2014 VENICE ARCHITECTURE BIENNALE

NETWORK VENICE SPONSORSHIP

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AUSTRALIA AND THE VENICE ARCHITECTURE BIENNALE

The Venice Architecture Biennale is arguably the most important event on the international contemporary architecture calendar. Thousands of the world’s most influential architects, designers, urban planners and critics visit the Biennale, with considerable discussion and commentary in the architectural press and general media as a direct result. The Australian Institute of Architects recognises that this event results in the advancement of architecture both domestically and internationally.

PREVIOUS AUSTRALIAN EXHIBITIONS AT THE VENICE ARCHITECTURE BIENNALE

The Australian Institute of Architects has participated in the Biennale since 2006 and is committed to until 2016. Biannually the event has given Australia the opportunity to showcase a number of engaging exhibitions.

In 2010 **NOW and WHEN** wowed over 93,000 visitors with its engaging 3D stereoscopic technology. Co-Creative Directors, Ivan Rijavec and John Gollings exhibition highlighted Australia’s most interesting urban regions as they are NOW, before dramatically representing futuristic urban environments as they may be WHEN we reach 2050+. **NOW and WHEN** then went onto a very successful touring calendar including exhibitions in Seoul, Beijing, Hong Kong, Jakarta, Taiwan, India, Sydney, Perth, Melbourne, Ballarat and the Gold Coast.

In 2012 more than 178,000 people visited the three month Biennale, an increase of 4.7% since 2010. The Australian exhibition, **Formations: New Practices in Australian Architecture** was designed to challenge traditionally held beliefs about what architecture can be, and celebrate new opportunities for architects working in non-traditional ways.

Devised by Creative Directors Anthony Burke and Gerard Reinmuth with TOKO Concept Design, the exhibition showcased six innovative architectural groups through a range of installations that challenged traditional perceptions of what it is to be an architect.

Formations attracted over 70,000 visitors during the three month international event. Major international design media were drawn to the exhibition in the Australian Pavilion for its dynamic display and in-depth themes, with coverage appearing in prestigious publications including World Architecture News, The Guardian, ArchDaily and Designboom, reaching audiences in excess of six million. The exhibition has achieved just over 100 pieces of media coverage, including 60 international and 40 Australian media articles.
OVERVIEW

14TH INTERNATIONAL ARCHITECTURE EXHIBITION

DATES & CURATOR:

The Vernissage, an exclusive three day opening of the event, precedes the public opening from 4th – 6th June. The Biennale will then be open to the public from 7th June to 23rd November 2014, approximately a 6 month exhibition duration, which is a significant extension of what has occurred in previous years.

Rem Koolhaas (Dutch architect at OMA) has been selected as the overall curator of the International exhibition, announcing his overarching theme of Fundamentals. Rem Koolhaas has stated: “Fundamentals will be a Biennale about architecture, not architects. After several Biennales dedicated to the celebration of the contemporary, Fundamentals will focus on histories - on the inevitable elements of all architecture used by any architect, anywhere, anytime (the door, the floor, the ceiling etc.) and on the evolution of national architectures in the last 100 years. In three complementary manifestations - taking place in the Central Pavilion, the Arsenale, and the National Pavilions - this retrospective will generate a fresh understanding of the richness of architecture’s fundamental repertoire, apparently so exhausted today.”

LOCATION:

Venice, Italy

VENUES:

The Australia Council owns and manages the Australia Pavilion, within the Giardini and has previously provided this venue in-kind to the Australian Institute of Architects for the Architecture Biennale. The Australia Council have announced their plans to replace the existing pavilion with construction to start early 2014. This leaves the Australian presence at the 2014 Biennale with the unique opportunity to engage with the audience in a different surrounding. It is proposed that the exhibition will be a ‘venue free’ temporary installation, adjacent to the Australian pavilion site.

The overall Biennale will continue to be hosted in a number of locations across Venice including the Giardini and Arsenale.

ATTENDEES:

The Biennale attracts large crowds over the duration of the event including 178,000 in 2012. It would be predicted that over 200 Australian architects will attend in 2014.

TARGET DEMOGRAPHIC:

The market provided by the Institute participation in the Biennale are twofold. First, the attendees at the Biennale are senior executives and lead designers from Australia’s top architecture firms. They include decision makers from leading corporate networks, highest profile design offices and emerging talents. The prestige of the event means that it attracts the leaders from the profession. Second, the audience for the Biennale is the cream of international professionals who visit the exhibition.

TICKETING:

The Institute receives an allocation of exclusive passes to the Vernissage. The Vernissage is the official opening of the Biennale and can only be accessed by exclusive Vernissage pass holders.
VENICE BIENNALE COMMITTEE

The Institute created the Venice Biennale Committee in 2005 to facilitate the re-establishment of an Australian exhibition at the Architecture Biennale in Venice. The committee aims to develop exhibitions that showcase Australian architectural thinking, culture and design, and that tell a rich and engaging story about architecture and the Australian built environment to an International audience.

Current members of the Venice Biennale Committee include:

- Brian Zulaikha – Chair (Tonkin Zulaikha Greer Architects)
- Annabelle Pegrum (University of Canberra)
- Karl Fender (Fender Katsalidis Architects)
- David Karotkin (Sandover Pinder Architects and Incoming National President)
- Paul Berkemeier (Paul Berkemeier Architect and Current National President)
- Rachel Neeson (Rachel Neeson Architect)
- Shane Thompson (Shane Thompson Architects)
- Ross Clark (Institute COO)

Commissioner: In a boost for Australian architecture, one of the nation’s most successful business women and best-known patron of the arts, Mrs Janet Holmes’ a Court became involved in the Biennale in 2010. As commissioner for 2010, 2012 and now 2014, Janet Holmes’ a Court is delighted to participate in the Venice Architecture Biennale, with a deep interest in Australia’s built environment. She is Chairman of the John Holland Advisory Board, the West Australian Symphony Orchestra, the Australian Children’s Television Foundation and The Australian Urban Design Research Centre of WA.

“Australian architecture is worthy of recognition on a world stage. The Biennale provides us a rare opportunity to showcase Australia’s architectural talents to an international audience. Thought provoking and engaging, the Biennale program draws the profession together both domestically and in Venice. Being a supporter of the program evokes a sense of national pride and provides the opportunity to become part of the events.”

Mrs. Janet Holmes a Court
2014 CREATIVE DIRECTORS AND EXHIBITION

The Creative Directors for the Australian exhibition at the 2014 Venice Architecture Biennale are yet to be announced. The Australian Institute of Architects is currently in the process of reviewing Expressions of Interest put forward by Creative Teams from around Australia, and an announcement will be made on the 18th of July.

EVENT PROMOTION

Multiple communication opportunities across a range of media will be used to promote the Australian Exhibition, enabling sponsors to reach audiences through a number of distribution channels, including:

PUBLICITY

Advertising and editorials in a number of industry publications:

- Institute National eAlerts exclusively designed for the Exhibition will be distributed to the Institute membership base promoting the exhibition and events
- Institute eNews (monthly eNews will feature updates on the Exhibition)
- Institute Chapter printed magazines and newsletters
- Institute Chapter eAlerts (multiple in each state involved)
- Editorials and event listings with peak bodies of associated industries
- Architecture Australia magazine advertisements

MEDIA RELEASES

The Institute distributes a number of press releases highlighting news-worthy developments throughout the lead-up to the exhibition, its opening, and its closing.

WEBSITE

A dedicated Australian Exhibition website directed from the Institute homepage architecture.com.au/venicebiennale

The Australian exhibition website is an integral part of the exhibition’s marketing campaign, allowing members and non-members to access information about the exhibition including details on the Australian exhibition, overall details on the Biennale, schedule of events, travel and ticket information as well as a dedicated media section.

Note: Sponsor logos are included on all forms of promotional resources where possible and applicable.
Network Venice is a unique program designed for the architectural and design community, which provides a forum for Australian practices to engage with our long term involvement with the Venice Architecture Biennale. There are a range of benefits including access to Vernissage passes, networking events and exclusive participation in Venice and regular updates on the Venice Architecture Biennale.

**PLATINUM $20,000 (PLUS GST)**

**RECOGNITION AND SIGNAGE**

Acknowledgment as a Platinum Sponsor of the Institute’s Venice Architecture Biennale through the Biennale program and events. This will include logo:

- Significant promotion in the Australian Exhibition Catalogue
- Logo acknowledgment on the Australian Exhibition web page
- Listed as a Platinum Sponsor on the Sponsor wall within the Australian exhibition
- Acknowledgement on the supporters page of the September/October 2014 edition of Architecture Australia
- Opportunity to supply Practice promotional material during the Vernissage
- Ability to exclusively market your practice as a supporter of Australia’s presence with access to the Exhibition sponsors logo

**TICKETING**

Sponsors will receive complimentary invitations to Network Venice events across 2013 and 2014

- Ten passes to the Vernissage period of 2014 Venice Architecture Biennale
- Six complimentary invitations to the exclusive events during the Vernissage period:
  - Opening of the Australian Exhibition
  - Commissioners Cocktail Party
- Complimentary invitations to other Institute events in Venice

**POST EVENT**

Intimate presentation by the Creative Director to your team of staff, at your offices or selected location on the concept and theme of the Australian Exhibition
GOLD $10,000 (PLUS GST)

RECOGNITION AND SIGNAGE
Acknowledgment as a Gold Sponsor of the Institute’s Venice Architecture Biennale through the Biennale program and events. This will include logo acknowledgement in:

- Australian Exhibition Catalogue
- Australian Exhibition web page
- Listed as a Gold Sponsor on the Sponsor wall within the Australian exhibition
- Acknowledgement on the supporters page of the September/October 2014 edition of Architecture Australia

TICKETING
Sponsors will receive complimentary invitations to Network Venice events across 2013 and 2014

- Four passes to the Vernissage^ period of 2014 Venice Architecture Biennale
- Four tickets to the Opening of the Australian Exhibition
- Four tickets to the Commissioners Cocktail Party

SILVER $5,000 (PLUS GST)

RECOGNITION AND SIGNAGE
Acknowledgment as a Silver Sponsor of the Institute’s Venice Architecture Biennale through the Biennale program and events. This will include acknowledgement in:

- Australian Exhibition Catalogue
- Australian Exhibition web page
- Listed as a Silver Sponsor on the Sponsor wall within the Australian exhibition
- Acknowledgement on the supporters page of the September/October 2014 edition of Architecture Australia

TICKETING
Sponsors will receive complimentary invitations to Network Venice events across 2013 and 2014

- Two passes to the Vernissage^ period of 2014 Venice Architecture Biennale
- Two tickets to the Opening of the Australian Exhibition
- Two tickets to the Commissioners Cocktail Party

^The Vernissage is the official opening of the 2014 Venice Architecture Biennale which runs for two days (5th and 6th June 2014) and can only be accessed by exclusive Vernissage Pass holders. Vernissage Passes (VP) cannot be purchased. VP’s are allocated to the organisers of participating countries. The Institute is allocated a limited number, and will distribute these in a number of ways, including providing passes to Sponsors of the Biennale.

CONTACT
To confirm your contribution or if you would like to discuss other ways you can support Australia’s participation in the 2014 Venice Architecture Biennale, please contact

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