sculpture
by the sea

SCHOOL
EDUCATION
PROGRAM | 2018

EDUCATION KIT

SCULPTURE BY THE SEA, CASE STUDY

Image: Kids Choice 2017, James Dive, 'What a Tasty Looking Burger', *Sculpture by the Sea, Bondi* 2017. Photo Clyde Yee.

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SCULPTURE BY THE SEA: AN OVERVIEW

"The idea of *Sculpture by the Sea* was simple… to stage a large free to the public sculpture exhibition along the spectacular 2km Bondi Coastal walk for the people of Sydney and its visitors to enjoy." David Handley, Founding Director.

Sculpture by the Sea's mission is to provide a major, free to the public, sculpture exhibition that transforms beautiful and popular coastal locations into temporary, large-scale outdoor exhibition spaces for all to enjoy. The exhibition aims to broaden audience engagement and understanding of sculpture. *Sculpture by the Sea* continues to grow each year in both scale and diversity, providing more opportunities for a wide range of local, interstate and international artists to showcase their remarkably varied outdoors works.

HISTORY

Sculpture by the Sea, Bondi

In 1995, *Sculpture by the Sea's* Founding Director, David Handley, was living and working in Prague. During this time, he visited an outdoor sculpture park in Klatovy, Northern Bohemia, and felt inspired to begin something similar in Australia. Upon his return to Sydney in 1996, David took the Bondi to Tamarama coastal walk and noticed a myriad of natural plinths in the landscape. With this inspiring location at hand, and the idea of creating an outdoor, free to the public, visual arts event, *Sculpture by the Sea* was born!

The first *Sculpture by the Sea* exhibition was held in May, 1997. Featuring 63 sculptures spread along the Bondi coastal walk, the exhibition was installed, staged and de-installed in one day. This inaugural outdoor event was organised in 10 weeks and produced by a team of volunteers who worked tirelessly alongside David to help realise his dream. *Sculpture by the Sea, Bondi* features over 100 sculptures created by local, national and international artists, with an estimated 500,000 people attending each year.

Sculpture by the Sea, Cottesloe

In 2005, *Sculpture by the Sea* established its annual sister exhibition at Cottesloe, one of Perth's most popular beaches. This expansion to Western Australia transformed the stunning beach precinct into a picturesque sculpture park, with 38 outdoor works framing the Indian Ocean and its beautiful back drop of beach sunsets. The annual exhibition has grown in scale and popularity each year, with an ever-expanding showcase of sculptures produced by a broad selection of local, interstate and international leading and emerging artists.

Sculpture by the Sea, Aarhus - Denmark

In June, 2009-2015, the first ever international *Sculpture by the Sea* exhibition was established as a biennale event in Aarhus, Denmark. The exhibition was instigated after The Crown Prince and Crown Princess of Denmark (Prince Frederick and Princess Mary) visited the Bondi exhibition in 2000 and thoroughly enjoyed the experience. The exhibition took place along the city's coastline, past the Queen's summer residence and into the forest.

Carolyn Holloway, Angela Femia, Carolyn Hunter, ***counterpoint, Sculpture by the Sea, Bondi*** 2001. Photo Clyde Yee

Stuart Clipston, ***going, going ... gone!, Sculpture by the Sea, Cottesloe*** 2006. Photo Louise Beaumont

Kent Karlsson, ***spectacle agnostico, Sculpture by the Sea, Aarhus*** 2011. Photo Lene Tychsen

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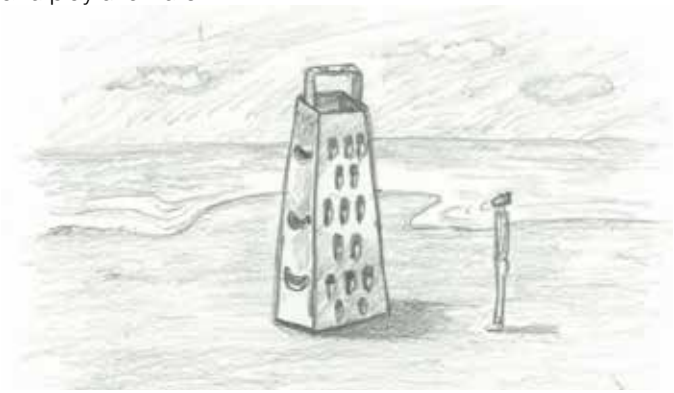
The Selection Process

Each year *Sculpture by the Sea* receives over 700 submissions for its exhibition in Bondi and Cottesloe. So how does *Sculpture by the Sea* decide which sculptures will be part of the exhibitions?

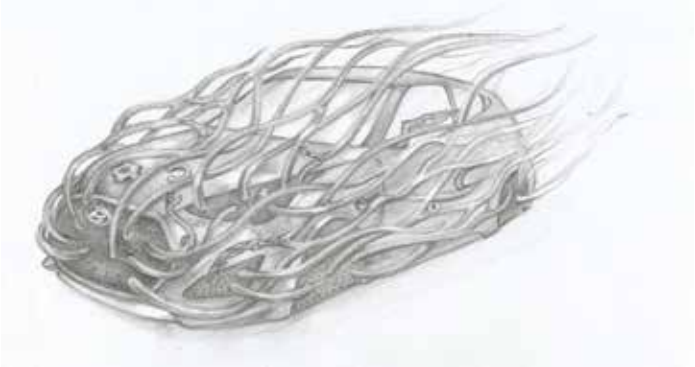
APPLICATION CRITERIA

What information must applicants provide in their entry form for Sculpture by the Sea?

Artists can submit details of existing artworks for consideration, however many artists propose ideas for new works for each exhibition. To support these proposals artists may include an artist statement, illustrated designs or sketches, explanations of how the sculpture will be realised along with images of previous works. Artists are required to consider safety, ease of installation and removal, the environment and the ability of their artwork to withstand sun, extreme winds, rain, salt spray and playful children.



Jimmy Rix, Sketch for *greater grater*, *Sculpture by the Sea, Bondi* 2010



Sam Deal, Sketch for *variation*, *Sculpture by the Sea, Bondi* 2013

CURATORIAL PANEL

Who decides which sculptures are selected for the exhibition?

Every year, *Sculpture by the Sea* invites a small panel of distinguished guests to judge the artists' submissions and select the sculptures to be included in the upcoming exhibition. The panel usually includes leading figures from the Australia Council, National Art Galleries and Art schools.

How do the curatorial panel decide on which sculptures to select?

A number of issues are taken into consideration during the selection process and can vary for each submission. Issues can include; the conceptual strength of the piece, an artist's previous experience and proven ability to successfully exhibit in an outdoor setting and the placement of works at different sites along the coastal walk.

FINAL APPROVAL

What happens after the curatorial panel have made their selections?

The applicants are contacted as to whether their submission was successful, usually around 20 percent from the 700 submissions are selected. "Yay, I'm in! Oh no, I have to make it now!" is not an uncommon response. Following this initial selection process, each sculpture must gain approval from the local council as well as meet the requirements regarding public safety and security as specified by *Sculpture by the Sea's* Site Manager. Once artists have obtained approval from both *Sculpture by the Sea* and the Council, they are provided with a formal letter of authorisation to install and exhibit their work.

INVITED ARTISTS

Do all artists who exhibit in Sculpture by the Sea have to apply?

In 2000, *Sculpture by the Sea* broadened its selection process by inviting leading local, interstate and international artists to exhibit their work. Invited artist have included Sir Anthony Caro OM; Phillip King CBE (England); Fletcher Benton (USA); Kozo Nishino, Keizo Ushio and Haruyuki Uchida (Japan); Steinunn Thorarinsdottir (Iceland); Ron Robertson-Swann OAM; Ken Unsworth AM (Australia); Chen Wenling, Sui Jianguo and Wang Shugang (China). Exhibiting artists may be invited to show their work in another *Sculpture by the Sea* exhibition, fostering their careers.

- Download the *Sculpture by the Sea* application form. Complete the form proposing your artwork for the exhibition.
- What do you think are the most important aspects to consider in creating a work that responds to the Bondi – Tamarama environment?

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Behind the scenes: Producing *Sculpture by the Sea*

While the artists are busy making their sculptures, the ***Sculpture by the Sea*** Team is working hard to make sure that everything is ready for the opening day.

THE TEAM

From the first exhibition, produced by David Handley and a team of dedicated volunteers, the ***Sculpture by the Sea*** Team has grown to include 13 full time-staff and 3 part-time staff. During exhibition the number of staff more than triples along with the huge team of volunteers who give their time to make the exhibition run smoothly.

Sculpture by the Sea's team includes Exhibition Coordination, Site Management, Education, Design, Sales, Sponsorship, Philanthropy and Finance all under the leadership of David Handley as Founding Director and the ***Sculpture by the Sea*** Board Members.

MAKING IT HAPPEN

The year begins with only two months until the first exhibition at Cottesloe beach, Perth, Western Australia, so the team hits the ground running. By this time the artists for ***Sculpture by the Sea, Cottesloe*** have been selected and Site Management are busy working on the logistics of transporting and installing the works. The Education team are preparing resources, developing programs and taking school bookings while Design are getting the exhibition catalogue together. In March the ***Sculpture by the Sea*** team relocates to Cottesloe for the first exhibition of the year.

In April after the show, the team are back in the office and preparing the debrief for ***Sculpture by the Sea, Cottesloe*** and start organising the next exhibition. The deadline for Artist's submissions for the ***Sculpture by the Sea, Bondi*** is at the end of April. Approximately 500 entries are received each year. Exhibition Coordination collate the proposals for the selection process, and the Curatorial Panel are brought together to select the works for the exhibition. The artists are then notified if their application has been successful.

Our Site Manager considers each proposal to see what issues they pose for installation, freight, durability, environmental impact, safety and where they will be exhibited. The final layout of the show is decided by a group comprising our Director, Board Member Ron Robertson-Swann OAM and our Site Manager. Exhibition Coordination manages and maintains communication with the artists ensuring that everyone has the information they need on time.

Throughout the year Sponsorship and Philanthropy are contacting our donors, drafting proposals and renewing contracts, organising new sponsorships and maintaining existing sponsors. In June Education starts to plan and develop the Education Program including artist-led sculpture making Workshops, Focus Tours, Artist Spotlight Talks, public workshops, the Kids' Guide and the Education Kit. June also sees the preparation of our media plan, relying on the media as the main means by which we let people know when ***Sculpture by the Sea*** is on.

In July, Design begins putting the exhibition catalogue together and includes information such as artist information, images of sculptures, dimensions and materials for each work, essays, letters, advertisements and sponsor logos. At this time call for submissions for ***Sculpture by the Sea, Cottesloe***, Perth, WA opens for the following year!

Come August, Education are busy confirming the details of the program, contacting artists and educators who will be working with students and administrating the school bookings.

The Volunteer Program is well underway and the public programs and events are planned and confirmed.

In early September, Site Management are coordinating the logistics of all the interstate and international artworks on their way to Sydney. Through our port and roads, they must determine the right sequence of the approximately 110 artworks and the necessary trucks, cranes, excavators, forklifts, and contractors and crew to carry out a successful install. Finance, meanwhile, are managing the accounts.

Then it is October and momentum is gathering. The first trucks pull onto site a bit over a week before we open and it is time for Site Crew to install the exhibition's site infrastructure and assist artists with installing their sculptures. In one week everything is

Image of all the sculptures for the 2013 exhibition on display in the ***Sculpture by the Sea*** Office. Photo Jacqueline White.

Installation, *Sculpture by the Sea, Bondi* 2013. Photo S Burns.

Sculpture by the Sea, Bondi 2013. Photo W Patino.

in place; the sculptures along the coastal walk, our temporary buildings, Education marquees and the '*Sculpture Inside'* structure. Everything is checked in accordance with our risk management plan and authorised by Waverly Council. Once the exhibition is open Site Crew are responsible for running the site and looking after the sculptures, and Education are working with artists, artist educators and the 2,400, or more, students who will participate in the Education Program. *Sculpture by the Sea* Photographers are busy documenting the exhibition and artworks and together with media and Design contribute to promoting the event and involving and informing the public through social media and our website.

Once the exhibition opens, the *Sculpture by the Sea* team begin to prepare planning for the de-install process. The exhibition receives thousands of people visiting each year, with numbers growing to over 500,000 people in recent years. For our Site Managers and Site Crew the end of the exhibition means all the hard work starts again, making sure that all the sculptures are de-installed safely. Everything that came in must go out and the site must be left in exactly the same condition as it was found.

- Read the 'Behind the Scenes' information. Describe all the people that are involved in putting the exhibition together.
- Collaboration is the action of working with someone to produce or create something. Staff at *Sculpture by the Sea* work hard to coordinate and put together such a large-scale exhibition. Discuss the importance of collaboration in completing an exhibition like Sculpture by the Sea. What are the advantages and disadvantages of working as a team? How do these factors impact the overall exhibition?
- What is the function of an Exhibition Catalogue?
- What resource encourages children to engage with the exhibition?

- How does the Education Kit contribute to your understanding and experience of the exhibition and artworks?
- How is *Sculpture by the Sea* promoted? Discuss the ways in which people might hear about *Sculpture by the Sea*? Which would be the most successful and why?
- What type of audience does the exhibition attract? How might this audience differ from those who visit galleries and/or museums? Do audiences need art galleries to view artworks?
- Write a review of this year's *Sculpture by the Sea, Bondi* exhibition. Compare and contrast your review with that of an art critic. How does the critic influence and inform the opinion of audiences in relation to both the exhibition and individual artworks? How have audience interpretations and responses to artworks caused debates in the art world?

Sculpture by the Sea, Bondi 2013. Photo W Patino

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Artist Awards and Prizes

Each year, ***Sculpture by the Sea*** generates a range of awards and subsidies to recognise the achievements of a number of exhibiting artists. We also strive to support and provide assistance for our artists, who front many of the costs associated with exhibiting, such as materials and freight. This is all made possible through the generous support of our corporate sponsors and private patrons. These are some of the prizes and financial support available:

NSW STATE GOVERNMENT SUPPORT

Thanks to the NSW Government, through Create NSW, each artist received state funding towards their costs. This extremely important support, since 2011, is a minimum subsidy of up to $2,000 for each artist who does not otherwise earn this amount from exhibition sales or awards.

Photo: David Ball, 'Orb', *Sculpture by the Sea,* Bondi 2017. Photo Jessica Wyld.

THE MAJOR PRIZE

THE AQUALAND SCULPTURE AWARD

The $60,000 Aqualand Sculpture Award for *Sculpture by the Sea, Bondi* is the most generous sculpture prize in New South Wales. The award is chosen by the exhibition's judging panel.

SCULPTURE BY THE SEA KIDS' CHOICE AWARD

The 2017 Kids' Choice Prize of $3,000, donated by Rebel Penfold-Russell OAM, as voted by children visiting the exhibition was awarded to James Dive (NSW) for his work, What a Tasty Looking Burger.

Kids Choice 2017, James Dive, 'What a Tasty Looking Burger', *Sculpture by the Sea, Bondi* 2017. Photo Clyde Yee.

ALLENS PEOPLE'S CHOICE PRIZE

Allens has been presenting the People's Choice Award at Bondi, since 2005. The prize of $5000 is awarded to the sculpture that receives the most votes from the thousands of people who visit.

AUSTRALIA COUNCIL FOR THE ARTS

The Australia Council for the Arts support *Sculpture by the Sea* with multi-year funding some of which encourages and promotes artists producing "new and innovative" work.

THE HELEN LEMPRIERE SCHOLARSHIPS

The Helen Lempriere Scholarships are the realisation of a bequest by the late Keith Wood, honouring his wife, Helen Lempriere. Helen Lempriere was one of Australia's leading female artists in the mid-20th Century, attracting national and international acclaim for her painting, printmaking and sculpture. *Sculpture by the Sea* is proud to be managing in partnership with Perpetual, three scholarships of $30,000 cash that will be received by the awarded artists to assist with the advancement of their careers through study or research.

SELL & PARKER

Every year since 2003 Sell & Parker has provided oxycut steel and scrap metal at no cost to as many as 20 artists in each exhibition. This is a considerable contribution to the material costs of the artists, enabling many of them to work on a scale they could not otherwise afford.

- Consider the significance of art awards, prizes and/or commissions to artists' success in the art world. Do you think that winning a prize at ***Sculpture by the Sea*** would affect an artist's career and/or practice? Do you think the competition for prizes can influence what artists' create?
- Research artist awards and prizes in exhibitions both nationally and internationally eg. The Turner Prize, The Scarlett Award, The Blake Prize, Western Indigenous Art Awards. Compare and contrast their criteria and the awards.