

Palmerston North City Council – Public Art Programme

[00:05] – Mayor Grant Smith

So our public arts program was a combination of different initiatives, placemaking, engaging a community Public Sculpture Trust, a public activation program called Palmy Unleashed, and really just bringing together all those great things about arts and culture within Palmerston North.

[00:26]

So the strategy was several different strands to it. With the Public Sculpture Trust, Council put half a million dollars in over ten years.

That initiated another \$2 million of private money, and the end result was ten fantastic sculptures or pieces of artwork, public artwork, around Palmerston North CBD (central business district).

[00:49]

Palmy Unleashed was a public activation program. And that's where popup events would occur, being with a big major or national event that was occurring within the city and really just engaging more people to get involved in the CBD.

[01:04]

Now, Placemaking Initiative was really fun. That's where we approached businesses to spill out onto pathways, make parklets. There was street art, there was busking, there was laneway, beautifications of laneways. And look it's been, all in all, it's just really empowered the art powerhouse within the city.

Well, it's been a win-win for everybody.

Council's put in a little bit in being the enabler, but it's driven artists to get out and about. It's bought private money with the Public Sculpture Trust, it's got more people into the CBD, and it really has given the place more vibrancy.