



AUCKLAND ARTS FESTIVAL

2017 in review



“Living in a rural community, I think it is vital that my students attend live performances in theatres.” Taumarunui High School teacher



Accessibility

AAF 2017 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, community services and arts industry card holders

DEVELOPING INCLUSIVITY AND ACCESSIBILITY

Inspired by the success of offerings for Deaf and blind patrons in 2016, we presented two audio-described performances and a NZSL Interpreted performance – *The Biggest and Lost At Sea* were audio-described and *Shortland Street: The Musical* was signed. This year our offerings also extended to introductory written notes for two shows, *The Encounter* and *Power Plant* and Touch Tours for *Lost at Sea* and *The Encounter*. Notes were downloadable from our website and available by email or at the venues. 93% of key venues were accessible by wheelchair and 70% of performance venues had a hearing loop.



Free Events

White Night **31,000+**

Visual Arts **22,500+**

Whānui **13,000**

ANTARCTICA around **20,000**

Festival Garden – **38** free iHeartRadio Sound Lounge performances for around **35,000** people

Talks, Workshops and Masterclasses **109**

Total number of Free Events **300**

“...the best theatre experience I've ever had.” AAF 2017 attendee



“Our students loved the show, the raw physicality and storytelling through imagery was brilliant! Lots to talk about with set and lighting as well.”

James Cook High School Teacher

White Night, Visual Arts Programme, thinkScience, Whānui, Cellfish and Lost At Sea events were presented in venues and locations outside the CBD including Glen Innes, Sandringham Road, Ōtāra, Māngere and the North Shore.

Tickets

Tickets available from as low as \$12

Child rates offered for six family-friendly shows

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

Discounts for Early Bird ticket purchases

Discounts for multi-show purchases

Discounted tickets for the arts industry

SmartsFest – schools at the Festival

64 schools

5,338 attendees (including teachers)

\$10 to \$20 tickets for 18 schools-only shows

Included subsidised tickets and 400 free tickets for schools

1. *Lost At Sea*, Q Theatre 2. *The Encounter*, Touch Tour ASB Theatre 3. *Shortland Street The Musical*, Herald Theatre 4. *Wonderful World of Cardboard Homes* workshops, Festival Garden 5. Festival Garden/ iheartRadio Sound lounge 6. Whānui: FONUA Māngere Arts Centre 7. Whānui: EYE SPY, Ōtāra Leisure Centre. Images by GATE Photography.

“Spiegeltent was amazing. 5 stars.”

AAF 2017 attendee

Spotlight on...

Spiegeltent, Aotea Square | GATE Photography



SPIEGELTENT

- A regular and much-loved feature of the Festival Garden this theatre, cabaret, circus and music venue hosts thousands of visitors every year
- A salubrious and 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



Whānui: He Korowai Hāpori, Glen Innes, EYE SPY, Takatū | GATE Photography

WHĀNUI

- A new programme of events for 2017 aimed at developing the arts in the heart of Auckland's communities
- Co-presented five projects; *He Korowai Hāpori*, *EYE SPY*, *FONUUA*, *Samaroh* and *RÉPERTOIRE*.
- Offered 15 different events including family performances, workshops and art exhibitions at ten venues
- Attracted more than 13,100 people
- *Whānui* was funded through the Auckland Diversity Project Fund, Foundation North and Creative NZ. Additional support came from Te Puni Kōkiri, Office of Ethnic Communities, Phantom BillStickers and Local Boards (Albert-Eden & Māngere-Ōtāhuhu)

FESTIVAL GARDEN

- The heart of the Festival in Aotea Square, the Garden was open from 11am until late every day of the Festival and hosted around 35,000 visitors
- The iHeartRadio Sound Lounge, a regular feature of the Festival Garden, presented 38 FREE live music events
- An outdoor art exhibition displaying children's photography from *Whānui EYE SPY* featured prominently in the Garden, along with an *ANTARCTICA* ice sculpture & *The Wonderful World of Cardboard Homes*
- The info booth answered the questions of hundreds of people and the box office was open to sell tickets every day of the Festival
- With bars, a café, a food truck, bean bags, deck chairs and good vibes, the Garden pumped out top quality entertainment and was a place for emerging artists to make an appearance



Festival Garden, Aotea Square | GATE Photography

WHITE NIGHT

- AAF's popular, large-scale, late-night FREE arts event that takes art to the public
- 31,000+ visitors
- Over 128 locations across 20 neighbourhoods
- Around 350 artists, from community to emerging and established, across various art forms
- A partnership event linking AAF, Auckland Art Gallery Toi o Tāmaki, New Zealand Maritime Museum, Auckland Museum and with support from Creative New Zealand, Foundation North and the Lottery Grants Board



White Night, Queen Street | GATE Photography

“Makes me proud to live in Auckland.”

White Night 2017 attendee

Join us for AAF 2018 **9-25 March**

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