

Call for Creative Directors

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Australian Exhibition

2018 International Architecture
Exhibition – la Biennale di Venezia



Australian
Institute of
Architects

Invitation -
The 16th Venice Architecture Biennale



Invitation

The Australian Institute of Architects invites Expressions of Interest for the role of Creative Director for the Australian exhibition at the 16th Venice Architecture Biennale 2018.

The Venice Biennale is the premier architectural forum in the world. The Australian Institute of Architects, through its Venice Biennale Committee (the Committee), aims to ensure that Australian architecture takes its rightful place at this international gathering. The Institute is committed to continuing a significant and sustainable participation by Australia at the event.

The Committee's vision is to reaffirm Australian representation in Venice as an enduring forum which presents the highest levels of thought, research and design in Australian architectural culture.

Our participation in the Biennale sets the example for Australian design achievement. Inclusion in the exhibition is an honour for those involved and a major achievement in their professional life. Those selected for this association with the Biennale represent the very best of Australian architectural thought and are given an unrivalled opportunity to participate on the world stage of architecture and culture.

Background

The Venice Architectural Biennale includes a range of exhibitions and related activities. These include a major exhibition (curated by the International Biennale Director) in the Arsenale, the National Pavilion exhibitions (selected by the individual participating countries) in the Giardini, thematic exhibitions and an umbrella program throughout Venice.

The Australian Institute of Architects decided in 2005 that it would encourage and facilitate Australia's representation at the Venice Architecture Biennale. Since that time the Institute's commitment has been substantial and ongoing with successful exhibitions at the last six Biennales. The profile of the event is growing and in 2016, the exhibition saw the highest visitation figures on record.

2006: Micro Macro City

Creative Directors Shane Murray and Nigel Bertram

2008: ABUNDANT

Creative Directors Neil Durbach, Vince Frost, Wendy Lewin, Kerstin Thompson and Gary Warner

2010: NOW and WHEN

Creative Directors John Gollings and Ivan Rijavec

2012: Formations

Creative Directors Anthony Burke, Gerard Reinmuth, with TOKO concept design

2014: Augmented Australia: 1914 – 2014

Creative Directors felix._Giles_Anderson+Goad

2016: The Pool

Creative Directors Amelia Holliday, Isabelle Toland (Aileen Sage) and Michelle Tabet

Huge crowds descend on Venice from all over the world. In 2012 the Biennale attracted more than 178,000 visitors, 228,000 visitors in 2014 and in 2016, visitation rose by 14% to 260,000.

Thousands of the world's most influential architects, designers, urban planners and critics visit the Biennale. Discourse and debate is paramount to attracting significant media coverage, both domestically and internationally and Australia's exhibition at the Biennale historically generates significant media coverage.

The Institute will continue to raise funds for the Biennale through the Australian government, corporate sponsors, donations and Network Venice sponsorships to ensure that an adequate budget is in place for the successful execution of Australia's Biennale exhibition.

The Australian Pavilion is owned by the Australia Council for the Arts and any modifications to the Pavilion is at the sole discretion of the Council. Australia's Exhibition within the Pavilion at the Venice Architectural Biennale is curated and managed by the Australian Institute of Architects. All persons that create and contribute intellectual property (IP) to the Exhibition will continue to own their IP, however all parts of the Exhibition and related materials for and used in the Exhibition will be owned by the Australian Institute of Architects. The budget allocated to the Exhibition is managed by the Institute at its sole discretion.

Exhibition concepts which tap into contemporary issues for Australian communities will resonate strongly with corporate sponsors and the Australian government (both at a state and federal level) and will increase the chance of their financial commitment.

Australian Exhibition Brief

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The exhibition showcases Australian architectural thinking, culture and design, and should communicate a rich and engaging story about Australian architecture, potentially also embracing urbanism and landscape, to an international audience.

It should represent and explore the place and experience of architecture in the Australian community. The exhibition acts as an interface between Australian architecture and the world, connecting our profession and industry to an international audience.

Arguably, the most memorable exhibits from past Biennales have demonstrated common attributes, including an exceptionally clear and potent idea, an ability to engage with different levels of audience commitment (both time and intellectual investment), and a directness of communication style.

For 2018 the Venice Biennale Committee seeks a powerful idea that reveals what is particular about Australian architecture. A successful concept will be captivating, thought-provoking and inspirational. It's important to consider the scale of the event and entrants should be cognizant of the audience's threshold when considering the content of their submission. Consideration should also be given to the curated exhibition's journey post-Venice and its adaptability to tour, both internationally and locally, once the exhibition closes in Venice. This may include particular elements of the exhibition touring or the content taking on a new shape and form to broaden its reach.

The Creative Director/s and their curatorial team are the key creative intellect of each Biennale exhibition. The Creative Director/s will be both speculative and analytical about our culture, gathering the elements of an idea and envisioning the exhibition to powerfully convey that idea. While the team must include an architect registered in Australia, individuals, universities, multi-disciplinary teams, including urban designers, landscape architects, architects and other creative disciplines as well as students of architecture are encouraged to join in the expression of interest.

The Venice Biennale authority has confirmed its decision to take direct responsibility for determining an overall theme for the Architecture Biennale. Quite possibly, this theme may not be announced until late 2017. The Venice Biennale Committee will thus be interested in how the chosen exhibition concept can be tailored towards the overarching International Directors theme (once announced).

Selection Panel

On behalf of the Institute, the Venice Biennale Committee is responsible for the selection of the Creative Director/s. The current Committee members are:

- > **Jill Garner (Chair)**
- > **Janet Holmes à Court AC (Commissioner)**
- > **Rachel Neeson**
- > **Helen Lochhead**
- > **Ken Maher**
- > **Luca Belgiorno-Nettis AM**
- > **Jamie Penrose**

Selection Criteria

The Selection Panel will assess proposals with an open mind, to shortlist ideas that engage with the following key criteria:

- > The power of the idea and the exhibition to engage the broad visitor demographic.
- > An exhibition concept that has outstanding potential and relevance.
- > Ability of the proposed team to develop and deliver their exhibition concept.
- > Ability of the concept to engage with and amplify the new Australian Pavilion in the Giardini.
- > Adaptability the exhibition to travel nationally and internationally after showing in Venice.

Submission Process

The selection of Creative Directors and exhibition concept takes place over two stages, with different levels of information required at each stage.

Stage One 10 January - 26 February

Submissions will present an exhibition theme, idea and concept, as well the capability and skills of the Creative Director/s. The submission should include an outline of the exhibition concept and link to the overall brief provided by the Committee.

Stage Two 15 March - 4 April

Shortlisted applicants will then be asked to expand on the exhibition concepts, including design principles for installation in the new Australian Pavilion in Venice, showcasing how the concept will take physical form, whilst fitting within the available budget.

Shortlisted applicants (up to 5 entries will be selected) will be asked to prepare and present a developed proposal. An honorarium of \$1,000 will be paid to each short-listed proponent who makes a complying Stage Two submission. The cost of travel and accommodation will be reimbursed (if applicable) for up to two people per team, to allow the shortlisted teams to deliver the presentation in person, in Sydney.

Information on the Australian Pavilion exhibition space and budget has been provided in the supporting document, however exhibition designs are not a requirement until Stage Two.