Bhubaneswar Art Collective
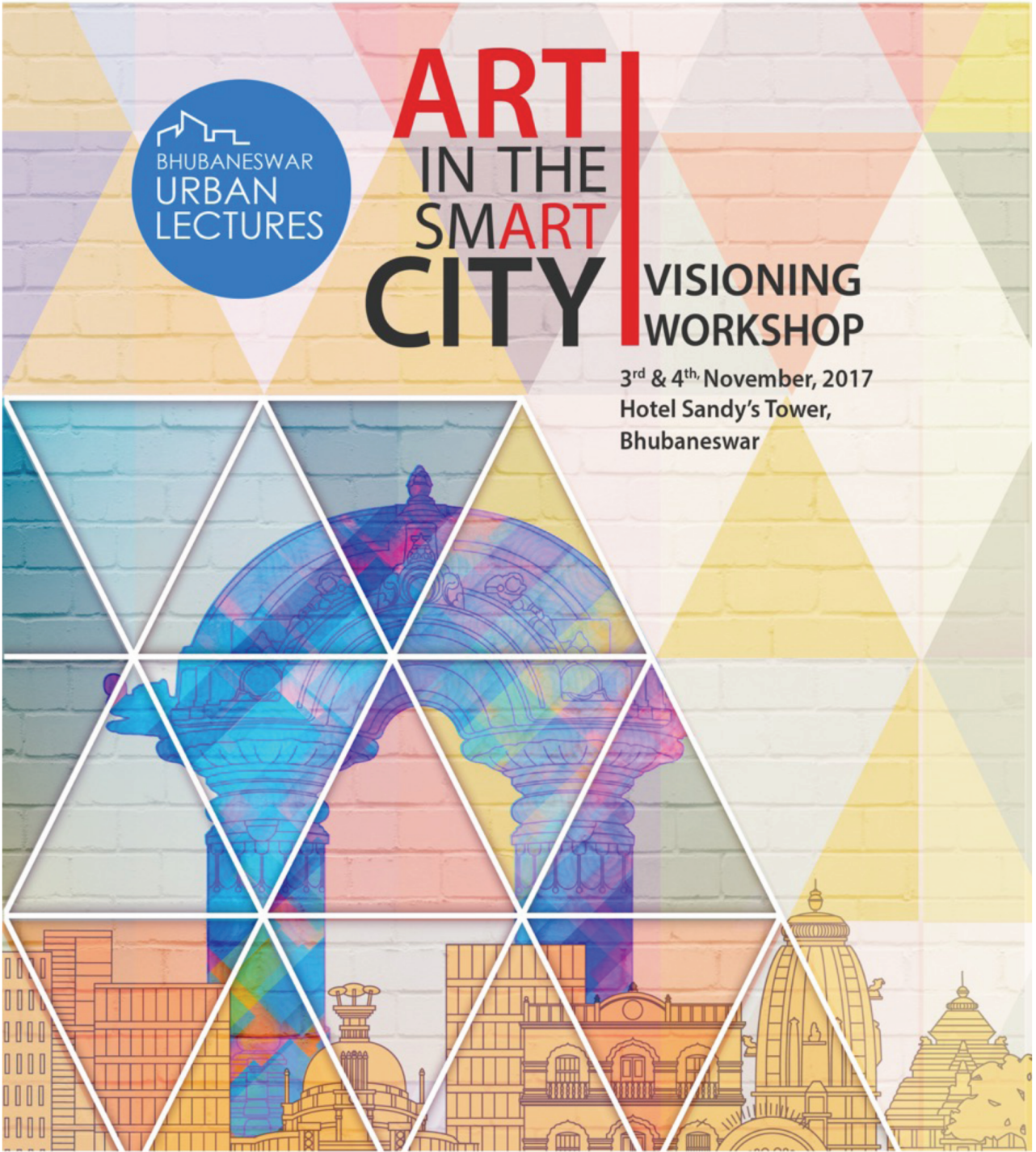
3 - 4 November, 2017

Supporting Documents for the Visioning Workshop

ART
IN THE
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3rd & 4th November, 2017
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Purpose of Document

This document provides the supporting frameworks to help the participants of the Art in the Smart City Visioning Workshop in developing the proposed outcomes of the workshop.
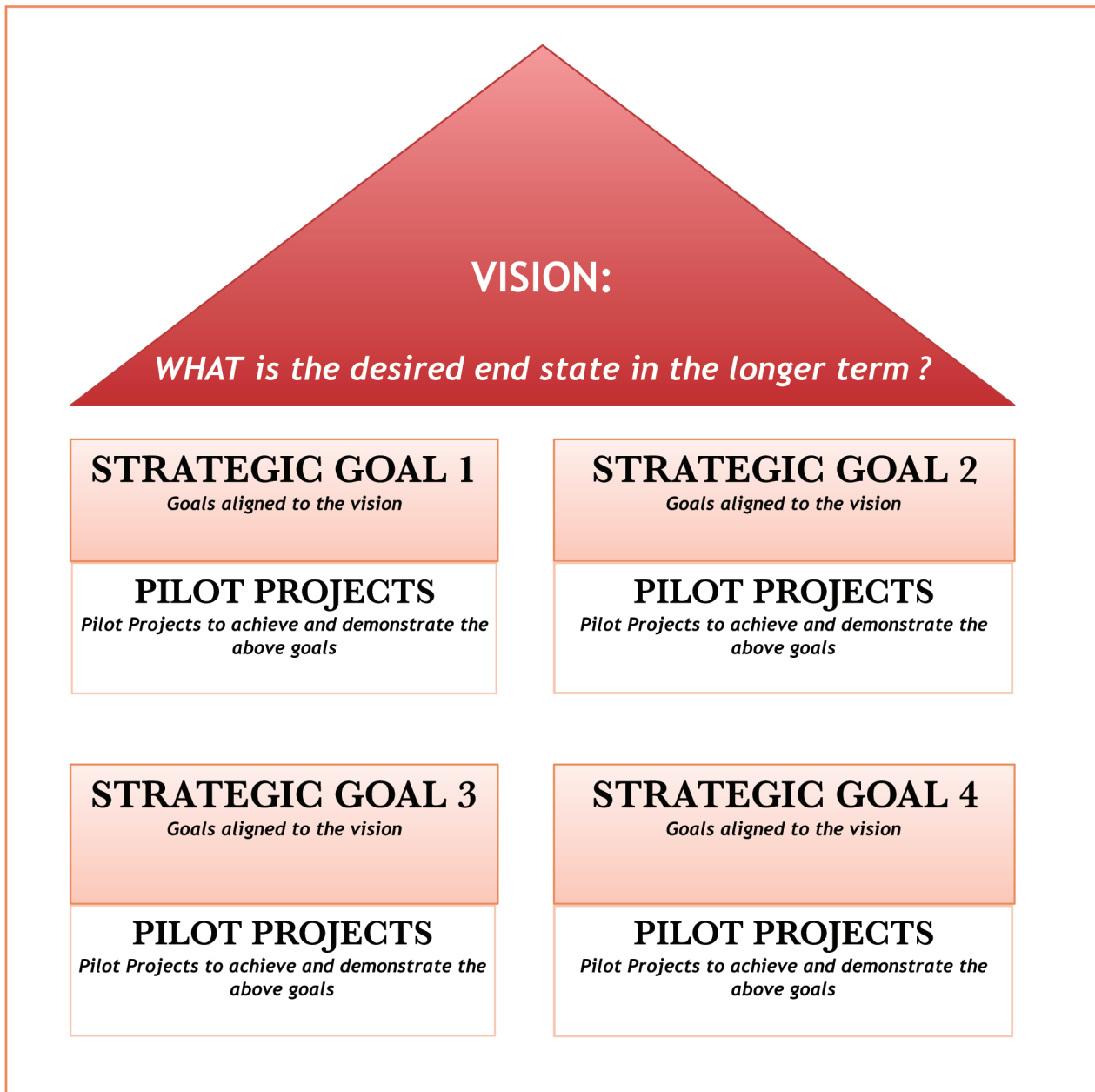
Workshop Overview

A place is defined by its identity. In order to strengthen Bhubaneswar's unique identity as a vibrant, creative community, the Bhubaneswar Art Collective plans to reinforce the city's sense of place by weaving Public Art into the fabric of the city in a way that reflects Bhubaneswar's unique history, diverse communities, and innovative vision for the future. However, such an objective requires closer working relationships between city planners and art organisations from an early stage within a defined program and policy framework, which includes a list of targeted opportunities to achieve success.

Bhubaneswar Art Collective proposes a 2 day Visioning Workshop on 3 and 4 November 2017 with key stakeholders in attendance including the Smart City SPV (Special Purpose Vehicle) - Bhubaneswar Smart City Ltd (BSCL), Bhubaneswar Municipal Corporation (BMC), Bhubaneswar Development Authority (BDA), Smart City Advisory Forum and leading experts from the fields of urban planning, art, architecture. The workshop will be followed by a presentation of the deliberations, outcomes and next steps to a wider audience on 5 November 2017.

Workshop Objectives

The focus of the Visioning Workshop is to formulate a Smart City Art program with a defined vision, objectives and framework. General objectives of the workshop include:

- Develop a strategic consensus, vision and direction on the role of art and culture in the development of the Bhubaneswar City and its identity.

- Understand leading practices and programmes undertaken by other cities in India and in the world to achieve a significant improvement in their identity and development. Possibly by seeing how are other cities addressing similar issues.

- Create a defined policy and organisational framework for achieving this vision and direction that builds on existing organisations and programmes in the city including the Smart City Programme; and facilitate the incubation of an Art Advisory body led by the Bhubaneswar Art Collective in partnership with BDA and BMC. (How can we engage with the community and inspire prominent organisations to collaborate with the public to achieve the goals and outcomes outlined above).

- Outline preliminary requirements, timeline and critical success factors for implementing the vision and direction.

- Create a few pilot projects that can be implemented to demonstrate the 'art of possible' for the vision and direction identified by this workshop.

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VISION:

WHAT is the desired end state in the longer term ?

STRATEGIC GOAL 1
Goals aligned to the vision

PILOT PROJECTS
Pilot Projects to achieve and demonstrate the above goals

STRATEGIC GOAL 2
Goals aligned to the vision

PILOT PROJECTS
Pilot Projects to achieve and demonstrate the above goals

STRATEGIC GOAL 3
Goals aligned to the vision

PILOT PROJECTS
Pilot Projects to achieve and demonstrate the above goals

STRATEGIC GOAL 4
Goals aligned to the vision

PILOT PROJECTS
Pilot Projects to achieve and demonstrate the above goals

PROGRAMME ADMINISTRATION
Proposed administration authority to manage the fulfilled of vision , objectives and monitor the progress of the pilot projects

CREATING A VISION STATEMENT

Definition
A statement that encapsulates how we want the programme to define Bhubaneswar in 5 years and communicates its purpose to an audience

Key Questions to Consider

WHY are we here?
WHAT is the desired end state in the longer term? (5 years or longer)
WHO should be involved; community organisations and community members, resulting in a more engaged public

It needs to …

- be clear and simple
- be without elaborate language & buzz words
- be easily explained by those involved
- be reviewed every 5 years

Examples :

- The vision for "Singapore: The Global City in Asia" is for Singapore to be an endearing home and leading global city in the heart of Asia. [1]
- Vancouver's Culture Plan vision is to develop, enliven, enhance, and promote arts, culture, and cultural diversity in our city in ways that benefit our citizens, creative community, businesses, and visitors.[2]
- The vision for the City of Houston Arts and Cultural Plan is to foster an environment in which art and culture flourish for the sharing and benefit of all residents and visitors[3]

DAY 1

PROPOSED VISION STATEMENT FOR ART IN THE SMART CITY PROGRAMME:

_____

_____

CREATING STRATEGIC GOALS

Definition
Statements that encapsulate primary outcomes that help us achieve the vision. Each goal can be further described by its objectives.

Key Questions to Consider

WHAT do we need to focus on in the short-term (next 5 years) to achieve our vision?

It needs to …

- be aligned to the vision
- be specific
- be measurable
- be achievable

Examples

VISION
The vision for the City of Houston Arts and Cultural Plan is to foster an environment in which art and culture flourish for the sharing and benefit of all residents and visitors.[3]

STRATEGIC GOALS

1. Promote engagement in quality arts and cultural programming
   1. Develop strategies to deliver arts and culture programs, arts education, and public art into neighbourhoods.
   2. Leverage Houston's "world city" image, international arts venues and diverse cultural offerings in destination marketing with the Greater Houston Convention and Visitors Bureau and other partners.

2. Enhance the support system for the city's deep cultural assets
   1. Elevate arts and culture as a priority in the City structure and ensure the efficient and effective use of City resources.

3. Advance strategies to strengthen the local creative economy
   1. Nurture the development of artists and creative talent.

PROPOSED VISION STATEMENT FOR ART IN THE SMART CITY PROGRAMME:

PROPOSED STRATEGIC GOALS FOR ART IN THE SMART CITY PROGRAMME:

❑   **STRATEGIC GOAL 1:**

_____

❑   **STRATEGIC GOAL 2:**

_____

❑   **STRATEGIC GOAL 3:**

_____

❑   **STRATEGIC GOAL 4:**

_____

DESCRIBE OBJECTIVES PER STRATEGIC GOAL:

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DAY 2

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DAY 2
DESIGNING PILOT PROJECTS:

Definition

Projects that are aligned to strategic goals and help deliver their objectives in a time bound manner. They are often small scale in nature to test feasibility, time, cost and adverse events.

Key Questions to Consider

It needs to ...

- **align with strategic goal**
- **achieve a strategic objective**
- **be measurable**
- **be time bound**

Examples

VANCOUVER CULTURE PLAN (2014-2018)[4]

STRATEGIC GOAL
Increase public participation and community engagement in arts and culture:

- Promote local arts and culture

- Improve arts access for new and under-served communities

RELATED PROJECTS:

- Promotion on transit shelters, video screens, Twitter and Facebook

- Online mapping of cultural spaces

- Develop neighbourhood-led art plans for all neighbourhoods

STRATEGIC GOAL 1:

PILOT PROJECTS TABLE

Project Name	Project Description	Objective	Time (in months)	Resources required	Measure of Success

NOTE : measure of success could be the reach, participants and their background, audiences and their background

DAY 2

STRATEGIC GOAL 2:

PILOT PROJECTS TABLE

Project Name	Project Description	Objective	Time (in months)	Resources required	Measure of Success

NOTE : measure of success could be the reach, participants and their background, audiences and their background

STRATEGIC GOAL 3:

PILOT PROJECTS TABLE

Project Name	Project Description	Objective	Time (in months)	Resources required	Measure of Success

NOTE: Measure of success could be the reach, participants and their background, audiences and their background

STRATEGIC GOAL 4:

PILOT PROJECTS TABLE

Project Name	Project Description	Objective	Time (in months)	Resources required	Measure of Success

NOTE: Measure of success could be the reach, participants and their background, audiences and their background

DAY 2

PROGRAMME ADMINISTRATION

Successful administration of a citywide art and culture programme with a defined strategic plan is key to the success of this project.

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Key Questions to Consider

- What kind of body is needed to manage such a programme?   Advisory or administrative?
- Where should the administration reside? BMC? BDA? Smart City Mission? Independent?
- What kind of skills are required on a body like this? Artists? Urban Planners? Architects? How can the skills of the people in the community be incorporated?
- How will they be appointed?
- What kind of funding will be available to this body?
- What would be its key roles and responsibilities?

EXAMPLES

1. City of San Diego Commission for Arts and Culture serves in an advisory capacity to the Mayor and City Council. The Commission is composed of 15 volunteers appointed by the Mayor and is supported by a staff of professional arts administrators.[5]

2. The administration of the Hong Kong Arts Development Council is overseen by its (up to) 27 members, who are appointed by the Chief Executive of Hong Kong. Of these, 10 are elected by various arts organisations (or groups of organisations), each representing an art form or aspect of art. [6]

3. Vancouver Park Board Arts, Culture, and Engagements made up of seven commissioners, who are elected at large for a four-year term. The chair and the vice chair are elected by the commissioners for a one-year term.The commissioners set the vision and policy that guides the Board's services and programs.[7]

DAY 2

PROGRAMME ADMINISTRATION NOTES

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   Vision_Statement.pdf

2. http://vancouver.ca/parks-recreation-culture/culture-plan-2008-2018.aspx

3. https://www.houstontx.gov/culturalaffairs/
   Houston_Culture_Sheet_2015.pdf

4. http://vancouver.ca/files/cov/presentation-culture-plan-strategic-
   directions-2013-oct.pdf

5. https://www.sandiego.gov/arts-culture/about

6. http://www.hkadc.org.hk/?p=81&lang=en

7. http://vancouver.ca/your-government/park-board-commissioners.aspx

About the Bhubaneswar Art Collective

The Bhubaneswar Art Collective is made up of the city's three major art foundations - Ila Panda Centre for Arts (IPCA) , J D Centre of Art (JDCA) and Utsha Foundation for Contemporary Art . It was founded on the firm belief that collaboration and consensus was the way forward for developing the rich art and cultural heritage of the state. It seeks to engage various stakeholders in the state for preserving, nurturing and enhancing the cultural identity of the state and doing so by collectively pooling in the individual foundations' energies and resources. The working group of the Bhubaneswar Art Collective consists of Panchami Manoo Ukil (IPCA) , Sukanya Rath (IPCA), Siddhartha Das (JDCA) and Sandeep Hota (Utsha) and meets regularly to discuss common goals and objectives.

Email : bbsrartcollective@gmail.com

Ila Panda Centre for Arts (www.ilapandacentreforarts.com)

Ila Panda Centre of Arts (IPCA) is a non-profit, collaborative endeavour with the mission of showcasing, promoting and conserving the visual arts of Odisha. IPCA seeks to widen the scope of art patronage, facilitate partnerships with key stakeholders and engage the community at large. As part of its efforts, IPCA is supporting young, emerging artists with scholarships , grants for established artists who need it, and helping the art fraternity find access, exposure and better avenues through varied activities . In its founding year, IPCA's Odisha Art Conclave 2016 w as a milestone marker, being the first of its kind ever in Odisha . IPCA is proactively exploring collaborations towards facilitating public art spaces , and encouraging engagement with communities through art-centred initiatives.

Utsha Foundation for Contemporary Art (www.utsha.org)

Utsha is a charitable trust based in Bhubaneswar that was setup by renowned Odia artist Jagannath Panda in 2012 to provide an alternative space for artists to create and experiment in Odisha. The word 'Utsha' in Odia implies the penultimate source of creativity, imagination and action. Utsha has been involved in numerous projects since its inception and has a vision of making 'Odisha an acknowledged centre of excellence and innovation in contemporary art.'

J D Centre of Art (www.jdcentreofart.org)

JD Centre of Art's vision is to create an Art Centre that preserves and promotes tribal, folk, classical and contemporary art, without its traditional boundaries. Centre is currently being built near Khandagiri. The Centre is driven by eminent artist, Jatin Das, its Founder and Chairman, a contemporary artist conferred with Padma Bhushan. The JDCA has been running a monthly illustrated lecture series, Meet the Artist on second Saturday since the last 14 years and an annual multi-disciplinary Film Festival on Art & Artist since the last 11 years.

Notes

Participant's Name ....

Email ....

Group No ....