing</p>	<ul style="list-style-type: none"> • Celebrate Māori culture and support te reo Māori • Reflect mana whenua mātauranga and Māori design principles
 <p>Homes and Places</p>	<ul style="list-style-type: none"> • Create urban places for the future - public places and spaces that are inclusive, accessible and contribute to urban living
 <p>Opportunity and Prosperity</p>	<ul style="list-style-type: none"> • Create the conditions for a resilient economy through innovation, employment growth and raised productivity

Contribution to City Centre Targeted Rate outcomes

- Enhance the central city environs
- A centre for arts and culture
- A high-quality urban environment
- Promoting the competitive advantages of the city centre

Contribution to Waitematā Local Board Plan 2020 outcomes

- Connected communities that are inclusive, accessible and equitable
- Celebrate and showcase Māori culture
- High-quality urban development that has accessible, versatile and sustainable public and private spaces
- Prosperous Waitematā economy that is sustainable and innovative



Advancing the outcomes of the City Centre Masterplan

The City Centre Placemaking and Activation Programme works in ways that support the outcomes of the City Centre Masterplan, particularly:



Transformational move 1: **Māori outcomes**

- This transformational move anticipates a range of interventions and systemic changes to bring mana whenua presence, Māori identity and life into the city centre and waterfront.



Outcome 1 – **Tamaki Makaurau, our place in the world**

- Tāmaki Makaurau / Auckland's city centre is a place where we actively recognise and celebrate our historic heritage as a driver of positive change and placemaking.



Outcome 3 – An **accessible and inclusive** city centre

- We want a city centre that is welcoming to all in Tāmaki Makaurau.



Outcome 5 – **Public life**

- Public space or realm is the glue that holds the city centre together. It is the canvas for public life. It needs to work well for all Aucklanders and visitors to Tāmaki Makaurau.



Outcome 10 – **Prosperous** city centre

- We want to set out practical ways to develop the city centre so it can continue to thrive as an economic centre and cater for the needs of our diverse population.

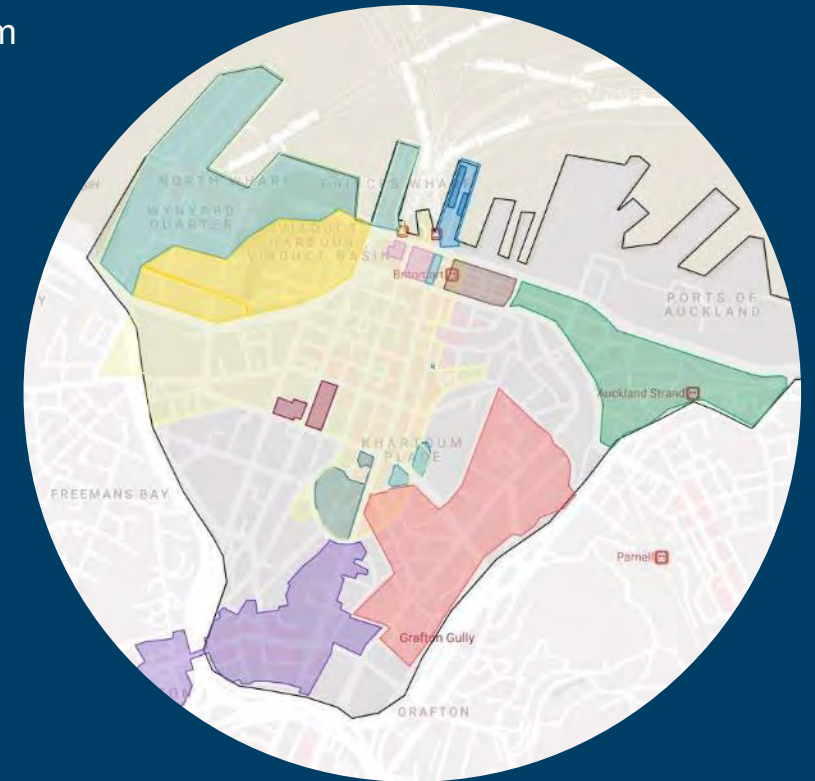




Working in partnership in the city centre

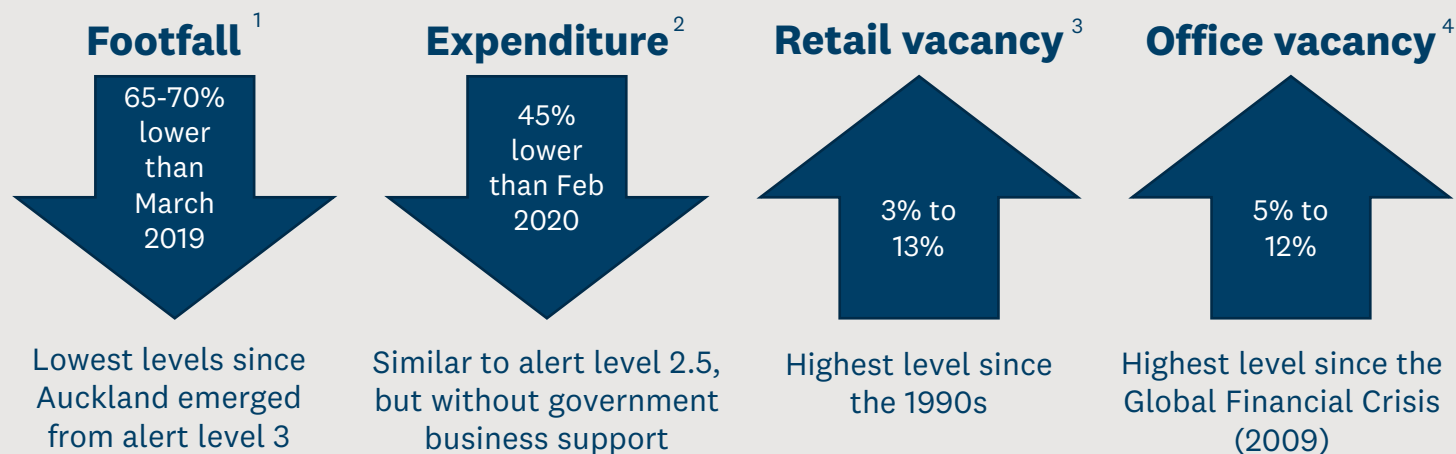
In order to create impactful activation and placemaking across the city centre area, it's essential to work in partnership with a wide range of activators and other partners. In 2021/2022, we had the pleasure of working with:

- | | | |
|-------------------------------------|---------------------------------------|-----------------------------|
| Africa Day | Basement Theatre | Manzana |
| Angus Muir Design | Black Creatives Aotearoa | New Zealand Maritime Museum |
| Artweek Auckland | Britomart | New Zealand Fashion Museum |
| Auckland Art Gallery | Chancery Square Businesses | New Zealand Fashion Week |
| Auckland Arts Festival | City Centre Library | Ngāti Whātua Ōrākei |
| Auckland Council Heritage | City Rail Link | Papatoi |
| Auckland Dragon Boat Association | City Centre Residents Group | Ports of Auckland |
| Auckland Festival of Photography | DocEdge | Precinct Properties |
| Auckland Live | Eke Panuku Development Auckland | Rainbow Youth |
| Auckland Pride Festival - Takatāpui | Ellen Melville Centre | Reactivate Tāmaki Makaurau |
| Auckland Unlimited | Embassy of France, Wellington | Ryder Salon |
| Auckland Transport | Gus Fisher Gallery | The University of Auckland |
| Auckland Writers Festival | Heart Of The City | Skycity |
| Auckland University of Technology | Karangahape Road Business Association | Taane Mete |
| | Matariki Festival | Unitec |
| | | Viaduct Harbour/Tramco |
| | | Waitematā Local Board |



Current context for the city centre 2021/2022

The city centre continued to be disproportionately affected by the impacts of COVID-19. When New Zealand entered lockdown in March 2020, the loss of workers, students and visitors saw a 93% decrease in city centre spending. While spending across the region has mostly bounced back, the city centre has lagged behind. The major drivers of this are workers and students choosing to work or study from home, the reduction in international tourism, and restrictions on hospitality and entertainment.



The council group's city centre revitalisation work therefore identified several key priorities, many of which the city centre activation and placemaking programme seeks to support:

- A **clean, safe and welcoming** city centre – getting the basics right and addressing real and perceived issues
- **Bringing workers and students back** – working with employers, and making the city centre appealing
- **Promotion and attraction** – campaigns, events, and activities that appeal to a diverse range of people
- An **accessible** city centre- addressing real or perceived barriers to access





Supporting revitalisation

Focus areas for the city centre activation programme in 2021/2022



1. Increase vibrancy and diversity

- Support consistent, reliable and diverse programming to foster the expectation that the city centre is a vibrant space to be
- Highlight mental or visual landmarks that connect to sense of place
- Further engaging the creative sector and collaboration between city centre activators

2. Drive footfall, and associated spend

- Attract people to visit and increase dwell time
- Actively create opportunities for connection between activities and business
- Support businesses to activate their areas

3. Disrupt antisocial behaviour

- Targeting key city centre areas with activations aiming to increase passive surveillance
- Supporting Crime Prevention Through Environmental Design (CPTED) improvements in key locations

4. Change the narrative

- Showcase the positives, challenge negative perceptions, create good news stories
- Celebrate the existing highlights e.g. High St and connect them with adjacent areas



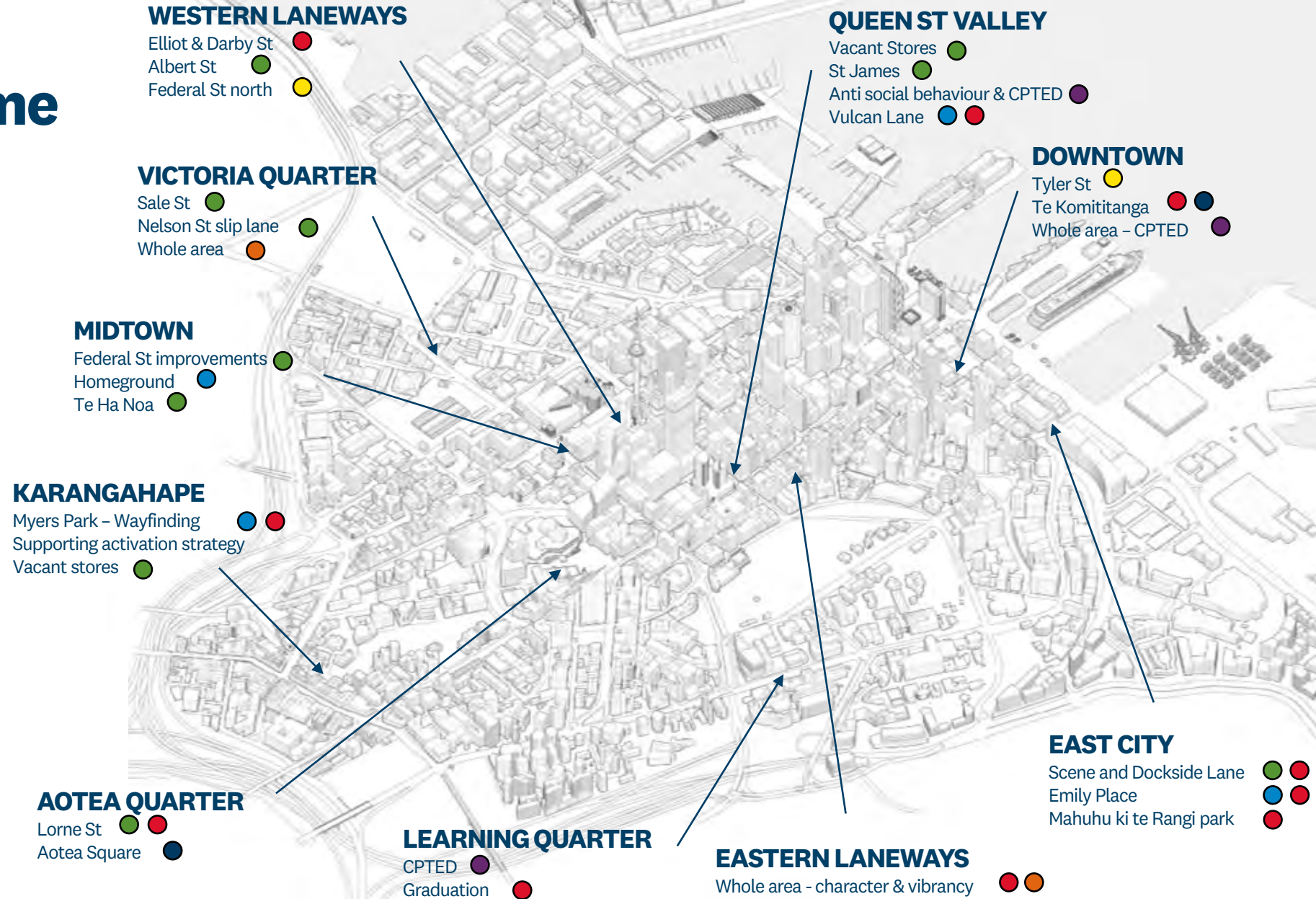
2021/2022 work programme

Key festivals & events

- Matariki (June/July)
- Artweek Auckland (Oct)
- Christmas (Dec)
- Pride (Feb)
- City of Colour (May)

Place-based initiatives

- Tactical Urbanism
- Activation
- Place enhancement
- Engagement
- Programming
- Research
- CPTED



Enhancing city centre spaces



Enhancing city centre spaces

These projects contribute to city centre placemaking by:

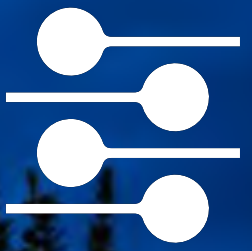
- using tactical urbanism (lighter, quicker, cheaper) initiatives to test and trial
- making 'no-dig' enhancements which improve appearance, amenity and perceptions of safety
- adding interest, diversity and culture to urban environments



Sale Street Placemaking

Completed October 2021

TE MAHARATANGA O NGĀ WAI



The dawn blessing of the Sale Street project, December 2021



Te Maharatanga o Ngā Wai

Completed October 2021

Remembering our urban waterways

Te Maharatanga o Ngā Wai on the corner of Sale Street and Wellesley Street demonstrates the level of meaningful placemaking that can be achieved through genuine partnership and collaboration. This no-dig placemaking intervention followed a deeply Māori kaupapa in partnership between Ngāti Whātua Ōrākei (NWŌ) and Te Kaunihera o Tāmaki Makaurau/Auckland Council. This has resulted in the creation of an engaging and inviting public space that stands as a full and rich expression of Ngāti Whātua Ōrākei ahi-kā, kaitiaki and manaaki of place.

This project was delivered by council's city centre and Māori Design teams in a space created by a road realignment by Auckland Transport, and was a pilot initiative devised to trial a new way of giving effect to a Treaty partnership between iwi and local government.

The project, enabled by the city centre targeted rate and council Māori Outcomes funding, brings a unique and thought-provoking public place design to the Victoria Quarter.

Strategic outcomes:



Māori outcomes



Tāmaki Makaurau



Accessible & inclusive



Public life



Prosperous city centre



Project video

Finalist in the Tuia Pito Ora
New Zealand Institute of
Landscape Architects
Awards 2022

Project Partners

- Ngāti Whātua Ōrākei
- Auckland Council
- Māori Outcomes Fund
- Auckland Transport





Kaimahi from Ngāti Whātua Ōrākei planting at Sale St

Te Maharatanga o Ngā Wai

Completed October 2021

PARTNERSHIP WITH IWI

A primary aspiration identified in the original kōrero with Ngāti Whātua Ōrākei was to provide [professional development opportunities](#) for their uri and kaimahi through partnership with Te Kaunihera on a kaupapa.

The two NWŌ kaitiaki used the opportunity to deepen design experience through a deeply Māori kaupapa, as part of a high-performing team delivering a real-life project from end to end.

“As ahikaa and in the spirit of our tupuna Apihai Te Kawau we continue to foster manaakitanga and seek nurture the growth of our rangatahi that sees our cultural identity reflected in the whenua and moana. ‘Kakahuria nga tangata, Kakahuria te Taiao’. Adorn the people so they can adorn the environment.”

Dane Tumahai of Ngāti Whātua Ōrākei





Māori language and design in place at Sale St

Te Maharatanga o Ngā Wai

Completed October 2021

MAORI DESIGN

From the outset the project followed a Māori design approach, delivered by a Māori design team with strong mana whenua representation.

Six elements are evident in the design: reo (language), whakatā (rest and relaxation), taiao (natural environment), tūrama (lighting), mahi toi (art) and whakamārama / ako (explanation, teaching and learning).

All of these elements were designed to remind us of the lost streams, and to prompt us to consider the place of nature in the design of our urban environments.

To date, this is the only public place in the city centre that meets council's objective to support te reo Māori to flourish, with kupu Māori seen, heard, spoken and learnt as part of this installation.

'That's great for our people to let their ideas out and express themselves, towards something that everyone's going to see out in the public.'

Jyde Tamariki
Ngāti Whātua Ōrākei





New seating on Sale Street

Te Maharatanga o Ngā Wai

Completed October 2021

IMPROVED AMENITY

Installation began with the planting of an understory of greenery beneath pōhutukawa, which will provide much-needed shade. The plants were grown in the Ngāti Whatua Ōrākei nursery, selected by the designers, and brought to the site for planting.

Four bespoke 3D-printed concrete seats were added - the curved organic shape of these tūru / benches draws inspiration from the lost stream's natural form and the life that would have flourished in this place, in particular tuna (eels), providing respite for pedestrians heading up the steep hill.

Laser-cut corten steel pourama (light columns) improve perceptions of safety and cast words of te reo Māori onto the pavements with themes of kapua (cloud), ua (rain), awa (river), moana (sea) and an overarching message: oranga wai, oranga tāngata (healthy waters, healthy people).



scan



Maaitia



Te Maharatanga o Ngā Wai

Completed October 2021

POETRY

Scan a QR code on the side of two steel pourama to watch a poem by celebrated New Zealand manu kōrero/poet Hone Tuwhare recited in both te reo Māori and English by the children of the young men who worked on this project.

Hone Tuwhare (Ngāti Korokoro, Ngāti Tautahi, Te Popoto, Te Uri-O-Hau) is a national treasure, and stands as one of the most important Māori literary voices of the twentieth century. Hone lived in Nelson Street as a child and worked in a workshop along Sale Street as a tradesman in the 1970s. His footprints, and now his words through this initiative are again alive and celebrated in this place.

This project was granted permission by the Tuwhare whānau to utilise one of Hone's poems *The river is an island* to highlight the memory of the stream that ran through this site. The poem Hone wrote in English was translated into te reo Māori by Waihoroi Hotorene (Ngāti Hine).



Te Maharatanga o Ngā Wai

Completed October 2021

INNOVATION

The project team worked with QOROX to use innovative 3D concrete printing construction methods to create seats. Each of the seats contains around 40 repurposed car tyres, minimising the use of concrete and diverting the waste rubber away from landfill.

The team designed a number of digital elements accessible via QR codes on the pourama, to really allow the project to reach up and out from the physical site, and to allow users to understand how the site sits and connects to its context and related kaupapa. Te reo Māori initiatives have been wired in and introduce reo that can be seen, heard, spoken and learned, and which lean both backwards and forwards into time.

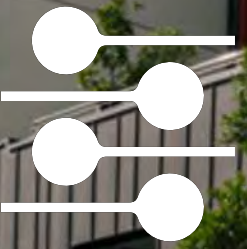


Installing concrete seating on Sale Street



Innovating Streets: Emily Place

Completed July 2021



Tactical urbanism on Emily Place





Tactical urbanism on Emily Place

Emily Place

Completed July 2021

TACTICAL URBANISM

The installation of Emily Place Park sees the creation of a new public plaza, a pocket park with bike parking, planting and seating as well as a widened footpath from Customs Street. Traffic flow was streamlined and a new one-way flow around the reserve was created.

This Innovating Streets project was a collaboration with the community to trial ways to make the street and neighbourhood reserve a safer and more pleasant place for residents, visitors, and businesses. During the trial an extensive monitoring and evaluation programme was carried out. Insights from this will inform the design of the permanent streetscape upgrade in this area.

Strategic outcomes:



Māori outcomes



Accessible & inclusive



Public life

Project Partners

- Waka Kotahi





Tactical urbanism on Emily Place

Emily Place Completed July 2021

Post-implementation survey
August 2021

Winner of a Waka Kotahi 'Agent for Change' award 2021

49%

of survey respondents support the changes. 31% did not support, and 20% had mixed sentiment.

Being a pedestrian feels easier, safer, and more accessible now that there is only one direction of traffic and the parklet joins up to the Reserve

Community feedback

It's a better cycling environment, as the traffic is predictable and the bike racks add to the feeling of safety and security in the space

Community feedback

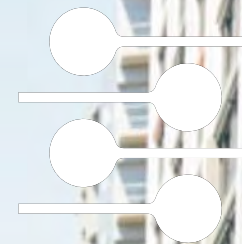
Key themes in the qualitative feedback:

- The one-way system is working well
- The pedestrian experience feels easier, safer and more accessible
- Frustration over cars parked on the footpath



Interim enhancements: Nelson Street slip lane

November 2021 – January 2022



*Reverse graffiti in the Nelson Street slip lane
Artist :Teare Turetahi with TrustMe*





Reverse graffiti in the Nelson Street slip lane
Artist :Teare Tureahi with TrustMe

Nelson St slip lane

November 2021 – January 2022

INTERIM ENHANCEMENTS

Nelson Street slip lane has a streetscape upgrade project planned for completion in 2023/2024.

Community input to the project design process identified three key issues:

- Safety of pedestrians, especially children walking to the local school
- Potential for conflict between cyclists, pedestrians and vehicles with people traveling contra-flow
- The poor appearance of the slip lane wall attracts graffiti

These interim enhancements were designed to address some these issues and ‘show some love’ to the neighbourhood while they wait for the permanent streetscape upgrade.

Strategic outcomes:



Māori outcomes



Tāmaki Makaurau



Public life

Project Partners

- Waitematā Local Board
- City Centre Residents Group





Improved cycleway markings on Nelson Street

Nelson St slip lane

November 2021 – January 2022

IMPROVING SAFETY

Key safety improvements were:

- refreshed and improved cycle way markings providing clearer indications of the route cyclists take, particularly on the shared path
- Installing planters on Union Street to discourage illegal parking on the foot path and create an improved pedestrian experience for the many commuters and families that use Union Street to walk to and from school

“The planters on Union Street are awesome, and a great solution.”

Neighbourhood resident





Applying reverse graffiti in the Nelson Street slip lane

Nelson St slip lane

November 2021 – January 2022



Project video

BEAUTIFICATION

In addition to the safety improvements, this initiative improved the appearance of the slip lane by conducting much-needed maintenance on the retaining wall bank and applying the artistic treatment.

INNOVATION

This project trialled an innovative ‘reverse graffiti’ technique to install a long-lasting but temporary artwork to the slip lane wall. The process creates art using a pressure washer and stencils to selectively clean dirt, dust and moss off the wall.

This technique was significantly more cost effective and environmentally friendly than traditional painting methods, and can be easily removed by water blasting or will fade out over time.





Art Discs

Ongoing

ELLIOT & FORT STREETS

As part the focus on improving the amenity of key city centre laneways the team developed and installed perspex discs which will be refreshed regularly to feature a range of artists' works.

The discs were installed on Elliott street, with the first series featuring the work of Chichi Nyangoni honouring Africa Month, and in Fort Street showcasing designs by Teare Turetahi as part of City of Colour.

Strategic outcomes:



Māori outcomes



Public life

*Art discs in Fort Street
Artist :Teare Turetahi*



Supporting people through change



Supporting people through change

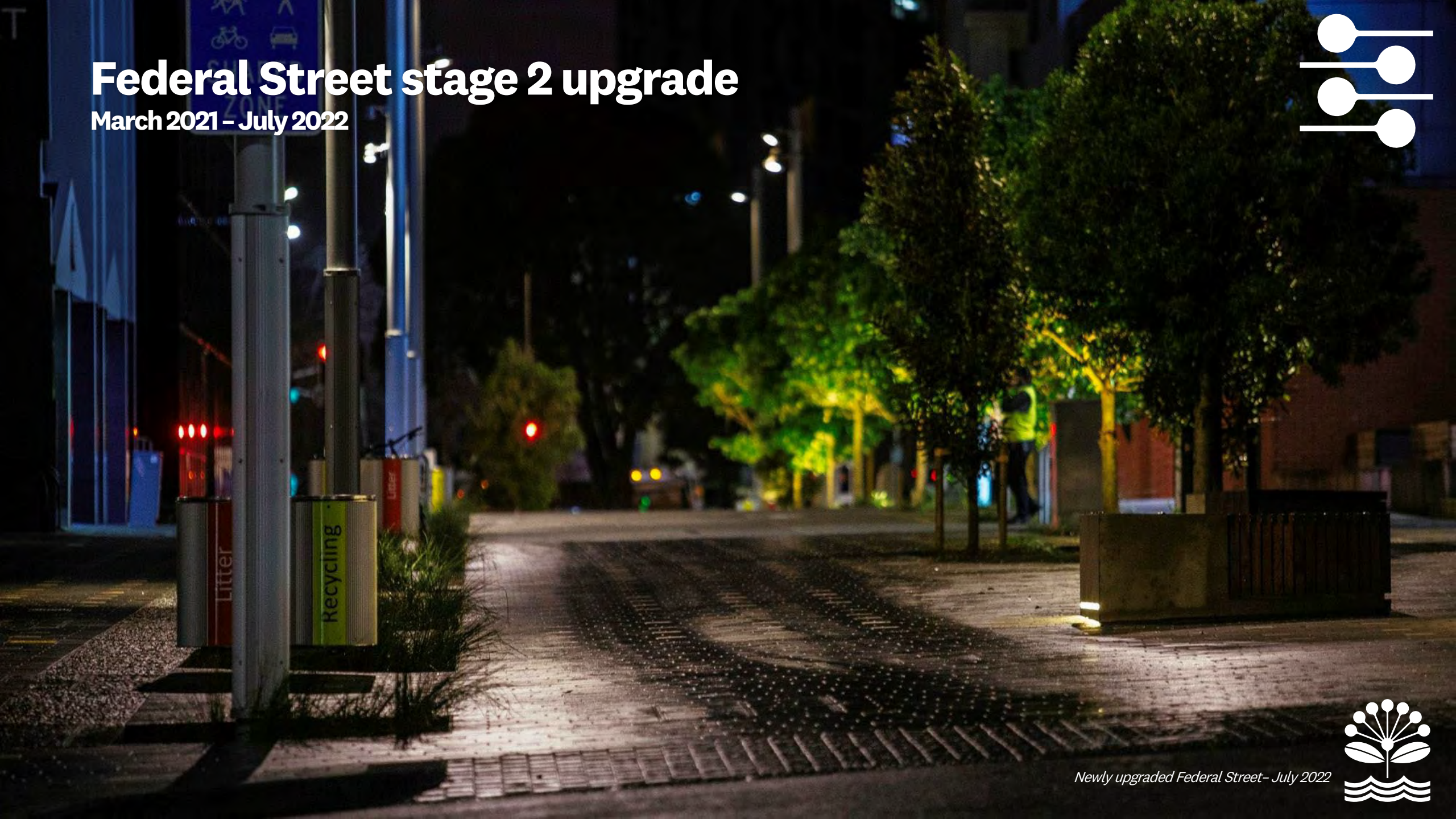
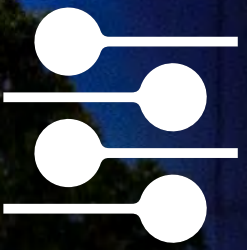
The adverse impacts of council-driven change on those most affected are considered by some as **unavoidable collateral damage** in pursuit of a greater public good. In addition to the social and economic impacts, this can also result in anger, frustration, resentment, and low trust in council, especially among those who bear the **disproportionate burden of change**.

By taking a development response approach which **supports people through change**, we'll demonstrate that **we understand** the effects we're having on people and take **meaningful actions** which ease the burden on those impacted, so that communities embrace change or disruption because they understand why we do what we do, trust that the benefits will be worth it, and that we're working in ways that have their interests in mind.



Federal Street stage 2 upgrade

March 2021 – July 2022



Newly upgraded Federal Street - July 2022





Newly upgraded Federal Street – July 2022

Federal Street stage 2

March 2021 – July 2022

Federal Street stage 2 (Mayoral Drive to Wellesley Street) was upgraded to create a more pedestrian-friendly, high quality shared space featuring new native trees, better lighting, raingardens and new seating and gathering spaces.

Construction of the new streetscape meant ongoing disruption in the area, adjacent to the Auckland City Mission HomeGround building site and with major City Rail Link works nearby.

The objectives of our development response approach for Federal Street included:

- building anticipation of completed projects, to show the disruption will be worth it
- welcoming and connecting the street community with existing residents and businesses
- building understanding and growing the sense of community in the neighbourhood





Community event on Federal Street- July 2022

Federal Street stage 2

March 2021 – July 2022

COMMUNITY ENGAGEMENT

As part of efforts to engage with City Centre residents on significant changes to their neighbourhood, a series of activations and events were planned to support the opening of Auckland City Mission’s HomeGround and to share plans for the future of midtown.

Activities included:

- an online information and Q&A session for Federal Street neighbours, co-hosted with Auckland City Mission in the lead up to their opening. Held during lockdown, the evening attracted 50 registrations and has been viewed a further 213 times since.
- Including neighbourhood updates, including from Auckland City Mission and St Matthew-in-the-City in project newsletters.
- as the HomeGround opening drew closer a "neighbours pack" was sent to the local resident community with information on both the Federal street stage 2 project and the new HomeGround Facility.
- a community celebration at the conclusion of the project, to create opportunities for neighbours to get to know each other, find out more about HomeGround, and provide feedback on the streetscape upgrade.

Strategic outcomes:



Accessible & inclusive



Public life

Project Partners

- Auckland City Mission
- St Matthew-in-the-City



Federal Street stage 2

March 2021 – July 2022

COMMUNITY ENGAGEMENT

Another initiative to promote community connectedness was support for a community compost hub hosted by St Matthew-in-the-City. Also supported by HomeGround, the Compost Collective have set up in the grounds of the church nearest to Federal Street. The purpose of this community-led initiative is to:

- create a shared composting resource for the local resident and business communities
- upskill the local community in the sustainable practice of composting
- support local community relationship building
- support the activation of the publicly accessible space adjacent to newly upgraded Federal Street space

Local Māori artists have also designed a mural with input from street whanau, to be installed on Federal Street in Spring 2022. Along with the painting of several private walls nearby, this is intended to deter graffiti and reinforce community pride in the area.



Image credit: Federal Street Compost Hub

Strategic outcomes:



Accessible & inclusive



Public life

Project Partners

- Auckland City Mission
- St Matthew-in-the-City
- Compost Collective



Myers Park Underpass project

May 2022 – March 2023



AUCKLAND'S FUTURE IN PROGRESS



Myers Park Underpass project

May 2022 – March 2023

Auckland Council is upgrading the city end of Myers Park as part of the midtown programme. The upgraded underpass will provide a beautiful new entranceway for the park, with artwork led by mana whenua. A new staircase will lead to Queen Street, and new seating, a timber boardwalk, lighting and native planting will make the park an inviting oasis in the city centre.

The objectives of our development response approach for Myers Park include:

- helping people find their way around in the park even though some entries are closed
- ensuring a good level of activity and foot traffic is maintained, to dissuade antisocial behaviour
- providing programmes targeted to city centre residents and young families



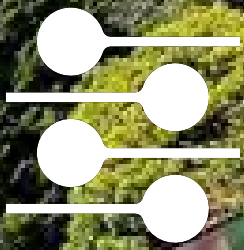
Myers Park Underpass project

May 2022 – March 2023

Myers Park is a valuable pedestrian connection between the Karangahape Road precinct and the central city, it's a place of historical significance, and provides an important open, green space for local residents and children.

A bespoke wayfinding and project information signage solution was designed for the project to support and encourages people to navigate through and continue to use the park whilst construction is underway.

We're also mindful of the need to discourage antisocial behaviour so we're focused on activating the park with a range of family friendly programmes while the works are happening.





Children participating in Nature Play activities in Myers Park

Myers Park Underpass project

May 2022 – March 2023

ACTIVATION PROGRAMME

Free events and activations are being delivered in the park, encouraging local residents and families to continue using this important space. Already underway is the Out & About programme, each weekend and during school holidays, including:

- Pop up Play – games such as multi-sport, capture the flag, ultimate Frisbee, lawn games and more
- Nature Play – finding moments of joy while connecting kids to nature and the environment
- Circus in the Park – learn skills like juggling, hula hoop, acrobatics, ribbons and spinning plates.

Strategic
outcomes:



Accessible
& inclusive



Public
life

Project Partners

- Auckland Council Parks, Sport & Recreation





Temporary wayfinding in Myers Park

Myers Park Underpass project

May 2022 – March 2023

WAYFINDING

The team took a slightly different approach to wayfinding for this site, with the emphasis being on promoting the continued use of this valued city centre park during the upgrade.

A bespoke wayfinding and project information signage and hoardings solution was designed for Myers Park to support and encourage people to navigate through and continue to use the park while construction is ongoing.

Mobility access to the park has been maintained throughout the works period.

Strategic outcomes:



Accessible & inclusive



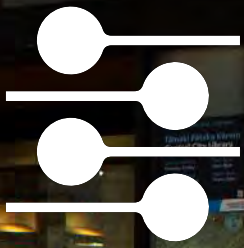
Public life



Wai Horotiu Queen Street Project

Completed March 2022

LORNE STREET



Tactical urbanism on Lorne Street





Lorne Street

Completed March 2022

TACTICAL URBANISM

As part of the Wai Horotiu Queen Street Project, the Lorne Street shared space outside the Central City Library is proposed to become a pedestrian mall.

To trial how the proposed pedestrian mall will operate, vehicle access to Lorne Street has been restricted, with access maintained for vehicles using the ASB car park and servicing local businesses. The Wellesley Street end of Lorne Street has been blocked off and the remaining traffic movement on the shared space is now two-way, entering and exiting from Rutland Street.

Strategic outcomes:



Accessible & inclusive



Public life

Project Partners

- Auckland Transport
- Central City Library





Tactical urbanism on Lorne Street

Lorne Street

Completed March 2022

TACTICAL URBANISM

This configuration is currently being trialled using a tactical urbanism approach - this lighter, cheaper, temporary intervention allows ideas to be tested to inform and demonstrate how permanent changes could work. It has also been used to test some CPTED responses.

A basic suite of temporary planters and furniture are in place to keep traffic as slow as possible on the street and provide a more pedestrian-focused, greener environment. The project will be monitored with help from the library, and an be adjusted in response to feedback and trial insights.

“Activating the streetscape outside the Central City Library allows us to try new approaches to programme design that safely connects the inside to the out, making our place more vibrant, active and enlivening the fabric of the central city.”

Library manager





Wai Horotiu Queen Street Project St James Site

March 2022

CPTED IMPROVEMENTS

The protected pedestrian walkway in front of the St James Theatre site has been in need of a visual and lighting treatment for some time. These improvements were implemented to coincide with the footpath extensions in the area to improve perceptions of safety at this busy bus stop.

The artwork, designed and created by local artist Ross Liew AKA TrustMe, is inspired by the names of the four theatres that have been housed on the site over the years. Ross used the letters of the theatre names to create four abstract designs that have been painted onto 35 sheets of plywood. The improvements also feature a lighting treatment Angus Muir Design to improve both safety and the appearance of the site at night.

Strategic
outcomes:



Public
life

Artists – Trustme and Angus Muir Design





Installing rocks on Vincent Street

Vincent Street Parking Management

March 2022

TACTICAL URBANISM

In response changes in residential mix and a reduction of foot traffic in the area, council and Auckland Transport had been receiving frequent complaints of illegal parking on the berms of Vincent Street. This tactical urbanism initiative involved installing large rocks to deter the behaviour and reduce health and safety risks for pedestrians and AT staff and contractors.

The rocks have been in place since the end of March, and were adjusted over the first few weeks to ensure they were effective. Community feedback has been very positive, and the number of illegal parking incidents has decreased markedly. Auckland Transport continue to actively monitor the area.

**Strategic
outcomes:**



Accessible
& inclusive

Project Partners

- Auckland Transport



Key Festivals and Events



Key festivals and events

- Curated by the City Centre team
- Addressing targeted place-based needs
- Fostering a consistent level of events and activities year-round by adding to other programming
- Supporting opportunities for economic activity by partnering with the businesses community
- Drive increased footfall and disrupt antisocial behaviour



Matariki Taimoana

23 June - 18 July 2021





Matariki Taimoana 2021

23 June – 18 July

Auckland’s waterfront celebrated Matariki 2021 with a large programme of activities featuring cultural performances, artist installations, traditional food offerings and more.

The festival programme was curated by director Ataahua Papa for Auckland Council, with host iwi Ngāti Whātua Ōrākei and Heart of the City.



“It made me feel very proud that council is taking our public spaces so seriously. This is the Auckland I want my kids to grow up in.”

Visitor feedback

More than **24** free public events, installations and activities over three weeks including performances, workshops and showcases of traditional arts

Project Partners

- Ngāti Whātua Ōrākei
- Heart of the City
- Britomart
- Commercial Bay
- Viaduct Harbour
- Tātaki Auckland Unlimited
- Eke Panuku

Strategic outcomes:



Māori outcomes



Tāmaki Makaurau



Accessible & inclusive



Public life



Prosperous city centre



Project video



Artweek Auckland 2021

5-14 November



FREYBERG PLACE
MADE IN HONOUR OF 1950 TERRACQUA
EXHIBITION OFFICIAL 1949-1952
CONCEIVED BY SIR ERIC GILL 1949-1952

Nature Wins by Deborah Crowe on Freyberg Steps for Heart of the City





Artweek Auckland 2021

26 October – 15 November

LIGHTBOX DISPLAYS

While Artweek was cancelled due to COVID-19, we were still able to bring colour to the city with two lightbox displays in Te Komititanga. This interactive, impactful collection reminded us to ‘free our imaginations’ and reflect on the talent of our local artists.

‘A State of Reimagining’ was a vibrant presentation of fifteen digital collages created by Auckland University of Technology, Master of Design graduate, Julia Mapusua. The works memorialise the designer’s mother, celebrating her pride in her Samoan culture and the iconographic elements that make up Pacific craft traditions

‘GOD-HOUSE’ was a visual collaboration from artists Jahra Wasasala and Jocelyn Janon that magnifies the rapturous returning of the previously disembodied. The visual exhibition showcased the way Jocelyn Janon masterfully captures living moments of the world of transformation that Jahra embodies.



Lightboxes in Te Komititanga for Artweek 2021

Strategic outcomes:



Tāmaki Makaurau



Accessible & inclusive



Public life

Project Partners

- Artweek Auckland
- AUT
- The Maple





For The Love of Bees in Victoria Park for Artweek 2021

Artweek Auckland 2021

5 – 14 November

PASTURE PAINTING

As part of Artweek 2021, For The Love of Bees (FLTOB) activated a pasture painting in Victoria Park with talks and participation from lead artist and vision holder Sarah Smuts-Kennedy as well as emerging artist & new beekeeper Brunelle Dias.

While Artweek was significantly impacted by the change in COVID-19 alert levels the FTLOB event was able to go ahead due to audio and tour information being available online. Social media reached 10,661!

“Visited and listened on Sunday, great stuff!”

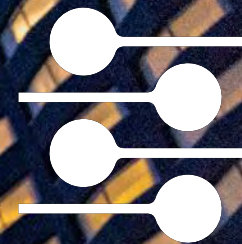
Participant feedback

Project Partners

- Artweek Auckland
- For The Love Of Bees
- Heart of the City



Christmas Light Show in Te Komititanga 3 – 24 December 2021



TWO NEW STATIONS, COUNTLESS POSSIBILITIES

Once the CRL will be able to... to Mt Eden

INSPIRING NEW WORLD-CLASS STATIONS

The CRL will improve journey times and double the number of Aucklanders within 30 minutes travel of the city centre.

Watching the Christmas Light Show in Te Komititanga





Watching the Christmas Light Show in Te Komititanga

Christmas Light Show in Te Komititanga

3 - 24 December 2021

The headline attraction in the city centre for Christmas 2021 was the Christmas Light Show at Te Komititanga. The large scale projected light show illuminated the entire Chief Post Office façade, spanning 55 metres wide and 32 metres high. The animated show took audiences on a delightful festive journey, bringing the spirit of wonder and joy to the heart of the city and allowing people to safely reconnect outdoors and immerse themselves in the spirit of Christmas. Gathering to celebrate Christmas in this way was particularly special as Auckland came out of Level 4 lockdown on 3 December.

41,609

attendees in 21 days

Project Partners:

- Heart of the City
- Commercial Bay

Strategic
outcomes:



Māori
outcomes



Tāmaki
Makaurau



Accessible
& inclusive



Public
life



Prosperous
city centre



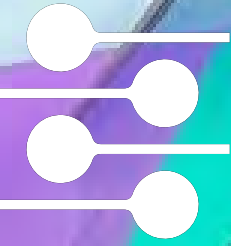
Auckland Pride Festival 2022

TAKATĀPUI FESTIVAL

1 - 27 February 2022



Waharua Kōpito by Huriana Kopeke Te Ahō and Shannon Novak at Commercial Bay





Auckland Pride Festival 2022 - Takatāpui Festival

1 – 27 February

This year, alongside celebrating the 50th Anniversary of the first Gay Liberation March, Auckland Pride launched its first ever Takatāpui Festival – Te Tīmatanga. The organisers offered a kaupapa of gratitude and exploration where takatāpui, tangata ira rere, tangata ira whiti, tangata ira tangata and tangata whenua may come together in hāporitanga to share in their truths, joy and abundance.

This public art and digital festival celebrated the legacy, resilience, talents and nuanced lived experiences of Aotearoa’s kāhui takatāpui. The centre of the constellation was the Albert Park Caretaker’s Cottage, with the cluster spreading from Aotea Square, Albert Park, down to Commercial Bay, and the Viaduct. Due to COVID-19 restrictions, this was one of very few Pride Festival activities to be able to proceed.

Strategic outcomes:



Māori outcomes



Tāmaki Makaurau



Accessible & inclusive



Public life



Project video





Whakarare by Fern Ngatai in Wynyard Quarter

Auckland Pride 2022

1 - 27 February

TAKATĀPUI FESTIVAL

Seven Takatāpui artists showcased their work with installations in Albert Park, Britomart, Commercial Bay, Viaduct Harbour and Wynyard Quarter. Together they stood connected as a cluster of practitioners that in unison showed the importance, reverence and beauty of Takatāpuitanga.

The purpose of the Huarahi Toi was to ground takatāpui and the wider Pride community in *locality*. The artists hoped to acknowledge Te Waitematā, the harbour in its whakapapa in takatāpui urban experiences, and to remind our whānau whānui of their responsibility to ahi kaa and mana whenua.

The curatorial theme was He Whāriki Takatāpui. Artists Kahu Kutia, Hana Burgess, Liam Brown, Hariata Herekore, Huriana Kopeke Te Aho, Fern Ngatai & Hāmiora Bailey all responded to He Whāriki Takatāpui, honouring the work of Dr Elizabeth Kerekere and affirming their ancestry as Takatāpui Rangatahi.

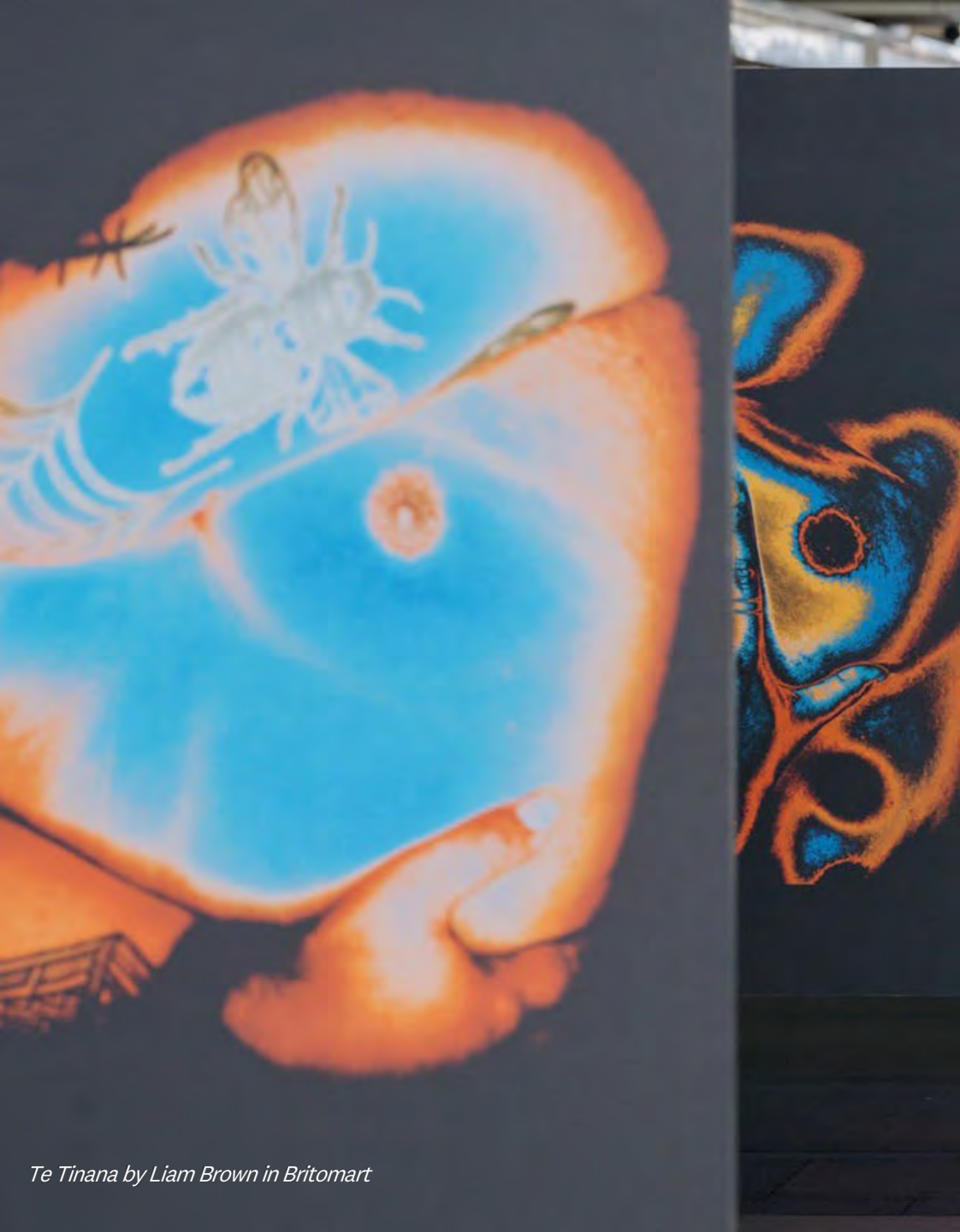
“As Māori we are direct mokopuna of the natural environment & see ourselves as part of a wider ecology, not separate from it.”

Hāmiora Bailey
Festival director

Project Partners

- Auckland Pride
- Britomart
- Commercial Bay
- Viaduct Harbour
- Reactivate Tāmaki Makaurau





Auckland Pride Festival 2022

1 – 27 February

TAKATAPUI FESTIVAL – TE TĪMATANGA

Te Tinana exhibition in Britomart

Liam Brown is a takatāpui interdisciplinary artist based in Te-Mataua-a-Māui, with a focus on lens-based media. Liam has whakapapa to Ngāti Kahungunu ki Wairoa and Tūhoe. TE TINANA was an exploration of the body through self- portraiture, exhibited in Britomart. Liam says:

“As a plus size Takatāpui Māori, I never saw my body represented literally anywhere. The work itself within the context of Whitinga o Te Rā brings a level of visibility to the light that a lot of our people need to see. We were created so perfectly as Takatāpui, and our bodies are sacred. When I visualise this body work, I see it sitting on the horizon of a new day that is about to be brighter and bigger than ever because of our existence and visibility as a community.”

“Britomart was delighted to play its part in Te Tīmatanga, and celebrate the contributions of Takatāpui Māori artists by featuring their work throughout the precinct. We loved the ambitious scale and strong statements each of the works made, and the way they collectively welcomed other Takatāpui Māori to this part of town. We also appreciated the way Te Tīmatanga activated a broad swathe of the central city, increasing the festival’s visibility and offering a rich, immersive experience across a wide area.”

Exhibition host organisation

**Strategic
outcomes:**



Māori
outcomes



Accessible
& inclusive

Project Partners

- Auckland Pride
- Britomart Group





Auckland Pride Festival 2022

8 – 27 February

LIGHTBOX DISPLAY

'BACK AND FORTH' IN FREYBERG PLACE

As part of Auckland Pride Festival 2022, the Auckland Council Arts, Culture & Heritage Unit team brought together a selection of images responding to the anniversary of the 50th year of Pride in Tāmaki Makaurau. The exhibition title is in reference to and acknowledges how much work has been done in LGBTTTQIA+ communities and how much work still needs to be done.

These photographic works are by Julia Durkin, Hohua and Tapuaki Helu for the MATAALA Project and a revisitation of areas in the city centre that the past and present LGBTQIA+ communities frequented, captured by Ralph Brown.

Strategic
outcomes:



Tāmaki
Makaurau



Accessible
& inclusive

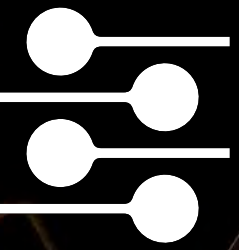
Project Partners

- Auckland Pride
- Auckland Council Heritage



City of Colour 2022

6 - 22 May



Flow by Jarrod Barrow in Vulcan Lane



City of Colour 2022

6 - 22 May

City of Colour was a new festival created to kickstart the city centre recovery. It was designed to create talkability, generate positive sentiment, increase foot traffic and spend and provide a reason for Aucklanders to head back in and visit their city centre.

Auckland's city centre became a canvas for more than 50 art and light installations for both day and night viewing. From May 6-22, laneways, squares, streets, silos, heritage buildings, trees and even dragon boats in the heart of the city, waterfront and Karangahape Road precinct were adorned with sculptures, space cubes, light displays, projections, artworks and more.





Cactus Garden by Simone Chua for Amigo & Amigo at SkyCity

City of Colour 2022

6 - 22 May

City of Colour was a successful partnership between Auckland Council, Heart of the City and many city centre partners both public and private, with a vibrant art programme co-curated by Auckland Council's City Centre Place Activation Principal Barbara Holloway and award-winning designer Angus Muir.

Installations included a 5m-high illuminated sculpture in The Viaduct, a colourful kinetic canopy of ribbons in Vulcan Lane and a Forest of Light in Khartoum Place, with the full line-up making for a great trail experience for visitors to embark on.

Strategic outcomes:



Māori outcomes



Tāmaki Makaurau



Accessible & inclusive



Public life



Prosperous city centre



City of Colour 2022

6 - 22 May

Pedestrian counts on the three weekends of the festival rose 15% compared to previous Fridays and Saturdays, and by 12% compared to Fridays to Sundays.



15%

“Faded sparkle returns to dazzling best”

Media headline

“It was an awesome and vibrant campaign to bring Aucklanders back into the city centre”

Partner quote

45%

of Aucklanders surveyed said the campaign ‘made me feel more positive about the city centre’

Extensive media coverage:



3.7 million people nationwide

Most positive council content ever, with an article in the NZ Herald rating

8.3

4.5 million digital campaign impressions

While they were here...

50% did a bit of shopping

57% stayed for dinner



City of Colour

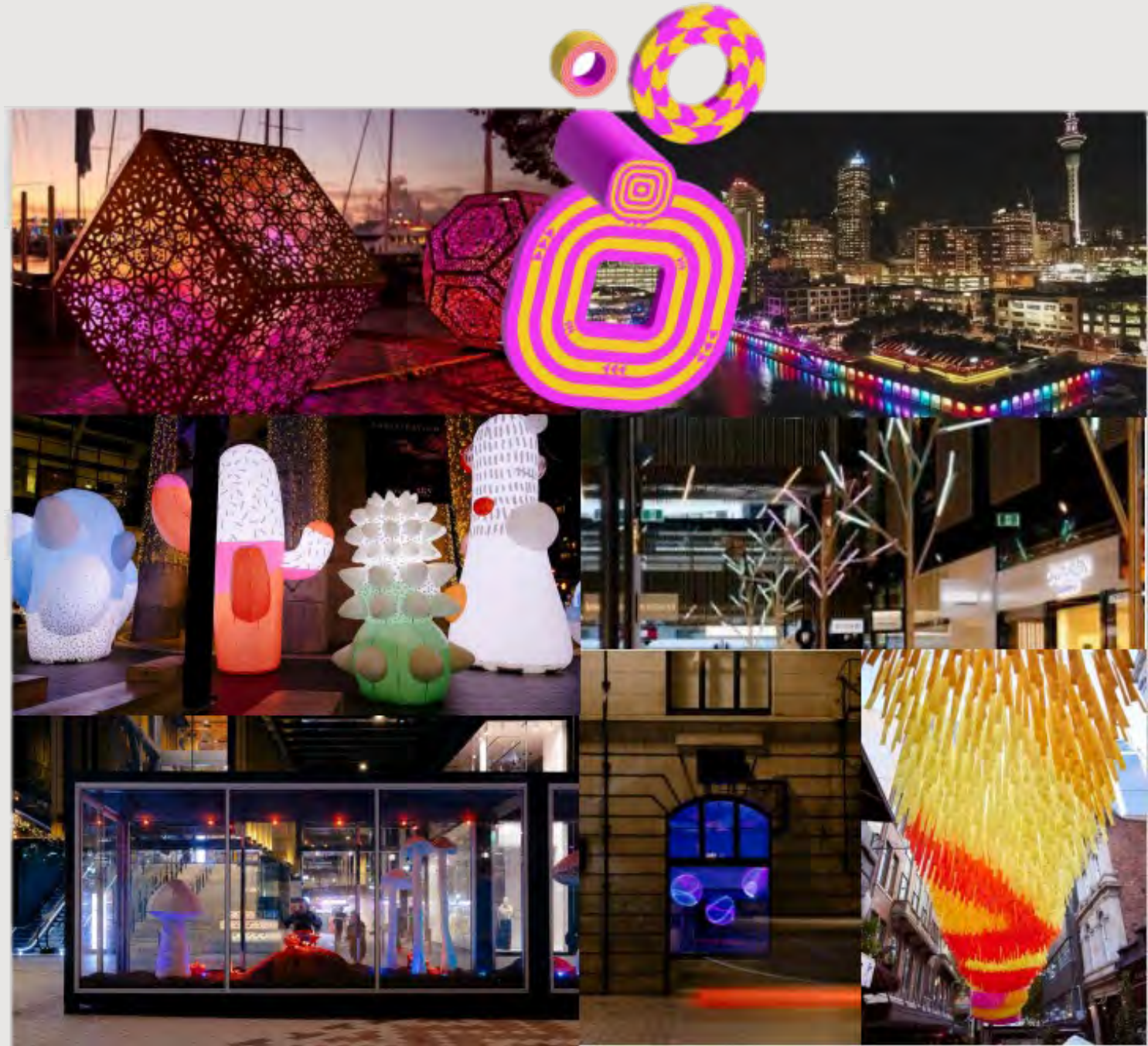
6 - 22 May 2022

Project Partners

- Heart of the City
- Angus Muir Design
- SkyCity
- Britomart
- Commercial Bay
- Viaduct Harbour
- Eke Panuku
- Auckland Dragon Boat Association
- Chancery Square businesses
- City Rail Link
- Eke Panuku Development
- Karangahape Road Business Association
- Ports of Auckland
- Ryder Salon
- Vector Lights



[Project video](#)



Responding to the impacts of COVID-19



Responding to the impacts of COVID-19

Supporting the revitalisation of the city centre with activities which:

- lift and maintain interest through consistent and regular activation
- drive increased footfall, discourage antisocial behaviour, and improve perceptions of safety
- support opportunities for economic activity by partnering with businesses





Activating store windows on O'Connell Street for City of Colour

Vacant Stores

Ongoing

Following the impact of COVID-19 the city centre had a significant number of commercial spaces become vacant. The empty stores created a sense of abandonment and led to a negative perceptions of key areas. The solution: the vacant stores initiative - a programme that funds local artists to fill empty store windows with vivid displays. Digital lighting, window decals and moving image were just a few of the options for enlivening vacant spaces.

There was early success but there were also many property managers hesitant to be involved. In 2022 with the impacts of COVID continuing to be felt in the city centre there has been a positive shift with considerably more property managers and owners wanting to join in.

18 art installations
in vacant stores
July 2021 to
June 2022

Strategic
outcomes:



Māori
outcomes



Prosperous
city centre

Project Partners

- Heart of the City
- Karangahape Road Business Association





Outdoor seating in Britomart

Expanding Outdoor Dining

November 2021 – April 2022

Auckland Council partnered with Heart of the City to distribute small grants to businesses to expand outdoor dining in the city centre. The programme was designed to create attractive and safe spaces for people in the city centre, at a time when people were adjusting to changing environments due to COVID-19 lockdown restrictions.

There was strong interest from businesses around the city centre with 57 adding, expanding or improving their outdoor dining spaces.

‘The outdoor furniture has been such a great benefit to our store, especially in allowing the extra space for our customers to enjoy outside. I highly recommend the initiative.’

Small business owner

Strategic outcomes:



Accessible & inclusive



Public life



Prosperous city centre

Project Partner

- Heart of the City





By Misery at Lim Chour for Street Front

Street Front 2022

Ongoing

Street Front is a project that connects local artists and businesses to create artworks in the windows of street facing organisations in the Karangahape area. The project first took place in 2020 with 13 business and 13 artists, and created an evolving gallery of creative work that could be viewed safely at any level of the COVID-19 protection framework.

The second iteration of the project launched in 2022 with new pairings of businesses and artists bringing colour and vibrancy to the Karangahape area. The artworks reflect the eclectic character of K Road, and add interest to visitors shopping or dining in the area. 15 businesses took part in the 2022 programme, with 15 artists featured.

“Being part of the K Rd Street Front Project has been so easy and fun. Lisa and Meela at KBA matched us with the perfect artist in Harris Keenan. We love his creation and so do all our customers.”

Business owner

Strategic outcomes:



Tāmaki Makaurau



Accessible & inclusive



Public life



Prosperous city centre

Project Partners

- Karangahape Road Business Association





Performers in action on Karangahape Road

Karangahape Road: Welcome Back

16 – 18 December 2021

Coinciding with the shift from Level 3 lockdown to the new COVID-19 Protection Framework in December, the Karangahape Road Business Association welcomed people back to the iconic Tāmaki Makaurau destination with on-street activations to celebrate people returning and promote local businesses.

Visitors had the chance to come across the roaming street performers sharing wellness acts and offering the opportunity to spin the wheel to receive a voucher to spend in a local business.

**\$3,000 in vouchers
given away, to support
K Road businesses**

**Strategic
outcomes:**



Prosperous
city centre

Project Partner

- Karangahape Road
Business Association





Temporary seating in Te Komitanga

Te Komitanga Summer Seating

December 2022 – January 2023

As part of the programme of activities to welcome visitors and workers back to the city centre in December 2021 we partnered with Commercial Bay to have temporary public seating set up over December and January in Te Komitanga.

The seating was available for anyone to use and encouraged people to take time to relax in the square and enjoy the vibrant public space. The deck chairs and bean bags were popular with local workers, visitors and commuters alike and created an atmosphere of community connection. Residents also appreciated this new amenity as a place to socialise safely outdoors.

Strategic outcomes:



Public life

Project Partners

- Commercial Bay





The Madeines perform in the Fort St pocket Park

Laneway Street Performances

9 December 2021 - 22 Jan 2022

3 May - 9 June 2022

As the city centre opened up following COVID-19 lockdowns we produced The Welcome Back to our City Centre series with the aim of enlivening the eastern laneways of the city centre with live performance and activation.

Unfortunately due the change in alert level in January 2022 the programme ended earlier than planned. With the move to the Orange level of the COVID-19 protection framework the project started again, bringing music and entertainment to the lunch time period every Tuesday, Wednesday, and Thursday on Elliott Street and Fort Street pocket park. City centre residents, visitors and workers experienced a changing schedule of pop-up DJ's, live music, entertainment and games to lift their lunch and coffee breaks.

- 30 dates
- 19 acts / creative groups
- Over 140 performers
- 220+ sessions / performances

‘Initiatives like this make Auckland worth staying & living & loving & not leaving!’

Public feedback

Strategic outcomes:



Accessible & inclusive



Public life

Project Partner

- Reactivate Tāmaki Makaurau





Kids playing Curious Creatures in Freyberg Square

Summer School Holidays

10 January - 7 February

CURIOUS CREATURES OF THE CONCRETE JUNGLE

This summer school holiday activity was a treasure hunt and eye-spy inspired activity trail spread over five locations across the city centre. The activity was hosted on the 'Goose Chase' digital treasure hunt app, supported by in-situ decal stickers and a Facebook page. It was designed to attract and draw more families to the Auckland City Centre during a time of disruption.

"It was definitely fun!!!! Will keep an eye out for more activities like this as the kids and us adults loved it :)"

Participant feedback

With the uncertainty of COVID and regional lockdowns, this project was designed to work in any COVID level including being safe in Red.

"The kids really enjoyed the fun day running around the city and we stayed for lunch to support local businesses too."

Participant feedback

Strategic outcomes:



Accessible & inclusive



Prosperous city centre





Manzana co-founders Ché Zara Blomfield and Dil Khosa

Vacant Stores - Manzana

January 2022 - ongoing

Manzana is a creative space supporting entrepreneurs who challenge the status quo, are driven by purpose, and have ideas that'll change the world. The Vacant Stores initiative supported Manzana to set up in 47 High St. From this space they offer free desk space, mentorship, networking, events, and workshops. The purpose of Manzana is to establish a network of ambitious, entrepreneurial women, who operate with a sustainable and holistic ethos. Manzana is both a physical place, and a community.

In the first 5 months of operation Manzana regularly gained interest from media, including these stories:

- [February for impact](#)
- [Inside Manzana Tamaki Makaurau's space for women entrepreneurs](#)

“I had the privilege of joining a conversation with this wonderful community of women entrepreneurs. A safe, supportive and empowering space for all women to unlock their full potential.”

Strategic outcomes:



Tāmaki Makaurau



Accessible & inclusive



Prosperous city centre

Participant feedback





City Centre Guided Tours

Ongoing

A programme of regular city centre free guided tours have been developed to support the city centre in its recovery. The tours are designed to be able to operate safely at the Green and Orange settings of the COVID-19 Protection Framework. Tours are programmed as part of activities and events in the city centre such as City of Colour, Matariki and Art in the City and are delivered by experienced walking tour operators Auckland Walks. The tour programme provides a regular offering of free activities over the year supporting a wide variety of events, festival and activities attracting people to visit the city centre in a safe and manageable way.



Rainbow Machine

April 2022, Aotea Square

As Auckland emerged from lockdown in Autumn, the city centre was crying out for additional vibrancy. The city centre targeted rate supported Auckland Live to bring a pop of colour with the installation of the interactive Rainbow Machine in Aotea Square. The autumn light created the perfect time to make rainbows appear before your very eyes! There were approximately 2400 users over 3 weeks in April.

Strategic
outcomes:



Public
Life

Project Partners

- Auckland Live



Supporting others to activate the city centre



Supporting others to activate

- Applications for funding are received by the Development Programme Office on an ongoing basis and assessed for their contribution to placemaking and activation objectives and the purpose of the city centre targeted rate
- Funded activities contribute to free and inclusive city centre programming supporting a vibrant public realm
- Funding is made available to trial new initiatives and promote targeted outcomes





Rangatahi fashion design for IMFAB

New Zealand Fashion Week

August 2021 – March 2022

IMFAB

IMFAB 2021 was the inaugural campaign and initiative created by Miromoda, an organisation instituted to advance the quality and status of Māori fashion design. Targeting rangatahi aged 14 – 18 years old in the Auckland region IMFAB 2021 created an opportunity for aspiring fashion designers to have an authentic experience in the fashion industry on a small and achievable scale. It provided a supportive programme to motivate emerging fashion designers and provide an opportunity for engagement with the fashion industry.

Due to the changes and restrictions of the COVID-19 Alert Levels and then the COVID-19 Protection Framework the NZFW organisers made the decision to cancel all programming. The cancellation of New Zealand Fashion Week and in turn the Miromoda showcase meant IMFAB participants were unable to present their work in person. Miromoda made the decision to record the show in-studio including the IMFAB work and present this through their social media channels.

Strategic outcomes:



Māori outcomes



Tāmaki Makaurau

Project Partners

- Miromoda
- New Zealand Fashion Week



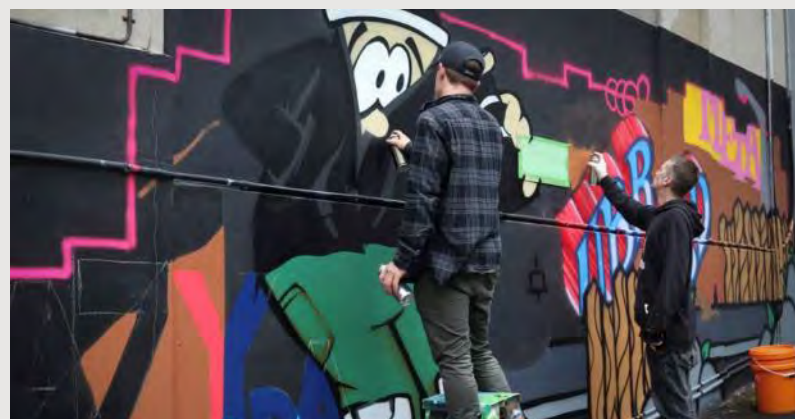


All Fresco 2022

February 2021 – June 2022

Created by the Karangahape Business Association, All Fresco was launched to populate the precinct with street art murals and mark it as destination for this popular art form. This iteration of All Fresco is a relaunch of an event that ran annually in 2013, 2014 and 2015. Now developed as an ongoing programme of work that delivers murals into the Karangahape precinct.

Seven murals were delivered this year, continuing the creation of fresh public artwork and building on the vibrancy in the Karangahape area. In addition, the community of artists who are supported by the project and identify as stakeholders in the precinct were bolstered by the funds and outcomes that recognise them as important voices in the wider community whose skills and expertise have a place in shaping the precinct.



30+ local Karangahape artists participated in All Fresco

15+ local businesses, property owners and organisations have been directly involved in All Fresco activities

Project Partners

- TrustMe – Ross Liew, Curator
- Karangahape Road Business Association
- Auckland Council

Strategic outcomes:



Tāmaki Makaurau



Accessible & inclusive



Public life





Tania Remana at 'To Fashion' in Takutai Square

Auckland Arts Festival 2022

19 & 20 March

'TO FASHION'

As part of the Auckland Arts Festival programming - the New Zealand Fashion Museum (NZFM) exhibition '*to fashion*' hosted the Street Style Fashion Photography Experience on over two days. The exhibition and photography experience held at Britomart were popular with anyone interested in fashion especially during a time when in-person activities had been limited and New Zealand Fashion Week had been cancelled twice. Organisers reported it was a joy to see families and friends take part and showcase their own unique style in the public realm.

“These photos and the “to fashion” concept and exhibition overall are superb. Thought provoking, relevant and accessible. It is clearly capturing public attention.”

Attendee feedback

Strategic outcomes:



Tāmaki Makaurau



Accessible & inclusive



Public life

Project Partners

- Auckland Arts Festival
- New Zealand Fashion Museum
- Britomart





Lightboxes by Shelley Te Haara for Auckland Arts Festival in Takutai Square

Auckland Arts Festival 2022

TBC March 2022

LIGHT BOX DISPLAYS

As part of Auckland Arts Festival lightboxes were installed in Bledisloe Lane and Takutai Square highlighting events within the programme including:

- **Fantastic Planet** - giant, otherworldly inflatable figures inspired by René Laloux's famous 1973 animated film of the same name
- **Courageous Conversations about Race** - an indepth look at why truth is necessary for a collective understanding of racial equity in Aotearoa
- **A Stab in the Dark** - a play using extraordinary giant puppets and evocative film noir imagery to explore the meaning of identity and what shapes us into the person we all become.

Strategic
outcomes:



Māori
outcomes



Tāmaki
Makaurau



Public
life

Project Partners

- Auckland Arts Festival





Pasifika Showcase at Ellen Melville Centre

Pasifika Showcase

March 2022 at Ellen Melville Centre

To celebrate Pasifika during March in central Auckland, the Ellen Melville Centre partnered with two artists, Luca Walton and Tai Nimo, to skin the upper windows with their art.

March is a month usually packed with Pacific festivals but most were cancelled due to COVID. Ellen Melville Centre was grateful to be able to deliver a COVID-safe experience in the city centre that celebrated Pasifika vibrancy and creativity.

Luca Walton is a young queer artist of Tongan and Fijian background who produced the large figurative works. Tai Nimo is of Tongan, Niuean, German descent on her father's side and Cook Island, Pākeha on her mother's side. Tai created the tapa patterns.

Strategic
outcomes:



Tāmaki
Makaurau



Accessible
& inclusive

Project Partners

- Ellen Melville Centre





DJ OriKoL @ Ellen Melville Centre

Africa Month

1 – 30 May 2022



Africa Month provided opportunities for central city people to engage with and learn about various African cultures and for Afro-Kiwis/African New Zealanders to showcase their talents, expertise and businesses. It highlighted and showcased the similarities and unique differences of the countries within the African continent alongside community connection, celebration, and fun!

"You don't know how much it means to us to have a continent that has 54 countries to be able to showcase our diversity, our cultures, our music in the centre of music. Some of us have been here for yonks...but we still don't feel at home, yet we're dedicating ourselves to this country. I'm really grateful to Adorate who started this thing to bring Africa celebration to the city."

Attendee feedback

Strategic outcomes:



Tāmaki Makaurau



Accessible & inclusive

Project Partners

- Ellen Melville Centre





Auckland Festival of Photography 2022

26 May - 22 June

LIGHT BOX DISPLAYS

The Auckland Festival of Photography is New Zealand's premium international photographic festival, providing a diverse and inclusive platform, for the exchange of ideas, artistic expression, and engagement with photography and visual culture. The city centre targeted rate supported two lightbox installations for the Auckland Festival of Photography in 2022 both exploring the theme of Disruption.

Freyberg Place: *Disruption - Case Studies South* by Mark Smith and Felicity Jones, highlighting the introduction of non-native fauna and flora in early colonial settlement years and the subsequent disruption to the landscape with these introduced plants.

Karanga Plaza: *Vital Impacts* www.vitalimpacts.org. A nature and human habitat series as a highlight of the climate change projects on the city waterfront.

Strategic
outcomes:



Tāmaki
Makaurau



Public
life

Project Partners

- Auckland Festival of Photography





GLOW at Ellen Melville Centre

Glow

2 June 2022

GLOW was the first queer dance party club night hosted at the Ellen Melville Centre targeting young queers who are unable to participate in the city centre nightlife. The event had a zero tolerance on drugs and alcohol and aimed to promote connection through meaningful experiences in an environment that encouraged individuality and self-expression. The goal was to give the essence of a club night by inviting drag queen performances, a live DJ, high quality lighting and a fun fabulous safe space for youth to TURN UP and TURN OUT. The launch event was a huge success with many who attended looking forward to the next events.

- Glow was promoted to 20 schools around Auckland
- 105 queer youth attended the first event

"Babesss, thank you so much for an incredible night, I've made so many friends and had such an amazing time, thank you for making this possible."

Attendee feedback

Strategic outcomes:



Tāmaki Makaurau



Accessible & inclusive

Project Partners

- Ellen Melville Centre
- Rainbow Youth





DocEdge Festival 2022

23 – 26 June

FESTIVAL HUB

The city centre targeted rate provided funding to the Doc Edge Festival Village at the Civic Theatre to provide a free and accessible space for the public to come together to enjoy entertainment and conversation and experience a variety of arts installations, live performances and a showcase of XR interactive 180 & 360 VR installations.

- 24 live string performances at The Civic
- 1603 attended the hub over the 4 days. The audience were a broad range from children and parents to young and old. There was a combination of film festival goers and walk-in audience as well as students and XR industry interested audience.

“I took a lot away from the experience as it is a very interesting way of storytelling. It has introduced me to another path I could possibly take. It is very important for people to understand why this virtual experience was created. Hearing about this all left me with a lot of ideas for my own project to do with reviving cultural practices amongst rangatahi in Aotearoa.”

Attendee feedback

Strategic outcomes:



Tāmaki
Makaurau



Accessible
& inclusive



Public
life

Project Partners

- DocEdge Festival





Film screening in Studio One at Gus Fisher Gallery

The Kete Aronui Film Club

23 – 26 June 2022

The Kete Aronui film club is an artist-led film programme held monthly at the Gus Fisher Gallery. It is free to the public for the remainder of 2022 (May-December 2022). The programme consists of eight screenings with a focus on artist films, hard-to-find cinema and films with an Aotearoa connection.

**Strategic
outcomes:**



Tāmaki
Makaurau

Project Partners

- Gus Fisher Gallery
- The University of Auckland





The Nest Street Style Dance Festival

13 July - 13 August 2021

The Nest Street Style solo Dance Festival was one of nine projects programmed by Basement Theatre to be delivered as a part of their co-production season funded by Creative New-Zealand. Five new solo dance works were commissioned by creative directors of the festival Jahra Wasasala and Oshcon Massuers which were presented over a one-week season at the Basement.

To support the performative components of the festival, Producer Elyssia Wilson-Heti proposed to deliver a line up of public activations for The Nest in partnership with Auckland Council and The Basement. This line up was for a pop up exhibition 'Nesting' in the bar foyer running for a month and a talanoa panel with one of the festival directors and community leaders from the street style dance community.

Nesting was exhibited in the space for the duration of a month, with a combined visitor total of close to 3,000 people.

**Strategic
outcomes:**



Tāmaki
Makaurau



Accessible
& inclusive

Project Partners

- Basement Theatre





Impacted by COVID-19

Several other events with planned contributions from the programme were unable to proceed safely due to the impacts of COVID-19:

Late Night Art public programmes

- Curated installations tailored towards two key audience segments, youth and tertiary institutions and Asian communities.

Auckland Pride Festival - CounterPOINTE & FOLA

- A free public program of installations, workshops and one on one experiences.

Black Creative archive launch

- An archive launch and exhibition to commemorate the moment and the movement when Black New Zealanders and their allies came together.

Cultural Diversity Day

- A celebration of the wide range of ethnic communities and the cultures in Tāmaki Makaurau.

Santa's Party

- An inclusive family friendly event in Aotea Square following the Santa Parade.

Buskers Festival

- Support the Auckland Busker Festival, specifically to expand activities into targeted city centre laneways.

New Zealand Fashion Week public programmes

- A programme of free public events, performances, workshops and activities in Aotea Square featuring local performers and makers





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