



14 September 2009

Dr Brian Gordon
Principal Research Officer
Parliament House
Perth WA 6000



Dear Dr Gordon

Re: Inside Australia

In response to your call for submissions regarding the Inside Australia Project on Lake Ballard, the Festival would like to register an interest as the original commissioning organization.

Please find attached a summary of the progress of the project by way of explanation of various relationships and agreements involved in the realization of Inside Australia.

The Festival is proud to have instigated this project and we feel that it is a significant artistic achievement. The nature of the work makes it totally unique and internationally important given Antony Gormley's stature as an artist.

Antony's willingness to gift the work to the State as a permanent installation is a generous gesture, but it raises some issues which need to be addressed in order to maintain the integrity of the work.

In the short term, there is an urgent need to resolve the care of the site, access for visitors, and prevention of damage to the lake.

The work itself defies the structure of most arts organizations as it encompasses both the man-made element and the extensive, remote environment in which it is situated. Whilst managing the work can be divided amongst various appropriate agencies (Art Gallery, Museum, Tourism, etc.), there needs to be a unifying vision that ensures each aspect contributes to a coherent artistic intent.

This needs to be researched with the artist and recorded in a way that can be accessed by all stakeholders into the future. In making plans for the ongoing conservation and management of the work, we all need to be confident that the artist's vision for the totality of the work is preserved.

This will also inform how the work can be represented, marketed and used as an iconic West Australian image, which we believe is a great potential of this work.

We would also expect our role as the commissioning party to be acknowledged appropriately with regards to Inside Australia.

I will be in attendance at the hearing on 14 October and look forward to discussing this further.

With best wishes

A handwritten signature in black ink, appearing to read 'Shelagh Magadza', with a long horizontal stroke extending to the right.

Shelagh Magadza
Artistic Director



Inside Australia Project Summary

Phase 1: Commissioning of Project

- Project Commissioned by Sean Doran, Artistic Director Perth Festival 2000-2003 to be part of his final festival
- Research on site begun
- Lake Ballard identified as ideal site
- Liaison with authorities for necessary permissions begun (DOLA, CALM, Shire of Menzies, Traditional Owners via Goldfields Land and Sea Council)
- Fabrication process and costings established
- Community engagement begun with body scans collected in Menzies and Perth.
- Documentary filming begun

Phase 2: Contract with artist established and work installed

- Perth Festival commissioned Antony Gormley to create Inside Australia.
- Budget established at between \$650,000 and \$1,000,000 (dependent on number of sculptures manufactured 50 – 100)
- 12 prototype sculptures to be made available by the artist for sale at \$100,000 each in order to fund the project. Only 3 sculptures sold by time of installation.
- Sculptures to be generated from digital bodyscans of Menzies community members and Perth volunteers. Artist retains ownership of all scans taken (permissions collected).
- Perth Festival to oversee manufacture of the sculptures in West Australia under instruction by the artist.
- Artist to retain ownership of all sculptures and of the work in its entirety
- Work installed on a temporary basis with land use permits granted on that basis (expected period of 6 months).

Phase 3: Review of project and future potential

- Following success of the project the artist expressed a desire to leave the work on the site as a permanent installation and to increase the number of sculptures on the site from the 51 installed to his original vision for 100 sculptures.
- Perth Festival unable to undertake this second phase in terms of providing project management and raising the additional funds required.

Phase 4: Inside Australia Exhibition in Melbourne

- In partnership with Anna Schwartz gallery, a major exhibition was held in Melbourne resulting in the sale of the remaining prototype sculptures.
- 6 Sculptures acquired by the National Gallery of Victoria
- The sale of these prototypes brought to a conclusion the financial contract between the artist and the Perth Festival.

Phase 5: Establishing the work as a permanent installation

- Artist expressed desire to gift the work to an appropriate body that could maintain and promote the work as a permanent exhibition.
- Initially this was proposed to be the Shire of Menzies who set up a management committee and received a grant to begin the necessary site works to ensure the protection of the work and safety of visitor experience.
- After a number of months the artist expressed concerns about this structure perceiving an inability for the work to be conserved appropriately and profiled effectively on a state, national and international level.
- Meetings were held with Tourism WA, DCA and the then Minister to propose that the work be gifted to the state.
- Agreement reached that the work be sold to the state for \$1 with conditions for its care established between the artist and the state.
- Perth Festival to transfer all intellectual property regarding the work and detail of manufacture processes to the Art Gallery of West Australia.