sculpture by the sea

ALCOA SCHOOL
EDUCATION
PROGRAM | 2020

Alcoa

EDUCATION KIT

Section 1: *Sculpture by the Sea*, a Case Study

Sculpture by the Sea: An Overview

"With its exquisite sunsets over the Indian Ocean the Cottesloe show has developed its own identity while opening up far closer relationship with the sculptors of Western Australia as well as national exhibition opportunities for others." 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 outdoor works.

Anna Wojak, 'Coven of Angels', *Sculpture by the Sea, Bondi* 1997. Photo Clyde Yee.

George Haynes, 'Sister ships', *Sculpture by the Sea, Cottesloe* 2006. Photo E Blanch.

Sir Anthony Caro OM, 'Sister ships', *Sculpture by the Sea, Aarhus* 2009. Photo Clyde Yee.

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 walked from Bondi to Tamarama 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* now 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. This year, 2020 marks the 16th exhibition at Cottesloe Beach as well as celebrating a sixteen year partnership with Alcoa of Australia supporting our schools education program which so far has included over 25,000 students.

Sculpture by the Sea, Aarhus - Denmark

From 2009-2015 *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.

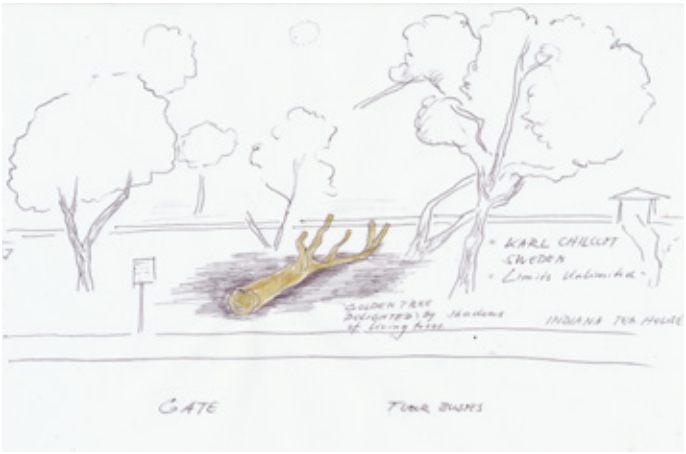
The Selection Process

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.



Karl Chilcott, Sketch, 'Limits Unlimited', *Sculpture by the Sea, Cottesloe* 2018.

Sculpture by the Sea exhibits different types of sculpture so the public can see how this art form is continually changing and developing.

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 members of the Curatorial Panel for *Sculpture by the Sea, Cottesloe* 2020 are:

- Olga Cironis, Artist
- Dr Michael Hill, Head of Art History and Theory, National Art School, Sydney
- Professor Ted Snell AM Cit WA, Chief Cultural Officer, Cultural Precinct, University of Western Australia
- Gemma Weston, Curator, Cruthers Collection of Women's Art, Lawrence Wilson Art Gallery, University of Western Australia; Program Associate, Visual Arts, Perth Festival

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 on site.

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 per cent 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; Sir Tony Cragg RA (England); Zadok Ben-David (Israel/England); 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).

Phil Price, 'Ipomoea', *Sculpture by the Sea, Cottesloe* 2019.
Photo Jessica Wyld.

An example of one section of the application form for *Sculpture by the Sea, Cottesloe* 2020. Applications for *Sculpture by the Sea, Cottesloe* 2021 open in June 2020 and will be available on https://sculpturebythesea.com/info/for-artists/cottesloe-artists-submissions

sculpture by the sea

cottesloe 2020
PROPOSAL SUMMARY TEMPLATE

ARTIST/GROUP NAME: ..... TITLE OF WORK: .....

THIS PAGE FORMS A CRITICAL PART OF YOUR APPLICATION AS IT IS THE FIRST PAGE THE CURATORIAL PANEL WILL VIEW

PLEASE ENSURE YOU HAVE COMPLETED THIS PAGE AS PER THE INSTRUCTIONS

Place key image(s) of the work you are submitting for the exhibition here.

If you are submitting images digitally, please fill out the details below and indicate the name of the image file(s) here.

DIMENSIONS:

Height:.....(cm) Width:.....(cm) Depth:.....(cm)

Approximate weight: .....

Finish colour: .....

MATERIALS USED:

.....

.....

.....

BRIEF DESCRIPTION OF THE STRUCTURE AND CONSTRUCTION METHOD:

(if there are multiple but separate pieces that make up your work, please make this clear)

.....

.....

Behind the scenes: Producing *Sculpture by the Sea*

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

Image of all the sculpture for this year's exhibition on display in the *Sculpture by the Sea* Office, January 2019.

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 thirteen full-time staff and three 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* INC is responsible for producing the Australian exhibitions while Aarhus, Denmark is produced by *Sculpture International*.

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 and the *Sculpture by the Sea* Board Members.

MAKING IT HAPPEN

The year begins with only two months until the first exhibition at Cottesloe so the team hits the ground running. Submissions for *Sculpture by the Sea, Cottesloe* 2020 closed in mid July 2019 and artists were selected by the curatorial panel and notified that their application had been successful. The final layout of the show is decided by our Director and our Site Manager. Exhibition Coordination manages communication with the artists ensuring that everyone has the information they need on time.

Site Management work with the artists to organise the logistics of transporting and installing the sculptures. Some sculpture will require trucks, cranes or forklifts in order to be installed. Site management also manage risk assessment and ensure the artworks and the public are safe. Production management work with local councils, residents, organisations, companies and individuals involved in the exhibition. The Education team prepare resources, develop the Alcoa School Education Program, work with Artists, Education staff and volunteers and administer school bookings. Design keep the website updated, design and print all the signage required for exhibition and design and prepare the Exhibition Catalogue and Kids' Guide. In late February many of the *Sculpture by the Sea* team re-locate to Cottesloe, Western Australia to meet and work with Western Australian staff, employees and volunteers to organise and deliver the first *Sculpture by the Sea* exhibition of the year.

At the same time in February, the call for submissions for the next *Sculpture by the Sea* exhibition at Bondi 2020 opens and the same process continues with Exhibition Coordination collating the proposals for the selection process and organising the Curatorial Panel meeting to select the works for the exhibition after *Sculpture by the Sea, Cottesloe*.

Sponsorship and Philanthropy work throughout the year contacting our donors, drafting proposals, renewing contracts, maintaining relationships with our existing sponsors and seeking new sponsorships and funding possibilities. The Marketing Coordinator works to develop our communications and media plan including social media and a *Sculpture by the Sea* newsletter. The Sales team work closely with the exhibiting Artists and organise the 'Sculpture Inside' exhibition of small sculptures. Finance meanwhile manage the accounts and all the expenditure that is involved in putting a major not for profit cultural event together.

Installing the exhibition takes a week, which is an incredibly short amount of time. In one week everything is in place: the sculptures, our temporary buildings and 'Sculpture Inside' exhibition. Once we open Site Crew are responsible for running the site, and begin to prepare planning for the de-install process. Everything that came in must go out and we mustn't leave a trace behind or in anyway damage the site where a sculpture has been placed.

Miik Green, *'Thicket 018', Sculpture by the Sea, Cottesloe* 2019.
Photo David Dare Parker.

Sculpture by the Sea, Cottesloe 2019. Photo supplied by Alcoa.

Sculpture by the Sea, Cottesloe 2019. Photo supplied by Alcoa.

Activity Questions

- 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 aim to 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,* 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?
- Read the 'Behind the Scenes' information. List who is 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 very hard to coordinate and put together a large-scale exhibition. Discuss the importance of collaboration in staging 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 online Education Kit effect your understanding and experience of the exhibition and artworks?
- Describe the different types of sculpture that are in this year's exhibition. Use the sculpture glossary section of this education kit for examples like 'abstract', 'figurative', 'kinetic' and 'public art'.
- What do you think are the most important aspects to consider in creating a work that responds to the exhibition site?

Look at page 4

- Complete this part of the application form with your proposal for a sculpture for *Sculpture by the Sea, Cottesloe*.

Look at page 7

- How might receiving the Alcoa Aluminium Award or an Alcoa Material Subsidy at *Sculpture by the Sea, Cottesloe* affect an artist's career and/or practice? Do you think winning a sculpture award can influence what artists' create?
- Research artist awards and prizes in exhibitions outside of *Sculpture by the Sea, Cottesloe* both nationally and internationally e.g. The Turner Prize, The Scarlett Award, The Blake Prize, Western Indigenous Art Awards, The Art Gallery of Western Tom Malone Prize. Compare and contrast their criteria and the awards.

Artist Awards and Prizes

Miik Green (WA), 'Thicket 018', *Sculpture by the Sea, Cottesloe* 2019. Photo supplied by Clyde Yee.

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.

THE ALCOA ALUMINIUM SCULPTURE AWARD FOR A SIGNIFICANT WORK IN ALUMINIUM

As part of Alcoa of Australia's long-running support for *Sculpture by the Sea, Cottesloe*, the company has provided generous support to artists working in aluminium - a strong, durable, light and recyclable material with tremendous artistic potential. In 2019, Miik Green (WA) received the Alcoa Aluminium Award of $10,000 for creating a sculpture comprised substantially of aluminium.

Rima Zabaneh & Berenice Rarig, 'Pods', *Sculpture by the Sea, Cottesloe* 2019. Photo Clyde Yee.

Phil Price, 'Ipomoea', *Sculpture by the Sea, Cottesloe* 2019. Photo Jessica Wyld.

WESTERN AUSTRALIAN SCULPTOR SCHOLARSHIP

In 2019 the Western Australian Sculptor Scholarship of $10,000, donated by Gavin Bunning & Julienne Penny since 2013, was awarded to Rima Zabaneh and Berenice Rarig from WA for 'Pods'. The scholarship for travel, study and the advancement of the artist's career includes an invitation to exhibit in *Sculpture by the Sea, Bondi*.

All Western Australian artists with works appearing in *Sculpture by the Sea, Cottesloe* are eligible.

THE EY PEOPLE'S CHOICE PRIZE & KIDS' CHOICE PRIZE

In 2019, the Kid's Choice Prize of $2,000, donated by Rebel Penfold Russell OAM, Emrys & Jasper, as voted by the children visiting the exhibition as well as EY People's Choice Prize of $5,000, as voted by visitors of the exhibition, was awarded to Phil Price from New Zealand for 'Ipomoea'. This prize was awarded in *Sculpture by the Sea, Cottesloe* 2019.