



Adelaide Contemporary: An art icon for South Australia

Adelaide, Australia: A new and iconic art gallery for Adelaide is one step closer, with the announcement of an international search to find a world-class design team for the proposed project.

Under the working title Adelaide Contemporary, the project for the Art Gallery of South Australia will transform part of the old Royal Adelaide Hospital (oRAH) site into a new landmark building and public space that will interweave art, education, people and nature through a sculpture park and accessible community meeting places.

The building will be designed to be at the leading edge in sustainability and place making. It will be a landmark for the city and a model of cultural activity, bringing new energy to Adelaide and demonstrating South Australia's ability to innovate and its ambition to develop a higher national and international profile.

The proposed development will integrate the city, the new building and the historic Botanic Garden.

The State Government has committed \$1.9 million to Stage One, which will include the selection of a design team for this ambitious project, and is intended to explore the creation of a new cultural destination, revitalizing Adelaide's East End business district.

Managed by Malcolm Reading Consultants, one of the world's leading architectural competition firms, the search for a design team will begin in October 2017, with the shortlist announced in December 2017 and the winning team announced by May 2018. The competition jury will be chaired by eminent Australian arts figure Michael Lynch AO CBE.

The competition will deliver a proposed building design which will then be presented to the State Government for consideration.

Background

In 2016 the Premier requested a steering group be set up to assess and plan the specific components of a new contemporary art space.

The Art Gallery of South Australia is the most successful cultural institution in the State. Since 2010, it has increased attendance by 86 per cent from 421,000 to 780,000 visitors and attracted a record \$12.5 million in private giving in the 2016-17 financial year.

The Gallery's major hallmark event, the Adelaide Biennial of Australian Art attracted 220,000 visitors in 2016, 26 per cent of whom were tourists, and attendance is expected to increase markedly.



Adelaide Contemporary is about putting the state's largest single asset to work. With a collection of over 42,000 works of art, valued at over \$760 million and a gallery bursting at the seams, the current situation means that only 2 per cent of the collection is visible at any given time. The Gallery is ripe for a rethink. This value is inert unless we act to make it work for the State.

Quotes attributable to Minister for the Arts, Jay Weatherill

The search for a team to drive this project forward is an exciting first step in what will be a game-changer for our state.

To have an inspiring arts and cultural landmark will not only enliven public spaces and draw people into the Botanic Garden and Parklands; it will help build confidence in our ability to be a global innovator in this space.

Adelaide Contemporary will cement our reputation as an arts and cultural leader and generate a significant boost to local jobs, tourism and the economy.

Quotes attributable to Art Gallery of South Australia Director, Nick Mitzevich

As its name suggests Adelaide Contemporary encompasses contemporary art. But more than that, it is about a contemporary attitude to art, education and entertainment – one that encompasses Aboriginal Australia and the state's collection. It is a contemporary approach to defining a truly authentic cultural identity built from our own 135-year cultural legacy.

This city has done an excellent job of hosting and developing events and festivals with intense bursts of activity. To truly make a national and international creative impact we need a new permanent cultural anchor for the State.

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