



la Biennale di Venezia

15. Mostra  
Internazionale  
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Partecipazioni nazionali

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# New Zealand in Venice

An invitation to support  
the New Zealand Exhibition  
at the Venice Architecture  
Biennale 2016



New Zealand  
Institute of Architects  
Incorporated

“There are many reasons for New Zealand to be at the Venice Architecture Biennale, and the best of them is that we have something significant to offer. We have our own stories, our own culture, and our own architecture. It’s hugely important that we contribute to the global discussion about what architecture is and what it can be. And the ideal place to do this is the world’s leading architecture event — the Venice Architecture Biennale.”

Tony Van Raat  
Commissioner  
New Zealand Exhibition  
2016 Venice Architecture  
Biennale



**Right** Palazzo Pisani a Santa Marina, site of the New Zealand exhibition at the 2014 Venice Architecture Biennale.

# New Zealand in Venice



In 2014 New Zealand was invited, for the first time, to enter a national exhibition into the prestigious Venice Architecture Biennale. The New Zealand exhibition, titled *Last, Loneliest, Loveliest*, did us proud.

Responding to the Biennale theme, “Absorbing Modernity: 1914–2014”, *Last, Loneliest, Loveliest* told the story of our architecture and how its distinctive characteristics — lightweight, often wooden construction, open and airy and very legible in its assembly — express our place in the Pacific.

Why did we accept the exciting but challenging invitation to exhibit at

Venice? Because New Zealand is about more than great primary produce and sport and tourism — and art and film and dance and fashion. We also make great buildings, and we wanted to show the world how we build them and why we build them the way we do. We wanted to show the ingenuity that goes into producing *our* buildings.

In 2016 we are going to do it again: mount an engaging and provocative exhibition in one of Venice’s wonderful old buildings and impress visitors with what’s going on in our corner of the globe and the energy of our architectural community.

We invite you to come with us to Venice.

# What's the Biennale all about?

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Established in 1980, the Venice Architecture Biennale has developed into the world's foremost architecture event — the Olympics of architecture. It's the leading forum for the exploration of architectural ideas, the preeminent showcase for building design, and the biggest and most publicised gathering of the international design and architecture community. What better place for New Zealand's architectural creativity and quality to take the world stage?

The Biennale promotes debate about the architectural and urban design issues confronting communities and societies around the world. It's a hugely stimulating event that brings together architects with famous careers and young practitioners on the rise.

Some countries have permanent national pavilions in Venice; others stage their exhibitions in historic buildings. The Biennale kicks off with the two-day Vernissage — one of international architecture's most prestigious occasions — which includes a host of opening parties and opportunities to tour the exhibitions and meet their curators.

Each Biennale has a theme set by the event's director, to which the creators of the national exhibitions respond. The Biennale appeals to a large and highly focussed audience: architects and designers and urban planners, naturally, but also companies that support architecture, clients that commission it, institutions that teach it and the media that publish it.

In 2014 66 countries staged exhibitions and the Biennale attracted 240,000 visitors. More than 3,300 media were accredited, and 120 universities took part in the Biennale's educational programme.

It was incredibly exciting for New Zealand to be part of this vibrant event. Our exhibition, designed by renowned architect David Mitchell and his team, and staged in the fifteenth century Palazzo Pisani a Santa Marina, attracted 16,500 visitors and extensive international media coverage — *Wallpaper* magazine even listed it as one of the Biennale's must-see shows.

We are going again because as a showcase the 2014 Biennale was only the beginning for what New Zealand could do and achieve in Venice. The moment is right for this country to be there. New Zealanders want great urban design and enduring, exciting buildings, and in parts of Auckland and Wellington, in our smaller towns and cities and, critically, in the rebuilt Christchurch, we are starting to get them. Being at Venice feeds back into this country's built-environment planning while also telling the world that what we do here has its own distinctive character.

Calls for expressions of interest in being the Creative Director of the New Zealand exhibition in 2016 close on March 12 2015 and then a distinguished jury will create a shortlist. In early May each of those shortlisted candidates will present their concept in detail and in person to the jury, and the winning Creative Director and team will be announced on May 4.



**“A good thing to promote your country this way. Maybe some time... a visit to NZ?”**

— Visitor, The Netherlands



**“Great to see some well selected works from New Zealand in Venice! Promise: next time I visit, I’ll visit more architectural projects.”**

— Visitor, Germany



**“Great to find a New Zealand exhibit in Venice! What a surprise!”**

— Visitor, USA





## Who's driving the journey to Venice?

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The Venice Architecture Biennale is an unequalled opportunity to engage with international architecture, in one of the world's most inspired architecture settings. The New Zealand Institute of Architects (NZIA), which is responsible for New Zealand's exhibition in Venice, believes that participating at the Biennale promotes New Zealand architects and architecture and raises the international profile of New Zealand architecture.

A presence in Venice serves the NZIA's advocacy role and enables the NZIA and its members to make contacts in the architecture world and take part in international architecture debates. It gives New Zealand architects an opportunity to think more deeply about their practice and their profession, and of course it is an exciting opportunity for the selected creative team.

Staging an exhibition at the Venice Architecture Biennale generates public interest in New Zealand architecture and architects.

It also gives sponsors an unrivalled opportunity to join together with New Zealand's architects, and promote themselves on a highly visible international platform.

The project is ably and enthusiastically spearheaded by Associate Professor Tony van Raat, who was Commissioner of the New Zealand Exhibition at the 2014 Biennale, and who will again serve in that role. Tony heads the Architecture Department at Unitec in Auckland, and during his career has established strong relationships between New Zealand and Italian universities and has developed and led numerous study programmes in Italy.



**“New Zealand’s a wonderful country! We love it!”**

— Visitor, Brazil



**“Molto bello!”**  
— Visitor, Italy



**“One of the most special exhibition spaces.”**  
— Visitor, Israel



**“What a wonderful surprise to find New Zealand on show in Venice.”**  
— Visitor, New Zealand



## How can you get involved?

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We were delighted by the support in 2014 from the Ministry of Business, Innovation and Employment, Philips Selecon, Amisfield Wines, Resene, Thermosash, Unitec, The Warren Trust, a large number of individual architectural practices (including Architectus, Crosson Clarke Carnachan, and Jasmox), Beca Ltd, Fletcher Construction, Fletcher Steel, ECC, Victoria University of Wellington, the University of Auckland, the Italian Government, some very generous individual donors (including Dame Jenny Gibbs and Jan and Trevor Farmer), plus many other sponsors who all saw the value in becoming involved with the New Zealand exhibition.

Our first experience of Venice has shown that there is even more we can offer sponsors, both in Venice itself and here at home: more brand exposure to existing and overseas clients, event opportunities for your brand at the venue, opportunities for tours of Venice and its architecture, leadership positioning as supporters of New Zealand architecture, and many more options that will engage your staff and your clients. (You might for example, want to co-brand our tote bag—it was

a hot-ticket item in Venice in 2014). And now that the project will be supported by a charitable trust your donation will qualify for a tax rebate.

There will be extensive media coverage, here and abroad, and a great website with links to your brand.

You will be favourably viewed by the New Zealand Institute of Architects' 3300 members and their clients and suppliers.

Your logo on supporting material, and the must-have catalogue, means that the construction industry, students and teachers at the architecture and design schools at our universities, local and central government planning and building departments, specialist and general media and the many thousands of New Zealanders with an interest in architecture will all take note.

Above all, you'll have helped get New Zealand, its aspirations and creativity and inspiration, to one of the world's brightest stages. And your generosity won't go unnoticed or unmarked; it will be treasured.

# Sponsorship benefits and opportunities



The New Zealand Exhibition offers a wide range of sponsorship opportunities. This table indicates the benefits available at various sponsorship levels. The NZIA will work with Exhibition sponsors to match sponsorship offerings to sponsors' interests and requirements.

	Platinum \$50K+	Gold \$25K+	Silver \$10K+	Bronze \$5K+
<b>Logo acknowledgement</b>				
Sponsor logo at NZ Exhibition in Venice	●	●	●	●
Sponsor logo on advertising and collateral	●	●	●	●
Sponsor logo in Exhibition catalogue	●	●	●	●
Sponsor logo on NZIA Venice Exhibition website	●	●	●	●
Sponsor acknowledgement in NZIA e-newsletter	●	●	●	●
Sponsor logo on tote bag	●			
<b>Event</b>				
Speaking opportunities at NZ Exhibition opening in Venice	●			
Guided tour of NZ Exhibition in Venice with Creative Director	●	●		
Complimentary passes to Vernissage preview days (early June 2016, tbc)	●	●	●	●
Invitations to NZ Exhibition opening party in Venice	●	●	●	●
Complimentary guided tour of key Venice architecture and historic sites for your clients	●			
Guided tour, at a fee, of key Venice architecture and historic sites for your clients		●	●	●
Specialist travel arrangements including hotels, restaurants, guided tours and other activities for your clients	●	●		
Opportunities to host your own events for clients at the NZ Exhibition venue	●	●	●	●
Complimentary copies of Exhibition catalogue	30	15	10	5
<b>Pre- and post-event</b>				
Speaking opportunities at Exhibition events in NZ	●			
Exclusive presentation by Exhibition creative team in NZ	●			

To discuss sponsorship options for your company or organisation, please contact:

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**New Zealand  
in Venice 2016**  
Join us!

[www.venice.nzia.co.nz](http://www.venice.nzia.co.nz)