

# Strategic Plan

A three year plan for The Physics Room Trust spanning 2001–2003

## VISION STATEMENT

The Physics Room is the premier organisation for the incubation and development of contemporary and experimental arts in the South Island.

## MISSION STATEMENT

We will facilitate the presentation of innovative visual arts programmes, and provide artists with the resources and professional advocacy to develop their careers. We will also foster and grow audiences for contemporary art, developing an educative understanding among the wider public.

## STRATEGIES

**one:** We will present high quality innovative exhibition programmes

**two:** We will provide audiences with opportunities to develop a greater understanding of the exhibition programmes and contemporary art issues

**three:** We will provide artists with resources and information that will assist them to achieve a higher level of creative and professional development

## STRATEGIES

### STRATEGY ONE - we will present high quality innovative exhibitions

- To present exhibition projects in the Physics Room's gallery project space, as well as externally when appropriate
- To present exhibition projects by established Christchurch artists of merit working experimentally in the arts
- To present exhibition projects by established national artists of merit working experimentally in the arts whose work is not otherwise accessible to Christchurch audiences
- To present exhibition projects by international artists whose work provides an international perspective to local art practice
- To present exhibition projects by artists who are no longer emergent, but not yet established, and wish to move beyond student and artist-run spaces
- To support the work of curators in conceiving and realising shows within a financially and critically supportive environment
- When appropriate, to present public art projects (external to the gallery space) which engage audiences who are not normally exposed to contemporary art

### STRATEGY TWO - we will provide audiences with opportunities to develop greater understanding of the exhibition programmes and contemporary art issues

- We will attract a broad range of audiences to the exhibition and gallery programmes
- We will work to open up, and de-mystify contemporary and experimental artworks to audiences who may feel alienated or unsure about these practices
- We will provide support and opportunities for students of art to gain a greater understanding of contemporary art
- We will produce information (website, wall texts, publications and catalogues) for audiences helping them to access a range of critical writing about the exhibition programmes
- We will present additional lectures and discussion forums for audiences to further engage with issues around contemporary arts practice
- We will develop positive relationships with the arts and cultural media to ensure our programmes reach wider audiences
- When appropriate, we will present New Zealand and Christchurch art externally, to develop relationships with similar spaces internationally, and to present local art to international audiences

### STRATEGY THREE - we will provide arts practitioners with resources and information that will assist them to achieve a higher level of creative and professional development

- We will provide artists with a venue to present their work, in a non-commercial and supportive environment, funding and assisting them to create new artistic projects
- We will provide artists with critical writing and discussion about their exhibition projects, through electronic and print publications, and through artists forums
- We will particularly endeavor to promote the work of South Island and emergent artists to wider audiences, both in Christchurch, and, when appropriate, internationally
- We will provide the wider Christchurch arts community with access to advocacy information and professional development opportunities, through workshops, information dissemination, and assistance with resources