

RENEW  
ART <sup>20</sup><sub>20</sub>

## Summary Report



## Vision and Purpose

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**The vision and purpose behind RenewArt was to celebrate the regeneration of the arts community in the wake of the COVID-19. The Trust wanted to highlight the extraordinary work produced locally by embracing the theme of 'renewal' and to create uplifting events to be enjoyed by the entire district, while also enabling a paid work opportunity for local artists.**

Like many people and organisations in our community, the arts and cultural sector has been deeply impacted by Covid. Events were cancelled and this was heart-breaking for many of our visual and performing artists, who had invested a lot of their time, energy and creativity into preparing for these events.

RenewArt culminated in a multi-day combined community event incorporating both visual and

performing arts. Applications were open to residents across the Wakatipu basin and Upper Clutha, including Luggate, Hāwea, Albert Town, Wānaka, Cardrona, Makarora, Arrowtown, Queenstown, Gibbston, Glenorchy and Kingston.

RenewArt benefited the local arts practitioners who were selected to create work for the community events. The events allowed visual and performing art practitioners to showcase work based on the theme 'Renew'. A peer review panel selected works from applications and a financial contribution was provided to these practitioners to create their work and be showcased in the community events.

The following report by numbers highlights the many benefits this successful initiative achieved for the community.



## RenewArt in Numbers

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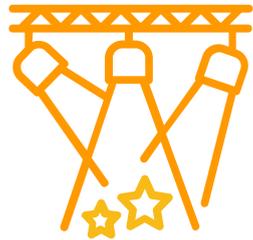


**41**

Creators

**80**

Performers



**20**

Visual Artists

**17**

Disciplines

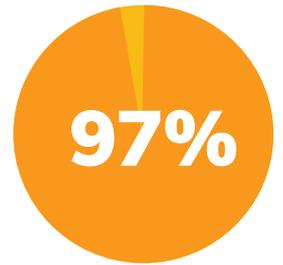


**1**

Community

**1,818**

Tickets sold



of allocated  
tickets reserved



**4500+**

People reached via  
live stream

**6**

Successful submissions  
made to local and  
national organisations  
and charities



## RenewArt in Numbers



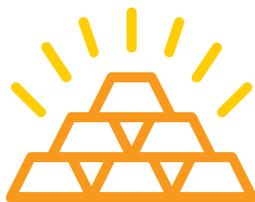
# \$5k

Raised via Boosted Crowdfunding Initiative from 42 individual donors and Koha received on door



# \$100k

Given directly to support performers and artists



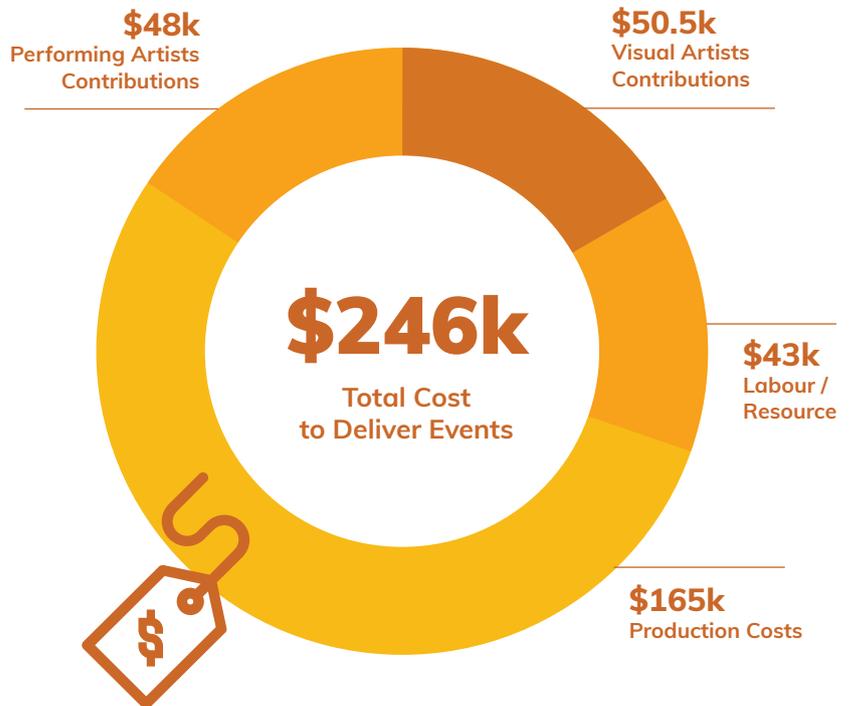
# \$96k

Value of visual art produced

# \$202,500

## Grants & Donations Received

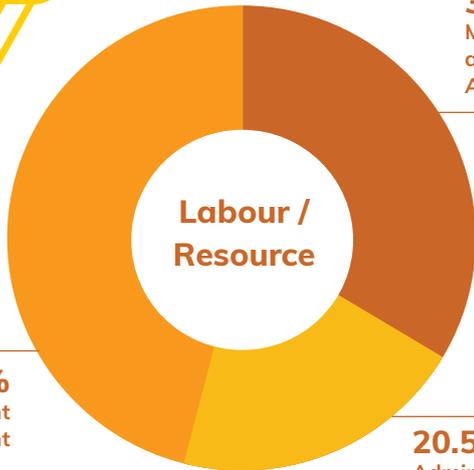
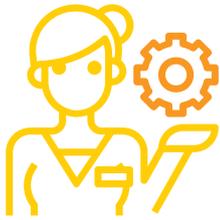
A huge thank you to Hugo Charitable Trust, Creative New Zealand, Central Lakes Trust, Otago Community Trust, Community Trust Southland, Three Lakes Cultural Trust, Callis Charitable Trust and those who donated to our Boosted Campaign and Koha boxes



## PRODUCTION COSTS BROKEN DOWN

\$60,000	Equipment
\$6,725	Video Production
\$3,900	Advertising
\$4,200	Marketing in Print
\$1,400	Marketing on Web
\$5,700	Public Relations
\$14,800	Labour (RenewArt delivery)
\$5,600	Vlp Hosting, Gallery Celebration
\$3,760	Venue Hires

# RenewArt in Numbers



Total reach of social media interactions during the event:

**107,690**



**9,000**

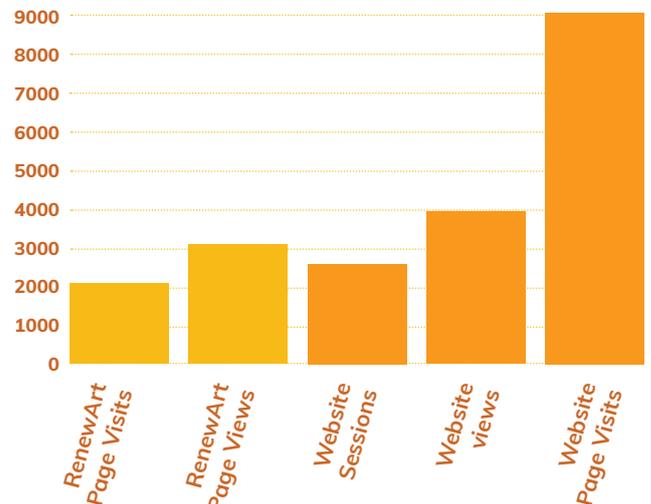
Website page visits

**11**

Regions represented



## TLCT website traffic during events



## Community Response

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*"It was a great showcase of local talent".*

*"Staging and venue were good!"*

*"Loved the local representation - this really was local people"*

*"It was local. It was varied. Fabulous variety. A lovely community ambience. I thought it was so good! And very impressed with local talent and initiative! It was seamless i.e. well run. Changeovers were brilliant. Thank you".*

*"Some acts made me cry every time as they were so beautifully thought out and presented".*

*"Loved the emotions on show, the way people had dealt with or responded to lockdown".*

## Artists Response

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*"A huge thanks to the Three Lakes Cultural Trust for your vision and investment into the arts, and envisioning what was a truly fantastic celebration. An event such as this will be part of the gradual turning the corner in the Queenstown artistic fabric. In a sense, there has been a place of creativity. What the Trust has achieved enabled artists to move from their inward creative spirit to the outward, and enabled the community to open their ears and their eyes, and to open their minds".*

*"Thank you to the whole Three Lakes team for not only giving us the opportunity but for creating such an amazing, diverse and eclectic exhibition and show. You shone a light on the depth, diversity and strength of the art being created in our region and I think enlightened many locals to what's been bubbling below the surface for a very, very long time. A renaissance is coming and you guys are leading the charge... and we're coming with you!"*



## Strategic Outcomes

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- To revive the region's confidence that it has survived and can gather together safely to once again enjoy and be inspired by the work of our diverse and talented creative community.
- Provide short term income support to the creative community.
- The social wellbeing is a critical component of any healthy community. The arts and artists play a key role in building and reinforcing the fabric of social wellbeing.
- Provide something positive in a time where people are experiencing hardship and anxiety about the future.
- The creation of an important documentary record of the resilience and renewal of the region.



## Media Links

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A selection from the long list of articles that appeared around these events.

### RADIO NEW ZEALAND

#### **RenewArt reimagines Queenstown's art**

Jeweller, Kay Turner and our GM, Jo Brown discuss RenewArt2020.

### OTAGO DAILY TIMES

#### **RenewArt event born of desire to support**

A summary of the events.

#### **Young Artistic Debut**

Our youngest visual artist, Benji Watson-Palmer, with his RenewArt artwork.

### THE NEWS.CO.NZ

#### **Creating 'loved objects'**

Ceramic Artist, Shannon Courtney with her RenewArt work.

### NEW ZEALAND WOMAN'S WEEKLY

#### **AERIALIST ABIGAIL, Hanging by a thread!**

Aerial Artist Abigail Rose talks about what she does and RenewArt 2020 (must subscribe to view article).

You can find links directly to these articles on the RenewArt webpage: [renewart.co.nz](http://renewart.co.nz), or alternatively google the article name.



## Thank You

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RenewArt2020 could not have been possible without the help of the team behind the scenes: Our amazing Event Manager Ann Wyatt from Watson & Wyatt Design, the teams at TomTom Productions, Storyworks, Scope Media, Feast Creative, Print Central Queenstown, Art installer Marc Blake, Performing Arts Curator Margaret O'Hanlon, the Three Lakes team of Jo Brown, Sarah Lyttle and Rama Geeves and our incredible Trustees and most importantly our artists and YOU the community who supported this project. A special thanks to our sponsors: Creative New Zealand, Central Lakes Trust, Hugo Charitable Trust, Otago Community Trust and Community Trust South.



[threelakesculturaltrust.co.nz](http://threelakesculturaltrust.co.nz)