

New Zealand  
Exhibition  
Venice  
Architecture  
Biennale 2016



New Zealand  
Institute of Architects  
Incorporated

## Expression of Interest



## Contents

Invitation	2
Background	3
Exhibition Brief	4
Selection	5
Budget and fees	6
Programme	7
Roles and responsibilities	8–10
Stage 1 submission requirements	11
Selection timeline	12
Confidentiality, copyright and attribution	12
Contact	12

Do you have a compelling idea for New Zealand's exhibition at the world's leading architecture event?

The New Zealand Institute of Architects invites Expressions of Interest for the role of Creative Director of the New Zealand Pavilion at the 15th Venice Architecture Biennale 2016. Submissions must be received by 12 March 2015.

## Background

The Venice Architecture Biennale is the pre-eminent international forum for contemporary architecture. It includes a major exhibition curated by the international Biennale director, National Pavilion exhibitions, and supporting exhibitions and events throughout Venice.

The Biennale attracts a large number of visitors – more than 240,000 in 2014. Many are architecture practitioners, academics or students (120 universities participated in 2014); others work in fields close to architecture, such as urban design, landscape architecture, art, planning, engineering and construction; and many just have an interest in architecture. The Biennale also attracts strong international media interest – more than 3,300 media representatives were accredited to the 2014 Biennale. (For information on the 2014 Venice Architecture Biennale, go to [labiennale.org/en/architecture/](http://labiennale.org/en/architecture/))

In 2014, the New Zealand Institute of Architects (NZIA) organised New Zealand's first national exhibition in the Venice Architecture Biennale, which was prepared under the creative direction of David Mitchell. Information on New Zealand's participation in the 2014 Biennale exhibition is on the exhibition website: [venice.nzia.co.nz](http://venice.nzia.co.nz)). The NZIA has also published a booklet recording the selection of the Creative Director and the staging of the exhibition, which may be viewed at: [newsletter.nzia.co.nz/media/278030/venice-retrospective\\_web.pdf](http://newsletter.nzia.co.nz/media/278030/venice-retrospective_web.pdf).

The Council of the New Zealand Institute of Architects has confirmed the Institute will support a New Zealand exhibition in the 2016 Venice Architecture Biennale. The reasons for New Zealand's participation in the Biennale remain the same: to represent New Zealand's design culture at the foremost international architecture forum and to learn from that experience; to raise the profile of New Zealand's architecture and architects, both in New Zealand and abroad; and to provide an opportunity for architects to examine their work and measure their performance.

## Exhibition Brief

The New Zealand Pavilion at the 2016 Venice Architecture Biennale will be a showcase for New Zealand architecture. It should therefore be an engaging, well researched and professionally presented exhibition that offers a perspective on the practice or occurrence of architecture in New Zealand – a point of view that will be stimulating for both international and local audiences.

The Biennale will have an overall theme, set by the Biennale Director. As yet, the Biennale Director has not been appointed nor the theme determined, but the Creative Director should note that as his/her exhibition concept is developed, it will have to take some account of the Biennale theme.

It is also important to note that the Biennale is a competitive environment – in 2014, there were 66 national exhibitions. The Creative Director must develop a strong, clear idea – one that can provoke and withstand critical analysis – but the creative team must also produce a compelling and highly proficient realisation of the exhibition concept. A high level of exhibition design skill will be required of the selected New Zealand entry.

New Zealand does not have a permanent pavilion in Venice, and so must procure a venue for its Biennale exhibition. That venue has not yet been selected, but applicants for the position of Creative Director should assume that the New Zealand exhibition will be staged inside a sensitive historic building; fixing exhibition elements to walls, for example, may not be permitted. The proposed exhibition should be sufficiently flexible to adapt to some adjustment in scale.

Raising local awareness of New Zealand architecture is an important reason for participating in the Biennale, therefore the viability of touring the New Zealand exhibition after the Biennale should be addressed in the exhibition proposal.

The Creative Director must be willing and able to articulately present the exhibition concept to a variety of audiences – professional, public, sponsors and the media – and to represent the exhibition confidently at official events in New Zealand and Venice.

### Eligibility and composition of creative teams

Proposed creative teams must include a New Zealand citizen or permanent resident and an architect registered in New Zealand or a New Zealand architect who is registered overseas. It is desirable that teams include a range of competencies necessary to realise an outstanding exhibition – skills and experience in areas including architectural practice, history and theory; New Zealand architecture and the issues it confronts; and exhibition design.

### Selection criteria

The strength of the exhibition concept.

The potential of the exhibition to make an impact at the Venice Architecture Biennale and stimulate interest in New Zealand.

The ability of the creative team to develop and deliver their exhibition concept to a high standard, within budget and to the Biennale deadlines.

The ability of the proposed exhibition to endure/function over the five-six months of the Biennale.

The ability of the proposed Creative Director and creative team to represent the exhibition to a variety of local and international audiences.

The potential of the exhibition to be toured in New Zealand, and perhaps internationally, after the 2016 Venice Architecture Biennale.

### Selection panel

The New Zealand exhibition will be selected by a jury appointed by the New Zealand Institute of Architects.

### Selection process

The selection process occurs in two stages. The jury first selects a shortlist from among the submitted proposals; the shortlisted entries will then be further developed for the jury's final consideration.

Stage 1 submissions will present an exhibition concept, as well as the capability and skills of the Creative Directors, and of the proposed creative team. These submissions will include some indication of the content of the exhibition, its materials and the means of its transport and assembly.

In Stage 2, the shortlisted applicants will be required to have refined their concept and to present a developed proposal. This proposal will include details of the physical form and dimensions of the exhibition, the detailed costs of its realisation, and the logistics of its construction, transport and installation.

In Stage 2, applicants for the Creative Director role will present their proposals to the jury in person. The cost of travel to Auckland from within New Zealand for up to two people per team will be reimbursed where applicable.

## Budget and fees

The budget available to the Creative Director/s is \$150,000, and this amount must not be exceeded. Within this amount the Creative Director/s must:

- Design and develop the creative idea
- Deliver appropriate exhibition graphics and manipulate images as required
- Procure necessary materials and work collaboratively with the NZIA to seek in-kind support
- Allow for the installation and de-installation costs of the exhibition (a specialist team will be appointed by the NZIA)
- Allow for necessary city taxes and permits in Venice
- Allow for travel and accommodation in Venice for the Creative Director/s and project team
- The budget includes an honorarium and allocation for specialist expertise: \$20,000 of the budget is dedicated to these purposes, and must not be exceeded.
- Note that the budget available to the Creative Director/s is independent of collateral costs such as venue hire, the volunteer programme, events and exhibition supporting material, etc. (as set out below in Roles and Responsibilities). These costs will be the responsibility of the NZIA.

## Programme

<b>12 March 2015</b>	Deadline for submissions
<b>26 March 2015</b>	Shortlist announced
<b>May 2015</b>	Creative Director/s announced
<b>May – December 2015</b>	Design and development of the exhibition and production of any New Zealand-made materials/ components
<b>January 2015</b>	Freight to Venice
<b>Mid-late May 2016</b>	Installation in Venice
<b>June 2016</b>	Exhibition opening in Venice
<b>June – November 2016</b>	Exhibition duration

## **Roles and responsibilities**

The delivery of the New Zealand exhibition at the Venice Architecture Biennale is a collaborative venture between the Creative Director and the New Zealand Institute of Architects, which is the client. A positive and cooperative relationship between the Creative Director and the Institute is critical to the success of the exhibition.

The New Zealand Institute of Architects appoints a jury to select the Creative Director, a governance group to provide oversight and support, a technical advisor, ground support in Venice, and a project manager who will ensure the budget is observed, deadlines are met and the selected creative concept is delivered.

The appointed Creative Director/s is responsible for the concept development, curation and execution of the exhibition, including liaison with and management of any contributors, consultants or contractors they may engage to realise the exhibition concept.

## **Roles and responsibilities**

*The roles and responsibilities of the Creative Director/s include:*

### **Exhibition concept development and curation**

Theme development, exhibition concept and design for the visitor experience, installation proposals and access considerations, curation (including selection of objects, images and text), product and fabrication for exhibition requirements, and delivery of the exhibition within the programme milestones set by the Institute and installation of the exhibition.

### **Advocacy**

Being a responsible advocate of the exhibition, the Institute, and the Biennale; fulfilling sponsorship obligations, including attendance at sponsor functions.

### **Representation**

Including availability for media interviews as required, providing media information and images as necessary, and attending Biennale and exhibition-related events.

### **Engagement with the Institute (the client)**

Liaison and collaboration with the Institute's Biennale project manager, including giving timely notice of critical issues requiring resolution and/or intervention.

### **Reporting**

Submitting basic monthly progress reports against the programme and budget.

Further details on the role will be provided to the selected Creative Director/s in the form of an Agreement between the New Zealand Institute of Architects and the Creative Director/s.

## **Roles and responsibilities** (Continued)

*The roles and responsibilities of the New Zealand Institute of Architects include:*

- Sponsor relationships.
- Liaison with the New Zealand Government and the Biennale authorities, including supplying requested documents and material for Biennale publications.
- Selecting an exhibition venue and volunteer accommodation.
- Shipping, insurance, and liaison with customs authorities.
- Engaging specialists for installation and de-installation and, potentially, touring of the exhibition.
- Communications about the exhibition, including a web site and media releases.
- Production, in consultation with the selected Creative Director/s, of graphic material to accompany the exhibition, including branding/identity, print publications (including a catalogue) and other exhibition collateral, and signage.
- Representation in Venice and event hosting.
- Engagement of volunteers to staff the New Zealand Pavilion.

## **Stage 1 submission requirements** (Continued)

A concise proposal is required which outlines the proposed concept, nominates the creative team and support structure and states the experience and capability of the Creative Director/s.

A maximum five A4 page (single-sided), minimum 11-point font size submission is required. The submission is to include:

### **Concept proposal**

To be presented in no more than three A4 pages (including any diagrams, graphics, images, text). A 'working title' for the exhibition is required.

### **Nominated creative team**

The Creative Director/s and any other team members are to be identified on one A4 sheet. The current position, employment (or academic affiliation) and contact details (telephone, email and postal address) for each person are to be provided. No CVs or bios are required at this stage. The team structure must be clearly set out, nominating the person/s leading and representing the team (as Creative Director/s) and also nominating one person as the primary contact for the team. The name chosen for the creative team should be identified on this page.

### **Statement of experience and capability**

On the final A4 page, the Creative Director/s will explain how the experience and skills of the team are appropriate to the successful development and delivery of their Biennale exhibition proposal. It should refer to any architectural design and project management capability, exhibition design competency, and demonstrable success in meeting tight timeframes within defined financial constraints.

At this stage, the Institute does not require or expect to see models, scale drawings or fully resolved proposals.

### **Submission format**

Submissions must be presented in PDF format, maximum of five A4 pages (as described above). The PDF document must not exceed 4 MB file size.

The Institute requires that all submissions be received electronically. The Institute accepts no responsibility for not being able to decipher material submitted in an unusual format, or one that is not specified as above. Late submissions will not be accepted.

## Selection timeline

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**Submissions must be received at [venice@nzia.co.nz](mailto:venice@nzia.co.nz) by 4pm 12 March 2015.**

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All proposals received will be acknowledged by COB on 13 March 2015.

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Submitters of shortlisted proposals will be notified at the end of March 2015. Shortlisted proponents will be provided with details of Stage 2 submission requirements at this time.

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Stage 2 submissions will be required by 4pm 24 April 2015. In-person presentations and interviews will be conducted in Auckland on May 1 and the successful proposal and Creative Director/s will be announced on May 4 2015.

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### **Confidentiality, copyright and attribution**

The decisions reached by the New Zealand Institute of Architects Venice Biennale jury are final and binding on all participants. No feedback will be given except to those shortlisted.

On receipt, submissions become the property of the Institute. Although retained by the Institute, there is no intention to use the ideas contained in any submission for any other purposes.

### **Contact**

Any enquiries regarding submissions should be addressed in the first instance to:

#### **Nicola Legat**

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