



PUBLIC ART INSTALLATIONS

DUNEDIN CITY OF LITERATURE

DESN 304

Final Group Report

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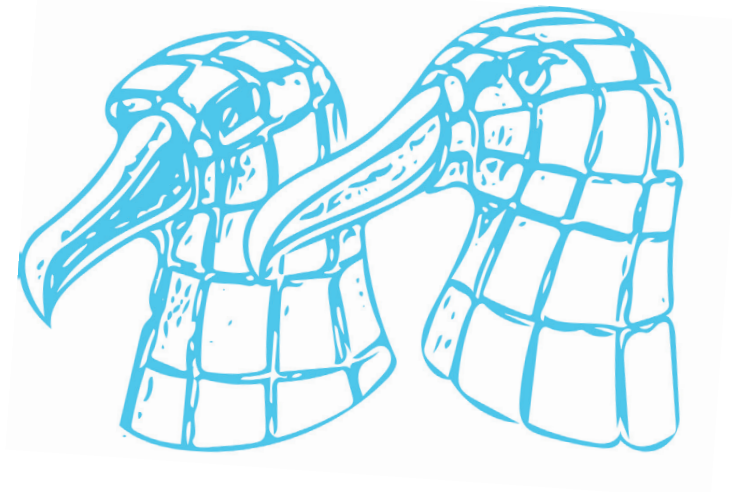
Jacob Kohn

dunedin

EXECUTIVE SUMMARY

Dunedin City is New Zealand's only city to be a part the UNESCO Creative Cities Network promoting cooperation among cities that have identified creativity as a strategic factor for sustainable urban development (UNESCO). There is a strong emphasis on people and place, celebrating the rich literary history of Dunedin, who have also become a creative voice for the nation. There is a lack of advertisement and publicity for the City of Literature. To successfully promote Dunedin, as a City of Literature people must be effectively engaged in memorable

experiences. Major points of transit, entries and exits to the city lack invigorating and enlightening impressions for both locals and tourists. We have developed some concepts for visually and emotionally engaging public art to welcome and farewell visitors and locals, whilst promoting and celebrating the City of Literature. The permanent art installations will have semi-permanent symbols representing the history, current events and future of literature in Dunedin.





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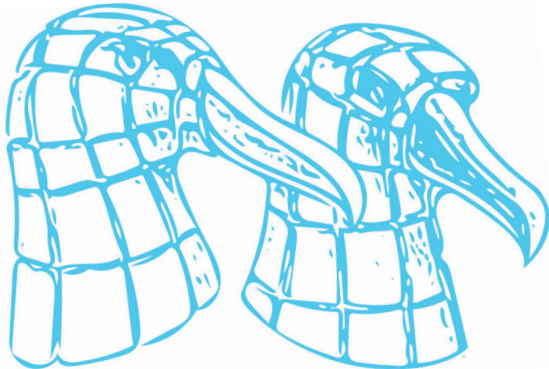


INTRODUCTION

Dunedin City of Literature...

Whilst Dunedin is a relatively small city with a population of only 123,000 its rich history and culture extend far beyond the confines of the inner city itself and have roots all along the peninsula and coastline. Situated in the south island of New Zealand, having one of the largest university's in the country Dunedin city is very well known as a student town. With 25,000 students in such a small area Dunedin thrives on its student culture and is well known for its excellence in research and learning as well as its diverse culture. Although it is a rather young city compared with others, it is a city where writers, books and literature have thrived for many years.

In 2014 Dunedin was named New Zealand's first and only city to be appointed to the UNESCO Creative City network. This brings a huge amount of opportunity to the city to design and create an experience or multiple experiences that are inspirational and memorable for local, national and international tourists. "Dunedin city of literature has the initiative to sustain a healthy, creative and prosperous city through celebrating and sharing a diverse and inclusive literature that connects people and place" (Dunedin City of Literature). There are a number of objectives and goals that the city is aiming to achieve. The first objective is to focus on the creative industries that already exist but create new initiatives that will have an economic benefit to the city. Second, to support any culture-based



businesses that aren't driven by profit and promote community well being through understanding all the good things literature, art and culture can provide people. The last objective or goal for the city is to establish creative or cultural tourism. The aim to create a valuable, inspirational and interesting experience that encourages people to go away and write about it or share it with others. There is a current opportunity to create an experience that will give people the initial welcome to Dunedin city of Literature as well as providing information about what it involves. The initiative to create a sense of community through the rich history and culture of Dunedin as well as connect people and place both locally and internationally through the knowledge of old literature as well as the creation of new.

UNESCO creative cities network was designed to "promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development. The 69 cities which currently make up this network work together towards a common objective which is to place creativity and cultural industries at the heart of their development plans at the local level and cooperating actively at the international level" (UNESCO, Creative cities network, 2004). The whole idea is to bring a diverse set of communities together to strengthen the creation, production and distribution of cultural activities, goods and services as well as create an opportunity to broaden information, creativity and innovation in the cultural sector. "Each one of the cities involved reflecting one or more of UNESCO's seven Creative City themes: folk art, gastronomy, literature, design, film or music" (Dunedin City Council, Dunedin thrilled to be UNESCO City of Literature, 2nd December 2014).

RELATED RESEARCH

Wellington International Airport:

Wellington's strong involvement with The Lord of the Rings and international film community have allowed Wellington International Airport to work closely with Weta Workshops, doing something out of the ordinary and create an exciting welcoming/ departure to and from the wellington region, with three installations from The Lord of the Rings. This has created an unforgettable experience for people passing through the airport. The airport terminal has also been named 'The Middle of Middle-earth.' The wellington Airport team continually focus on presenting an 'exciting gateway to our city.' (Airport, Gollum dives into Wellington Airports Terminal).



Gollum:

13 meters long made from milled and sculpted polystyrene coated in epoxy resin. 'As the first and last impression to our region, the Airport is proud to work with Weta and have this magnificent sculpture on display for all to see. Everyone will be amazed when they enter the terminal. Visitors can walk under and around Gollum and the fish to explore the sculpture's beauty and intricate detail; it really does feel like you are in the stream with him' Steve Sanderson, Wellington Airport, Chief Executive. (Airport, Gollum dives into Wellington Airports Terminal)



Gandalf and the two great Eagles:

Weighs in at one tonne each with a wingspan of 15 metres, also designed and developed by Weta Workshop. 'We are delighted to work with Weta to produce another magnificent sculpture welcoming visitors into wellington. We're proud to show our support for the movies- they have done a lot for New Zealand tourism. With Gollum being viewed around the globe and tourists still taking photos of him, we expect Gandalf and the Eagles will make quit a stir' Steve Sanderson, Wellington Airport, Chief Executive. (Airport)



Smaug:

Has a total 'length of 4.25 metres from nose to back of his head' and is 75% to scale, 'Smaug watches over passengers checking-in with his piercing yellow eyes' the sculpture was revealed to '200 of the world's biggest Hobbit fans.' 'Weta truly share our vision of presenting an exciting gateway into our city and Smaug is sure to delight travellers' Steve Sanderson, Wellington Airport, Chief Executive. (Airport, Smaug - the great dragon of Middle-earth lies in wait at Wellington Airport to thrill travellers)



Lincoln Memorial:

The Lincoln memorial in Washington, United States remembers a man who defended democracy. It is a magnificent and awe inspiring piece of work modeled after the greek pantheon. It has large amount of symbolism and a relation to literature with engraved speeches on the walls surrounding the statue.



Wellington Writers Walk:

The wellington writers walk is another great example of literary art being installed in public locations. It is a walk in which you can discover sculptural quotations from a variety of New Zealand's best authors.





REALIZATION OF PROPOSED EXPERIENCE

This project provides a chance for those involved with modern and historical literature, Ngai Tahu, local artists, designers, event organizers, Dunedin Airport, Port Otago limited and the Dunedin City Council to collaborate and develop an array of public art projects to facilitate and establish Dunedin's City of Literature identity. Funding for the project could be realized through grants from the Council, Airport and Port whose support will aid in an innovative support for the local creative community as well as providing marketing for the individual entities. The first stage of the process could involve a regional competition for idea generation and a proposal of concepts, which fit the initial brief. The top concepts will be chosen to be evolve through conversations with stakeholders, and be developed into four final art pieces for public installation, each has the potential to be tailored to the different experiential needs of the location in order to best engage audience participation. The initial stage of competition will help to promote the project, City of Literature and involve those who the art installation directly promotes.

Since the 1980s there was a considerable rise in awareness of the connection between aspects of urban cultural and economic development. With emphasis placed on the upgrade and redevelopment of local and cultural resources including historical and artistic attractions of all varieties in the pursuit of economic development and social benefit (Scott). Globally the promotion of people and place through its cultural heritage has always existed and has aided in the improvement of social wellbeing and promotion of a region or countries cultural identity (Scott). The 1980's also saw a revitalized interest in the use of art to invigorate and enlighten public spaces. The growth of interest in public art can be accredited to many different sources, one of which is strategic initiatives from communities, local and national governments and the private sector, which recognize innovative solutions for cultural regeneration (Roberts). In 2004 the UNESCO Creative Cities Network (UCCN) was created 'to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development' (UNESCO).

The 69 cities included in this network work together to achieve a common goal, with 'creativity and cultural industries at the heart of their development plans at the local level and cooperating actively at the international level' (UNESCO). Dunedin is a City of Literature and is the only New Zealand city currently part of the network. Maori have a vibrant, rich, visual and oral history. 'Maori oratory provides a broad facility for the expression of significant mythic deities, ancestors, events and declarations,' (Malcom-Buchanan) they have an astounding and engaging way of symbolizing oral stories and literature through carving which will be a great source of exemplary knowledge to advise in the development and creation of the Dunedin City of Literature art installations. The collaboration between Dunedin's local artists, literature producers and Ngai Tahu to help establish our local, national and international creative and cultural identity to aid in its future strategic development at both a local and international level.



EXPERIENCE DESIGN

- Experience design addresses the way users engage with a product or service. The experience affects how people 'make decisions, become motivated (or unmotivated), behave, and perceive personality' (Van Gorp and Adams). Good experience design will be memorable and encourage further participation. 'The more fluid and integrated the process of engagement, the more memorable a design object is as a useful tool' (Cupchik and Hilscher).

Understanding people's emotional engagement with a product is a fundamental way to generate an effective experience it allows people to relate to a product and envisage the designed intention of the object through their own cognitive lens of personal perception, therefore developing a relationship with the product or service. Apple computers are an example of powerful product experience through user-friendly design, which was led by Frog Design's founder Hartmut Essinger who has the mantra 'form follows emotion' (Sweet).

Whether it is a momentary experience or continual relationship both will leave the user with a memory of their product experience, ensuring the success of the experience is determined by the effectiveness of emotional engagement with the product or service on conscious and unconscious levels, emotion dominates our decision-making and creates meaning (Van Gorp and Adams).



SUMMARY OF PROPOSED EXPERIENCE

- There is a current opportunity to create an experience that will give people the initial welcome to Dunedin city of Literature as well as providing information about what it involves. The experience that is proposed involves public interactive art installations at key areas within the city. The installations would be added to areas of high pedestrian traffic flow and main entry and exit points to the city. Areas such as Dunedin Airport, Port Chalmers, main roads in and out of the city, bus transit points and potentially libraries. These installations will promote the Dunedin City of Literature through establishing its identity in a visually and emotionally stimulating manner prompting engagement and participation.

A series of abstract symbols would be designed to represent certain activities and events happening in and around the city, including significant literature based events from the past, present and future. The timeless, permanent installation will act as a welcome display with the potential to interchange semi permanent symbols for new events and new literature, ensuring that the installation remains in the present as well as celebrating the cities literary history. With the aim to demonstrate and explain Dunedin's historical past as well as encourage the creation of new literature. and a productive future.

The installations will allow the audience to engage in a visually stimulating, instantaneous manner, enticing the participant to further engage with the meaning and information behind the installation. The primary installations will be the first and last impression of Dunedin city, creating an unforgettable experience for the audience involved.

Currently Dunedin has no inspirational welcoming art works at any main transit points around the city. There is also a huge lack in advertisement and publicity for the Dunedin city of literature. Therefore the proposed experience deserves funding because there's an opportunity to change this and put Dunedin on the map for being New Zealand's city of Literature, at the same time creating an unforgettable experience for local, national and international visitors coming to the city.

Eventually, funding for this will pay off as time goes by Dunedin will stand out as being a place to visit due to its unique and creative connection between people and place gained through the literature of the past, present and future. The installments will be the face for Dunedin's city of literature and will enhance all culture and literature-based businesses involved.

PROPOSED EXPERIENCE

Public Art Installations...

- Port Chalmers Cruise Ship terminal x 1 (primary), Dunedin International Airport x 1 (primary), Cities road boundaries x 2-3 (secondary), Bus shelters and Libraries (secondary).
- These installations will promote the Dunedin City of Literature through establishing its identity in a visually and emotionally stimulating manner prompting engagement and participation. The primary installations will be the first and last impression of the city, in an unforgettable experience.
- The art installations will be related to people and place of historical and current literature and literature events through an array of abstracted symbols.
- There will also be the potential to include symbols from other cities of literature from around the world.
- The abstraction of the literature and events into art pieces will allow the audience to engage in a visually stimulating, instantaneous manner, enticing the participant to further engage with the meaning and information behind the installation.
- The permanent installation will act as a welcome and farewell display with the potential to interchange semi permanent symbols for new events and new literature, ensuring that the installation remains in the present as well as celebrating the cities literary history.

Social Media Presence...

The engaging experience prompted by the Art installation will encourage people (locals and tourists) to take a photo with the art installation, sharing it online via social networking. They can then see their photo on the City of literature instagram feed and follow up on the meaning of the art piece through the associated website to learn more about what the Dunedin City of Literature is and what's happening. The Instagram and twitter feeds will be culminated on the associated website.

The sharing of photos and experiences on arrival/ exit to Dunedin will promote and establish the City of Literature to a wider audience than just the principal participants.

Associated Website...

Each symbol and quote on the art installation will be drawn from important pieces of literature, people, places and upcoming/ historical events related to the Dunedin City of literature.

The symbols will be digitalized on an online City of Literature website, related to current literature events, past famous literature and people with further information event dates, historical information and promotion and marketing via instagram and twitter accounts which will share the photos on the City of Literature website.

ICON CONCEPTS

These icon concepts were designed and hand drawn to represent the different areas of literature that Dunedin upholds. The icons will appear on the installations and will open up exciting unknown areas of the city to foreign users.



Poetry



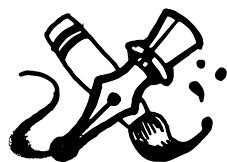
Youth



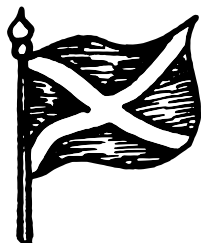
Elderly



Competitions



Art



Scottish Heritage



Maori History



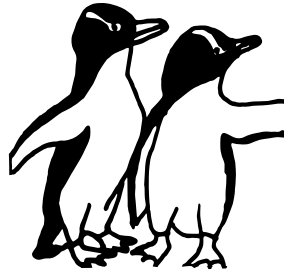
Libraries



Public Speaking



Education



What to see



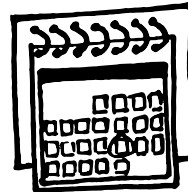
Vogel Street



Writing



Historic Buildings



What's on



Music

ICON DEVELOPMENT



What to see

Dunedin has a unique vibrant coastline with a variety of wildlife just a short drive from the city. This is where you find where to go.



Public speaking

Dunedin's rich literary history is often shared through public speaking. Find out where here.



Education

Dunedin is home to the first University in the country and has many other great educational facilities. Find out more.



Vogel Street

Vogel Street is a great cultural hub in the city with an annual party and fine food. Dates and places will be provided here.



Writing

Dunedin has been home to many great writers like James K. Baxter and Hone Tuwhare. This section provides more information.



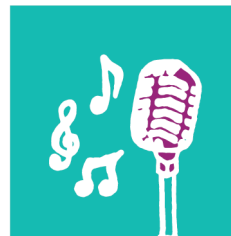
Historic Buildings

Dunedin has amazing historic buildings which have unique relationships to Dunedin's literary history. Find out more here.



What's on

This section provides information, dates and places on what literary events are happening in Dunedin.



Music

Dunedin has a strong musical history producing The Chills and many other groups. Find out more here.



Poetry

This section provides information on Dunedins rich literary history and it's significance to the City.



Youth

This section provides information on what literary events and initiatives are available to encourage our youth.



Elderly

This section provides information on what literary events and initiatives are available for the elderly.



Competition

This section provides information on what literary competitions are happening.



Art

This section provides information on Dunedin literary art. This section will provide more information.



Scottish heritage

Dunedin has a large scottish heritage which is evident in much of the cities architecture. Find out more here.



Moari History

Kai Tahu continue to have a strong and proud place in Dunedin with a strong history. Find out more here.



Libraries

Dunedin has many libraries both which boast large amounts of literature. Find out more here.

WEB PAGE DESIGN

The homepage displays the same symbols that appear on the art installations. Each one is attributed to a significant aspect of Dunedin City of Literature. By clicking on one of the symbols you will be able to access more information.

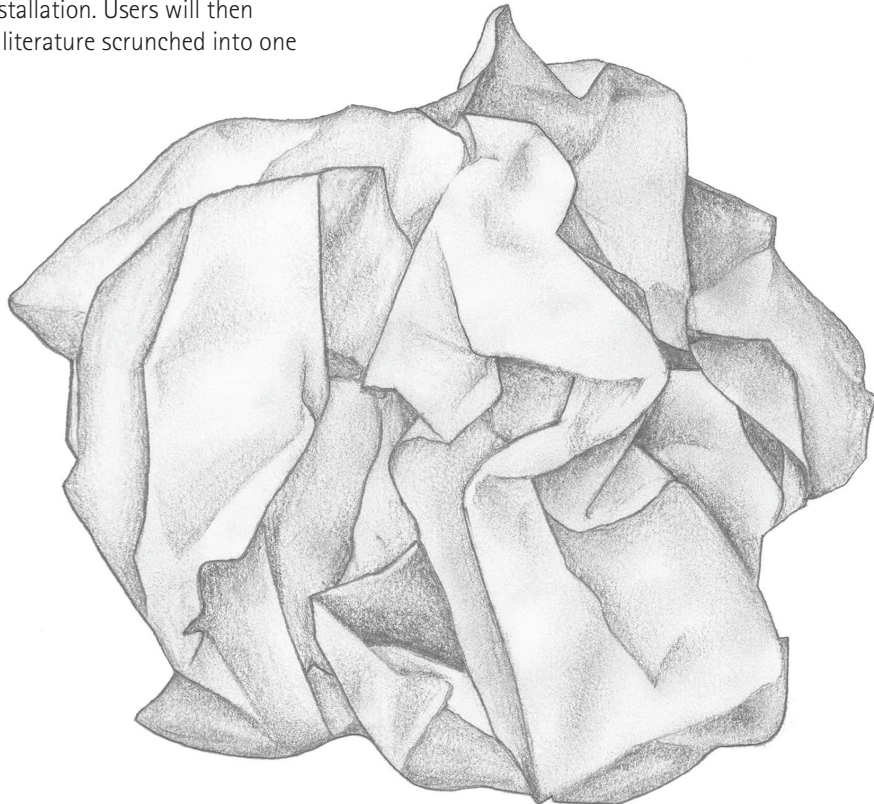


Once one of the symbols has been selected, another webpage specific to that symbol will appear. This page will show literature based information that will be updated daily. It will also include maps of how to get to different locations and also links to social media where experiences can be shared around the world.

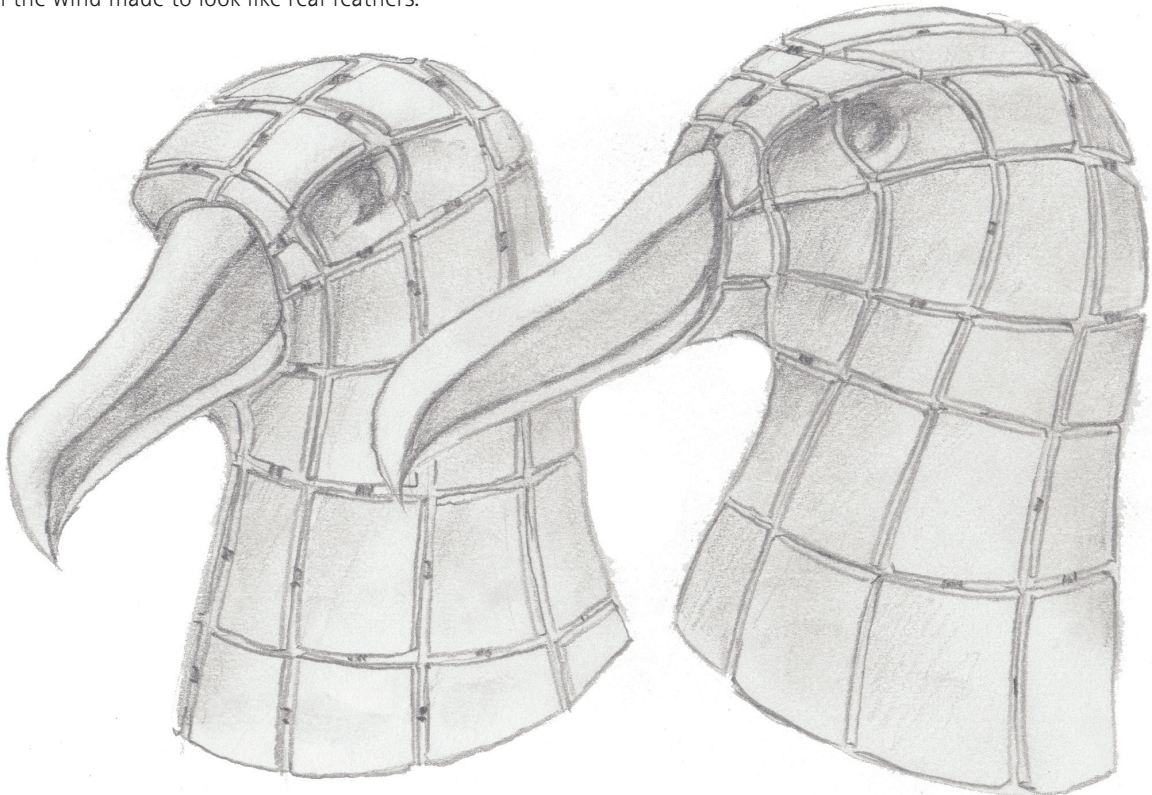


INSTALLATION CONCEPTS

These concepts show the original sketches for two potential installation designs. The Paper ball concept shows an abstract view of Dunedins city of literature and how it is sometime's overlooked and forgotten like the scrunched up piece of paper in the bin. The idea is to catch the eye of the users and pull them in through the visual design of the installation. Users will then discover a whole world of literature scrunched into one installment.



This concept idea was inspired through Dunedin peninsula's presence of the famous Royal Albatross. At the same time representing the rest of Dunedin's abundance of wildlife which scatters the coastal beaches. To add to the experience each panel moves on a pivot which means they will have slight movements in the wind made to look like real feathers.



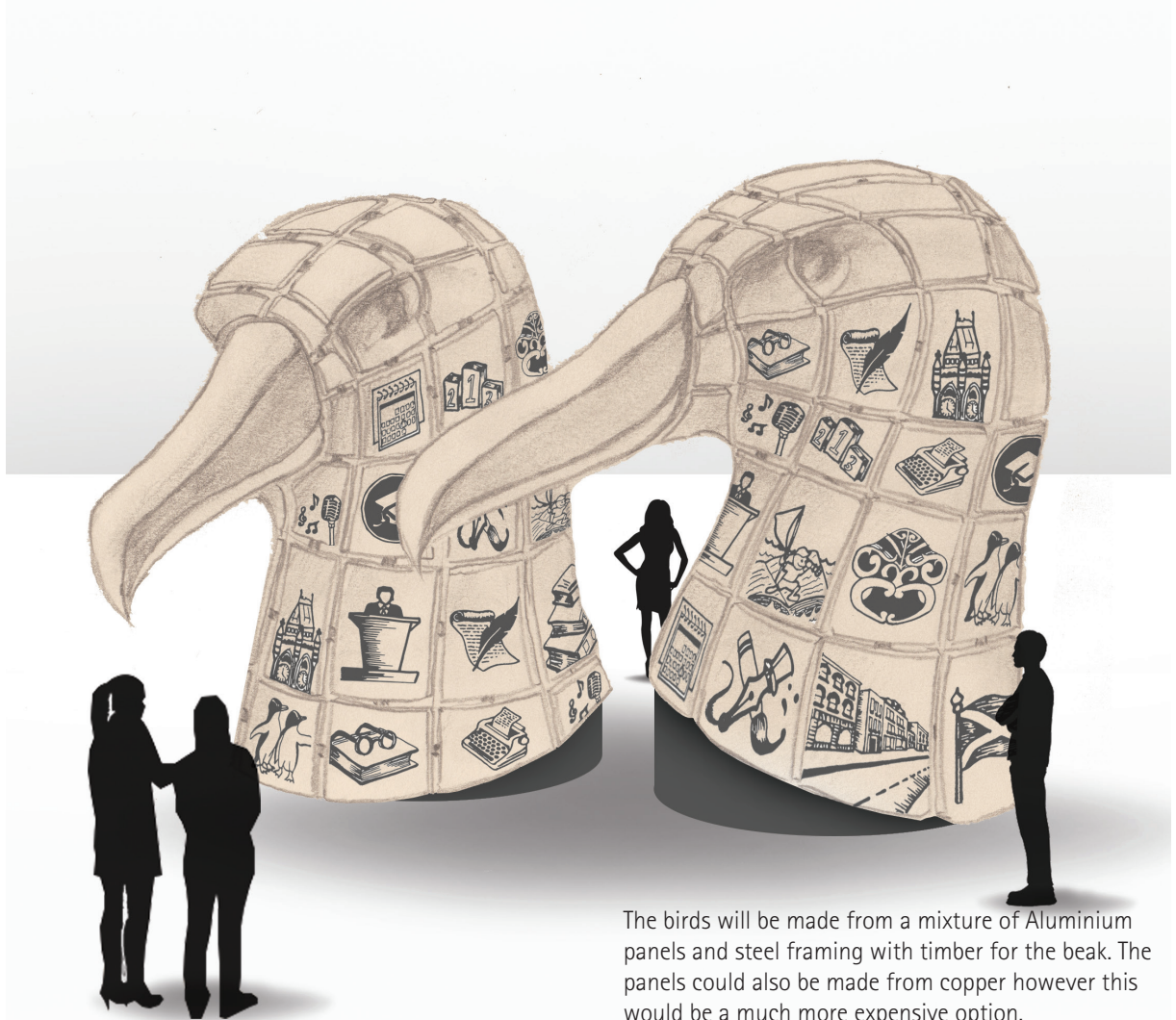
INSTALLATION DEVELOPMENT



Materials and construction

This project could seek sponsorship from local business and institutions that would benefit from their installation. A local sculptor or artist would be commissioned to make the sculptures.

The paper ball could be made from a ceramic or resin that will not perish in the elements and will hold a very white colour. This could also be achieved through highly polished aluminium or steel.



The birds will be made from a mixture of Aluminium panels and steel framing with timber for the beak. The panels could also be made from copper however this would be a much more expensive option.

POTENTIAL AREAS FOR INSTALLATIONS

Dunedin Airport



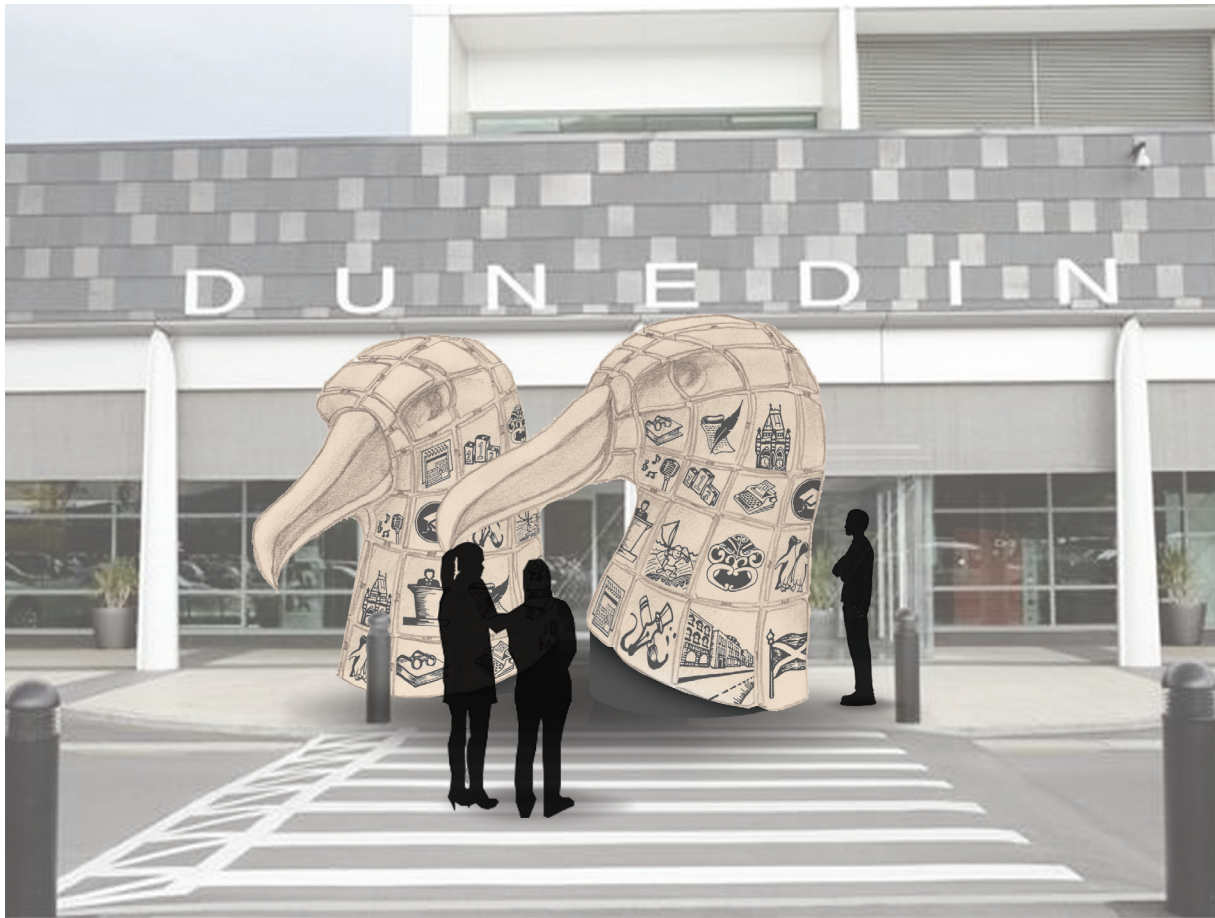
Paper Ball Installation:

Port Chalmers

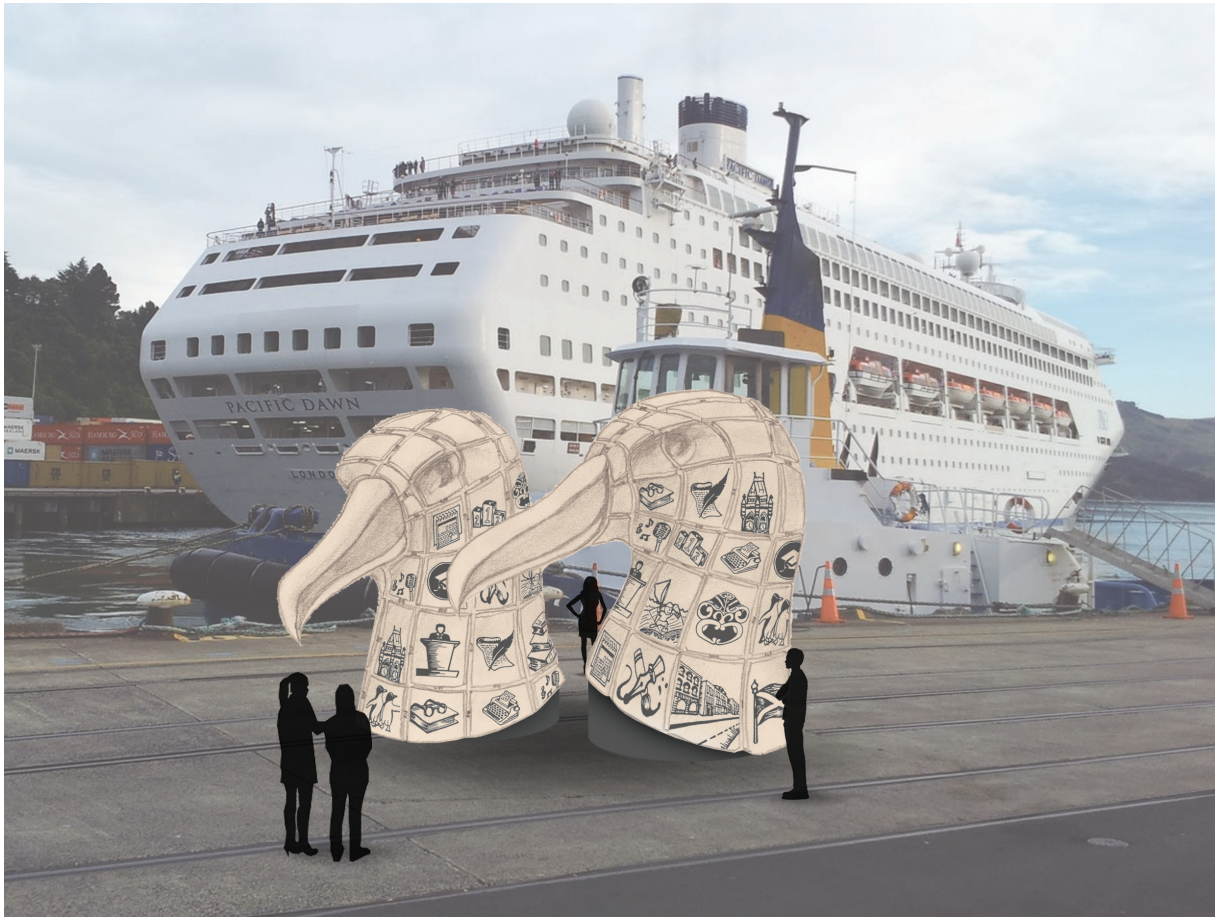


Albatross Heads:

Dunedin Airport



Port Chalmers

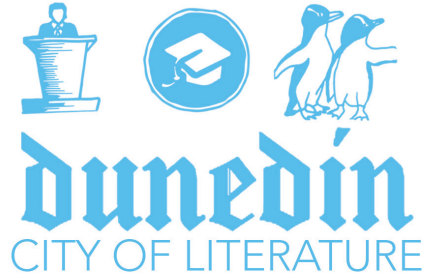
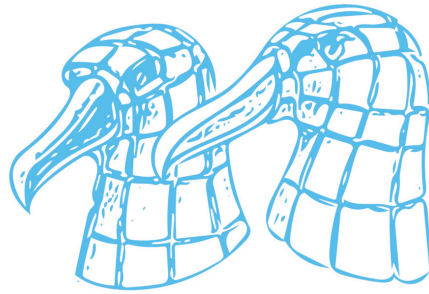


PROCESS OF EXPERIENCE

The sculptures will be striking and emotive art pieces that welcome/ farewell people into Dunedin. They establish Dunedin's presence as a City of Literature and prompt people to take photos and share the art and to inquire further into the representative symbols on the work. Situated next to the pieces will be a QR code which people can scan to be directed to the website holding more information on the Dunedin City of Literature.

1. Arrive/ depart into Dunedin from airport, bus station or port chalmers.
2. Transfer through terminal where you will be greeted or farewelled by the art installations.
3. View Installations.
4. Use QR code to inquire further.
5. Share with friends and access website.
6. This opens up all the other city of literature experiences.
7. Experience Dunedin City of literature for yourself using the website to gain info.





CONCLUSION

Now that Dunedin has been appointed New Zealand's city of literature there needs to be something put in place that will create a positive experience for visitors and get Dunedin's name out to the world. There is an opportunity to design and create the face for Dunedin city of Literature but also connect people and place celebrating the rich literary history of Dunedin, who has also become a creative voice for the nation. The public art installations will show people what Dunedin city of literature is all about and at the same time will give them a memorable experience to take away and write about or share with others. Currently major points of transit around the city, such as Dunedin airport, Port Chalmers, bus shelters, entry and exit roads into the city, lack invigorating and enlightening impressions for both locals and tourists.

These areas have potential to have art installations added to enhance the experience of coming to Dunedin city of literature. There should be action taken on the opportunity to install visually and emotionally engaging public art to welcome and farewell visitors and locals at the same time promoting and celebrating the City of Literature. Dunedin's rich history in literature as well as the promotion of new literature and current events happening in the city will be publicly displayed through the installations creating an experience for all to be apart of. These installations will promote the Dunedin City of Literature through establishing its identity in a visually and emotionally stimulating manner prompting engagement and participation. The primary installations will be the face of Dunedin city of literature and the first and last impression of the city, in an unforgettable experience.

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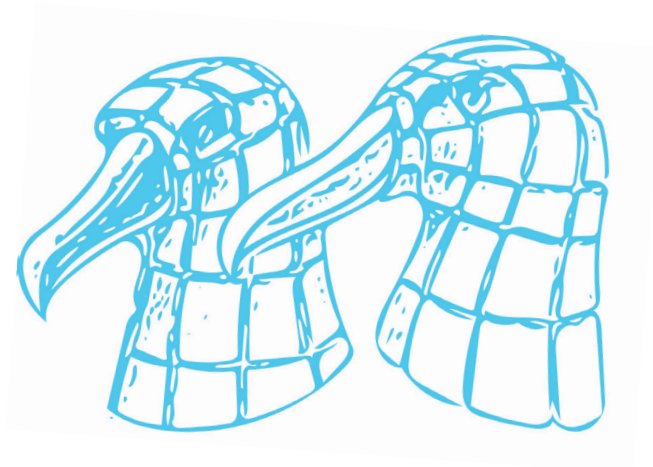
DESIGNER PROFILES



My name is Rhys Wynne-Lewis and I am a 3rd year student here at the University of Otago. I study a bachelor of Applied Science majoring in Design for Technology and minoring in Marketing. I have always lived in New Zealand, born and raised on the east coast of the North Island based in Hawkes Bay. I always had a huge passion for design and for New Zealand's rich culture. Having a passion in design and in New Zealand itself has given me the inspiration to put Dunedin on the map for being New Zealand's one and only city of literature but also to design and create Dunedin's very first literature based interactive art installations.



My name is Jacob Kohn I am a fourth year design student, studying at the University of Otago. I am studying a Bachelor of Applied Science majoring in Design for Technology. I was born and raised in Gisborne on the East Coast of New Zealand. I have a huge passion for design and its ability to promote New Zealand's rich creative history and am looking forward to the opportunity to help with the development of Dunedin as a UNESCO City of Literature.



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