



# AUCKLAND ARTS FESTIVAL

2016 in review



## Accessibility

### DEVELOPING INCLUSIVITY AND ACCESSIBILITY

Inspired by the offerings for deaf and blind patrons in 2015, we presented two audio-described and two signed performances in 2016 – *Duck, Death and the Tulip* and *Te Pō* were audio-described and *Te Pō* and *Not in our Neighbourhood* were signed. This year our offerings also extended to introductory written notes for two shows. These were downloadable from our website and available at the venues. As with previous Festivals, over 80% of key venues were accessible by wheelchair.

### Free Events

White Night **25,000+**

Visual Arts **40,670**

NZ Herald Festival Garden – **59** free iHeart Radio Sound Lounge performances for around **22,980** people

Family Day **5000**

Talks, Workshops and Masterclasses **3984**

### Tickets

Tickets available from as low as \$12

Family friendly pricing

Child rates offered for eight family-friendly shows

Discounted 'Catch 22' tickets: \$22 (on selected shows)

Arts Industry tickets and discounts

**White Night, Visual Arts Programme, Waves, thinkScience, Duck, Death and the Tulip, Noreum Machi – The K Wind, Not in our Neighbourhood and Tar Baby events were presented in venues and locations outside the CBD including Glen Innes, New Lynn, Piha, Waiheke and Takapuna**

### SmartsFest – schools at the Festival

89 schools

4184 school students

\$10 and \$20 tickets for 20 schools-only shows and 28 public shows from NZ, Australia and Scotland

Over one-fifth of schools' tickets were subsidised or free

### AAF 2016 CONNECTED WITH A BROAD AUDIENCE. WE

- welcomed everyone and encouraged participation
- set tickets at affordable rates
- engaged with the requirements of unique audiences
- embraced and celebrated Auckland's diversity
- hosted multiple events in different genre
- went to places Aucklanders go – cafés, galleries and community centres
- hosted outdoor events
- created special programmes for school students
- offered discounts for seniors, tertiary students, the arts industry and community card holders



**Tau kē, awesome, especially... the variety of cultures represented**

AAF 2016 attendee



**The students were taken out of their 'hood', out of their comfort zone and were given an experience they will treasure for a life time**

Principal, Bruce McLaren Intermediate School



1. 360 ALLSTARS, Onyx Productions, The Civic / Gate Photography 2. *Ruaumoko*, Atamira Dance Company and APO, The Civic / Gate Photography 3. *Noreum Machi – The K Wind*, Takutai Square, Britomart / Gate Photography 4. *Marama, The Conch*, Rangitira, Q Theatre / Gate Photography 5. *La Cucina dell'Arte*, Circus Ronaldo, Ronaldo Tent / Gate Photography 6. *Duck, Death and the Tulip*, Little Dog Barking Theatre Company, Loft, Q Theatre / Gate Photography 7. *Not in our Neighbourhood*, Tikapa Productions, Loft, Q Theatre/ Gate Photography



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Loved the free stuff, the music in Square, and the Spiegelent

AAF 2016 attendee

## Spotlight on...

Audiences attending Don Mc Glashan and Shayne Carter, Spiegelent, Aotea Square / Gate Photography



### SPIEGELTENT

- A regular and much-loved feature of the Festival Garden this theatre, cabaret and music venue hosts thousands of visitors every year
- A fun pop-up venue with gorgeous, shabby-chic décor, carved booths furnished with polished wood tables and velour cushions, mirrored columns and a bar
- Host to a variety of international and New Zealand shows in the Festival season
- Always attracts curious passers-by

ACE Crew, The New Zealand Herald Festival Garden, Aotea Square / Gate Photography



### FAMILY DAY

- A much-anticipated FREE Festival event for kids and caregivers
- Offers family performances, workshops and art activities in a creatively re-purposed Aotea Square
- Attracts around 5000 people
- Highly valued support comes from Foundation North, The Lion Foundation and artists such as Bepen Bhana, ACE Crew, Smitten Design, Mr Roberelli, Circability, APO Remix the Orchestra and special guests



### FESTIVAL GARDEN

- Sponsor *The New Zealand Herald* lent its name to the Garden in 2016
- The heart of the Festival in Aotea Square, the Garden is open from 11am until late every day of the Festival hosting around 25,000 visitors
- The iHeartRadio Sound Lounge, a regular feature of the Festival Garden, presented 59 FREE live music events
- Prominent urban contemporary artists did live painting in the Garden observed by hundreds of new admirers and fans
- The info booth answered the questions of hundreds of people and the box office was open to sell tickets every day of the Festival
- A place for emerging artists to make an appearance
- With bars, a café, a coffee cart, bean bags, deck chairs and good vibes, the Garden pumps out top quality entertainment every year

### WHITE NIGHT

- AAF's popular, large-scale, late-night FREE arts event that takes art 'to' the public
- 25,000+ visitors
- Over 83 sites across 20 neighbourhoods
- More than 300 artists, from community to emerging and established, across various art forms
- A partnership event linking Auckland Arts Festival, Auckland Museum, Auckland Art Gallery Toi o Tāmaki, New Zealand Maritime Museum, Auckland City Library and with support from Chartwell Trust, Foundation North, Pub Charity and the Lottery Grants Board.



The New Zealand Herald Garden was absolutely gorgeous!

AAF 2016 attendee

Glitter Runs In Our Veins Street Catwalk, La Gonda Arcade, Karangahape Road / Gate Photography

Come to AAF 2017 8-26 March

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