

BOXED

SEVEN SISTERS GROUP

PUBLIC ART CASE STUDY



AUCKLAND
DESIGN MANUAL

TE PUKA WHAKATAIRANGA | A TĀMAKI MAKĀURĀU

OVERVIEW

A temporary activation in the window of Smith & Caughey's department store in conjunction with a ten day festival of temporary public art in the City Centre.

PROJECT SUMMARY

'BOXED' is a contemporary dance and an example of ephemeral or time-based public art which was performed within Living Room 2012, a 10-day festival of temporary public art in Auckland's City Centre.

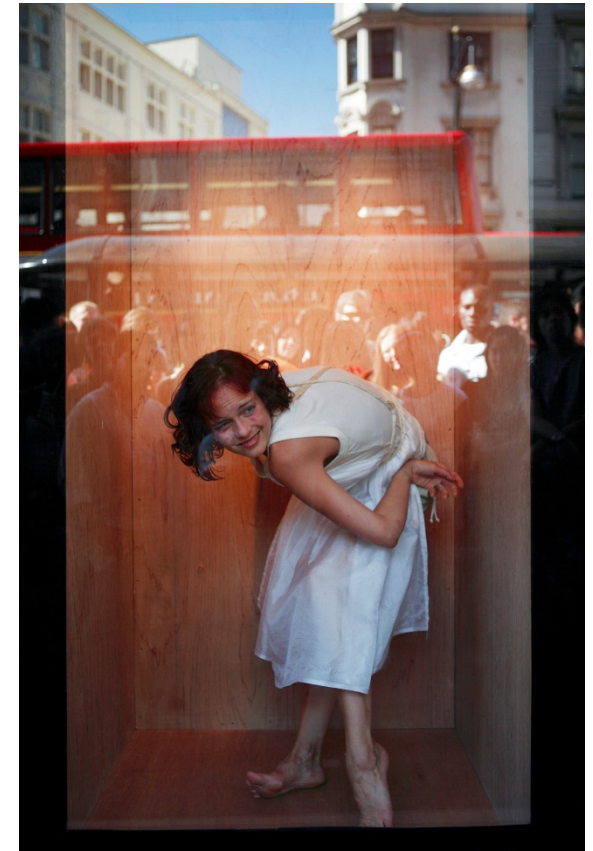
Choreographed by internationally acclaimed Briton Susanne Thomas and performed by New Zealand dancer Maria Munkowits, 'BOXED' took place inside a large wooden box set up in one of the display windows of Smith & Caughey's on Auckland's Queen Street.

The 15 minute performance was repeated several times during retail hours over the 10-day festival.

The work explores the idea of the different roles women play in society. It is a site-specific response to the popular idea of retail therapy and also taps into the voyeuristic curiosity of passers-by who may watch a confined human moving in a very exposed place.

Performances and other temporary public art projects such as this are important ways of providing surprise and variety for people living and working in the city. They create opportunities to engage artists to trial innovative ideas with an audience, enliven the region's public places and make them more attractive to visit.

Living Room 2012 curated New Zealand choreographer MaryJane O'Reilly, and supported by the Waitematā Local Board. 'BOXED' was presented with the support of the British Council.



seven sisters group, 'Boxed', recreated for Living Room 2012. Photo: Kevin Davies@imagecounterpoint

Key project information

KEY FEATURES

Contemporary dance performance in department store window

LOCATION

Smith & Caughey's, Queen Street, Auckland

CURATOR

MaryJane O'Reilly

CHOREOGRAPHY

BOXED: Susanne Thomas

PERFORMANCE IN NEW ZEALAND

Maria Munkowits

TIME

Each performance was of 15 minutes' duration and repeated twelve times over the 10-day festival

PROJECT CONTEXT

Living Room 2012, a 10-day festival of temporary public art in Auckland's city centre, curated by MaryJane O'Reilly.

SUPPORTED BY

Living Room was initiated and funded by the Waitematā Local Board, BOXED was presented with the support of the British Council.

LESSONS LEARNT

Even with a robust marketing campaign, effective communication about the multi-part temporary festival of public art proved challenging. The public expressed an interest in knowing the why and the what regarding the various performances encountered unexpectedly.

FOR AUCKLANDERS AND VISITORS: ART THAT GENERATES SURPRISE

1. Performances took place during the busiest times of the day in Queen Street: 12 -1 pm and 4.30 – 5.30 pm

2. Each performance captured the attention of curious pedestrians and motorists. Even though only clustered for brief periods, this sometimes blocked usual traffic on the footpath and affected the audience's ability to view the show.

3. The project presented a capability development opportunity as the young graduate dancer was able to work directly with a professional international choreographer.



CREATE MYSTERY AND INTRIGUE, PROVOKE THOUGHT AND DEBATE

