

NHIG

NEW HAMILTON GALLERY

PART ONE

STRATEGIC VISION

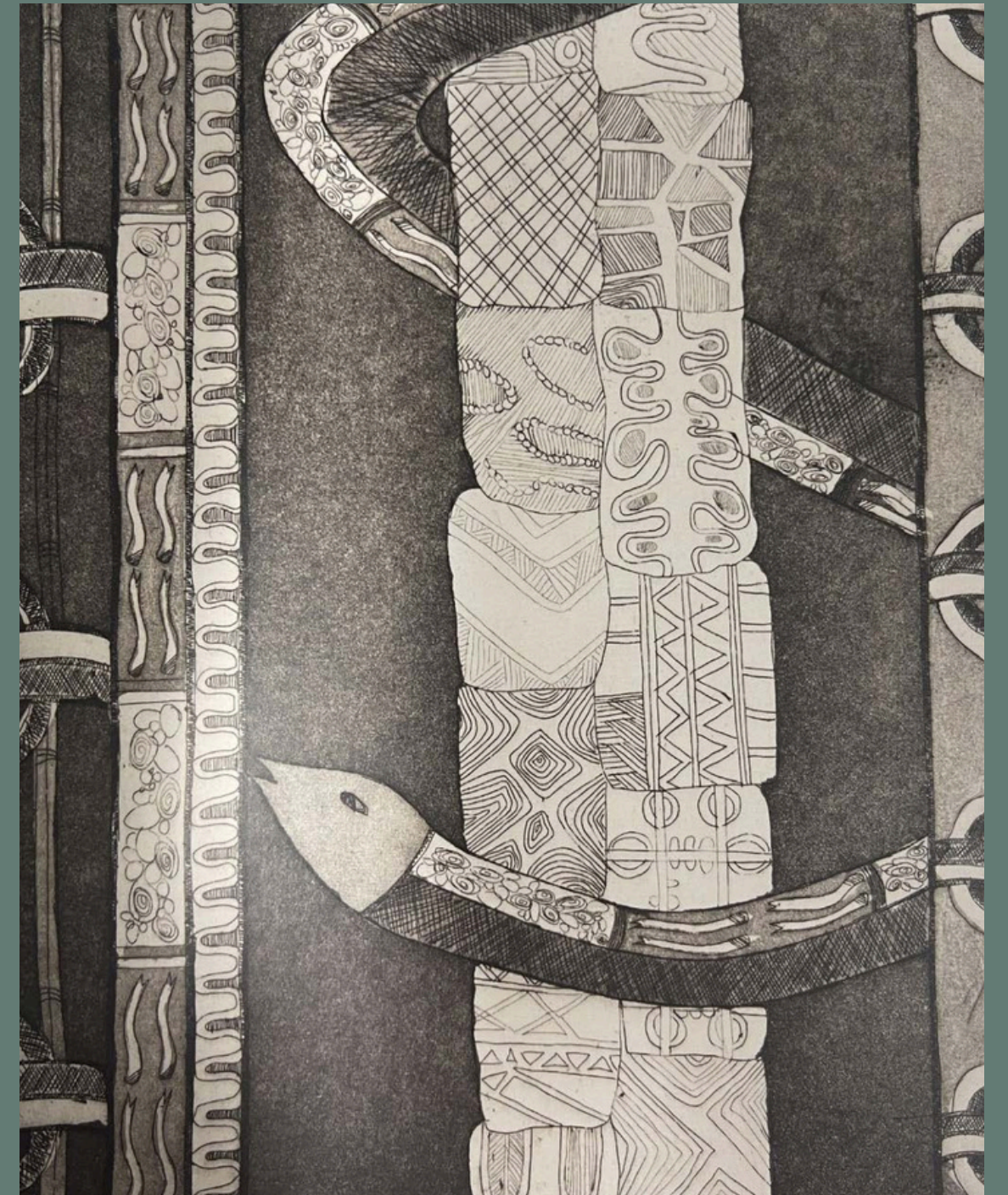
CHAPTER 1 | CHALLENGES & PRINCIPLES

February 2024



ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Gunditjmara, Tjap Wurrung, and Bunganditj people as sovereign custodians of the land on which this study is undertaken, whose people have cared for Country and culture over millennia, and continue to do so. We pay our respects to ancestors and Elders past and present, and to all First Nations people.



Meerreeng teen kuuyang gunditj, Vicki Couzens (Gunditjmara)

THE CIVIC GALLERY

This document sets out a series of principles to guide the future development of the Hamilton Gallery. The goal is to position Hamilton Gallery as a national leader in regional art galleries, to create a place that is truly exciting, inclusive, and ambitious.

This work has been guided by many conversations with Gallery staff, council leadership, HG Friends, and other local groups. In all of these conversations we have been struck by the strong community of Hamilton, and the central importance of the Gallery as a civic heart of the town.

These conversations have also invited us to look beyond the Gallery itself, to explore the broader challenges that Hamilton faces today, and the opportunities for the town's future.

We propose Hamilton Gallery to position itself as a 'Civic Gallery'. A place where the collecting and presenting of art is complemented by civic and community functions. The gallery strengthens the connection between 'culture' and life, by connecting art to local people in a way that is inclusive, generous, and exciting.



All of This Belongs to You, V&A Exhibition.

HAMILTON GALLERY WILL REACH
BEYOND THE PRESENTATION OF ART
TO EXPAND ITS CIVIC IDENTITY.



Conceptual collage.

HAMILTON GALLERY WILL BE A
PLACE WHERE OLD STORIES FIND
RELEVANCE WITH NEW NARRATIVES
AND MANY TRUTHS.



Conceptual collage.

1.0 A CHANGING CONTEXT

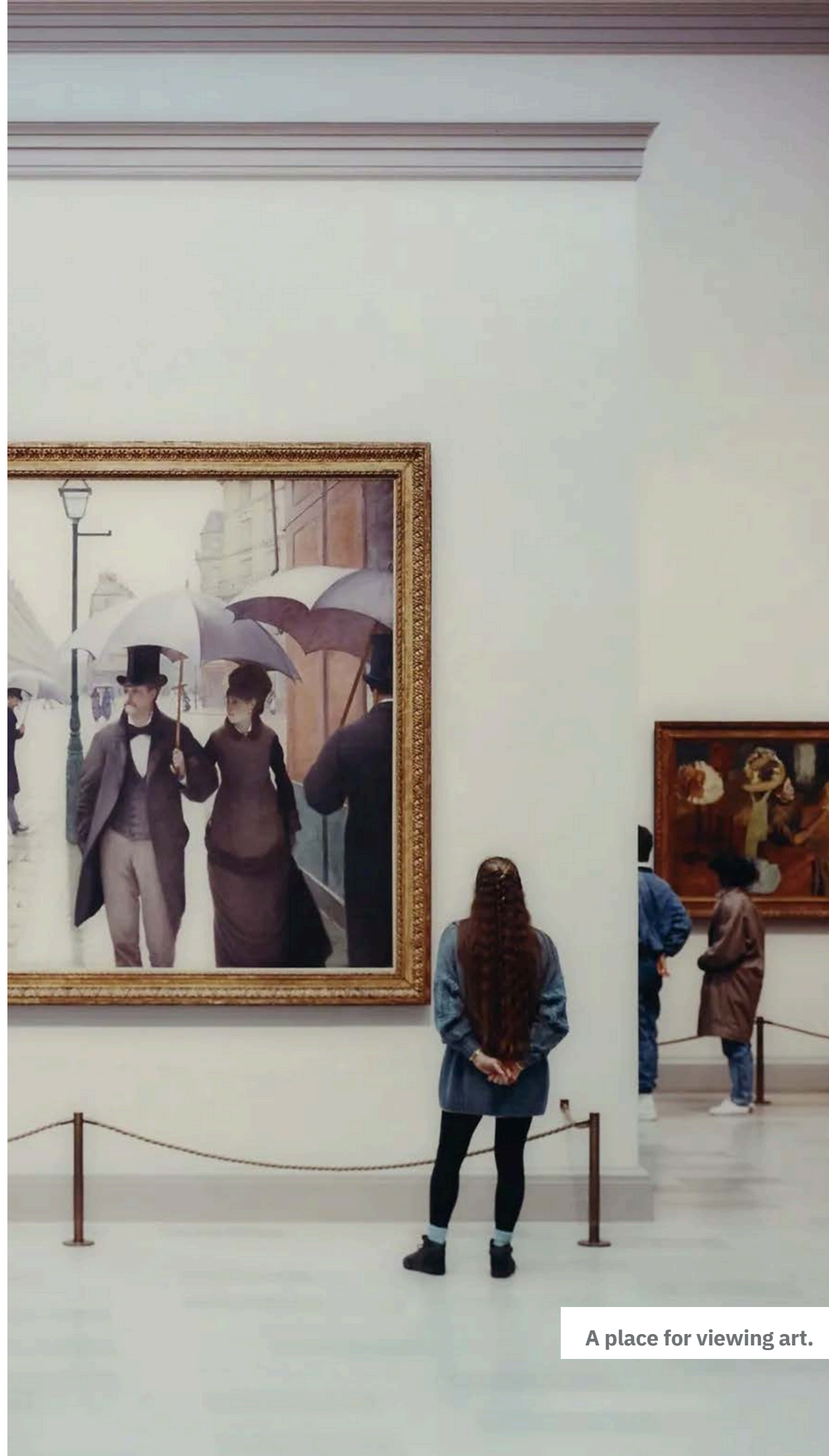


Smithsonian Institution Courtyard.

1.0 | A CHANGING CONTEXT

GLOBAL CONTEXT

Around the globe, the purpose of galleries is broadening, beyond collections and exhibitions, to include increasingly civic-minded activities that engage and support local communities.



A place for viewing art.



A place for civic activities.

STRATEGIC POLICIES

This proposal builds upon policies and frameworks associated with multiple levels of government.



2021
Southern Grampians 2041 - Community Vision Framework
Southern Grampians Shire Council



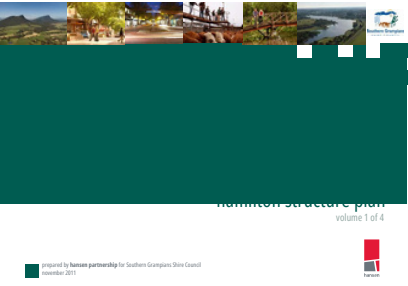
2021
Council Plan
Southern Grampians Shire Council



2020
Creative State 2025
Creative Victoria



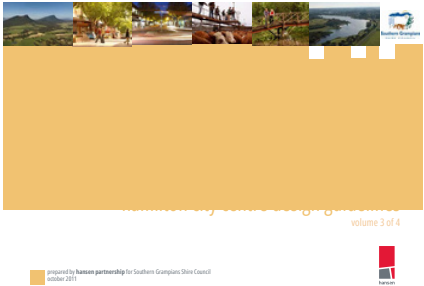
2018
Heritage Study
Southern Grampians Shire Council



2011
Hamilton Structure Plan
Southern Grampians Shire Council



2011
Hamilton City Centre Urban Design Framework
Southern Grampians Shire Council



2011
Hamilton City Centre Design Guidelines
Southern Grampians Shire Council



2011
Hamilton Masterplans
Southern Grampians Shire Council



2017
Community Inclusion Disability Action Plan
Southern Grampians Shire Council



2018
Great South Coast Outcomes Roadmap
Great South Coast Regional Partnership

1.0 | A CHANGING CONTEXT

STRATEGIC POLICIES

Across the policies and frameworks are recurring key themes which underpin Hamilton Gallery’s strategic direction.

“A state where creative people, ideas and enterprises thrive, and where everyone has equitable access to and benefits from a rich creative culture.”

“Encourage, support and celebrate a diverse, multicultural community, including celebrating, recognising and respecting our cultural heritage and engaging our Indigenous communities”

“Investigate the need for improved storage facilities and cataloguing of cultural artefacts, and possible exhibition opportunities with Traditional Owners”

“Maintain the primacy of the Hamilton CBD as the preferred location for higher order retail, office, entertainment, cultural, civic and community facilities”

“Facilitate opportunities for people to participate in community life, through volunteering, civic leadership, social programs, to enable inclusion, social connection and wellbeing”



2020
Creative State 2025
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CONNECTING TO THE REGION

With few major public galleries in close proximity, Hamilton Gallery plays an important civic role engaging with its region. As a key public institution, the gallery also represents Hamilton and its region to broader Victoria.



Map of Hamilton Gallery in relation to relevant galleries and artistic venues in Victoria.

2.0

PRINCIPLES



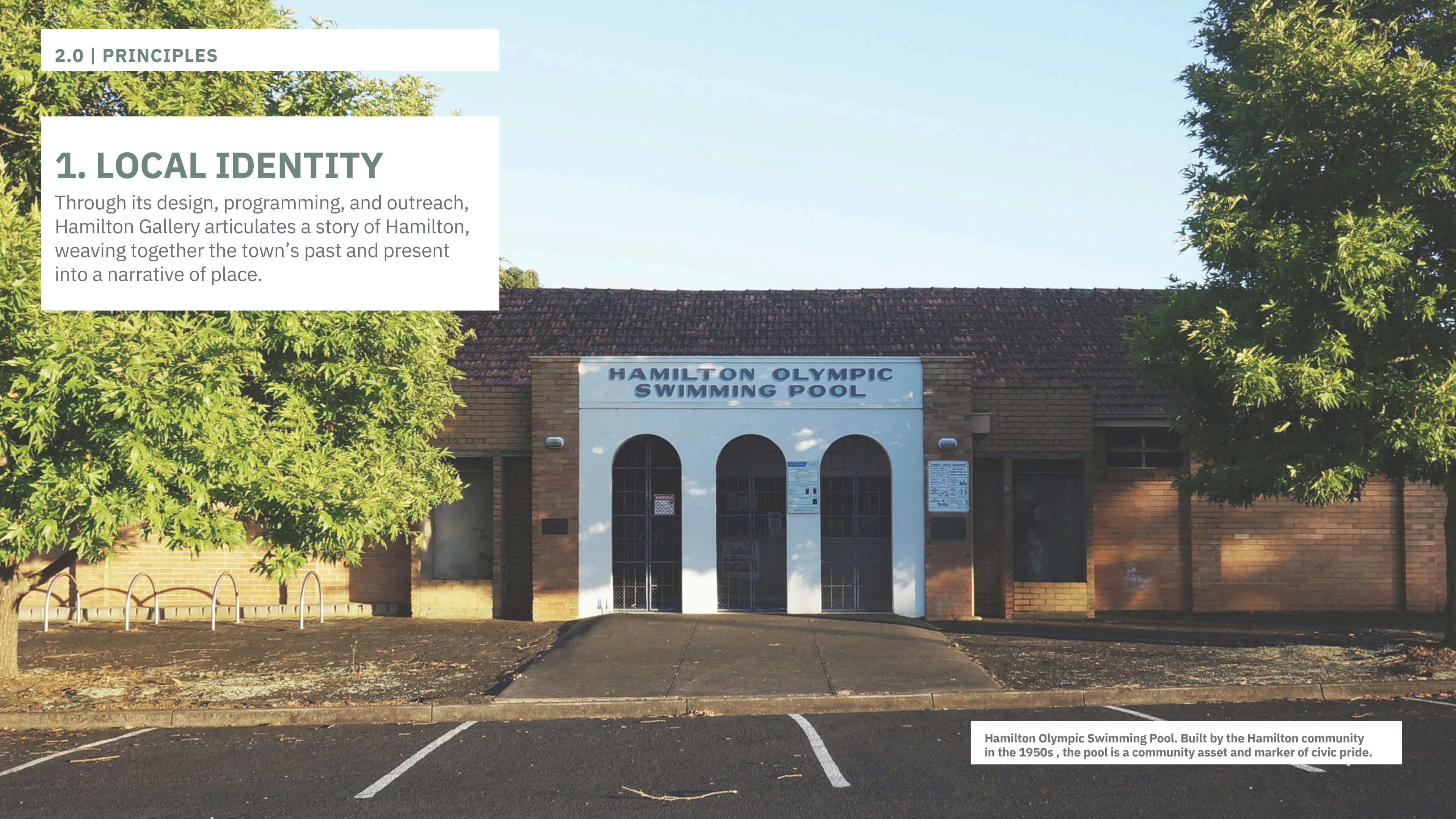
In response to its unique social and physical context, we propose a series of principles that guide the gallery in becoming a civic museum for its region.

THE GALLERY WILL FOSTER...

- 1. LOCAL IDENTITY**
- 2. CIVIC LIFE**
- 3. CREATIVE PATHWAYS**
- 4. THE COLLECTION**
- 5. NATURAL ENVIRONMENT**
- 6. FIRST NATIONS CULTURES**
- 7. CONNECTIONS**

1. LOCAL IDENTITY

Through its design, programming, and outreach, Hamilton Gallery articulates a story of Hamilton, weaving together the town's past and present into a narrative of place.

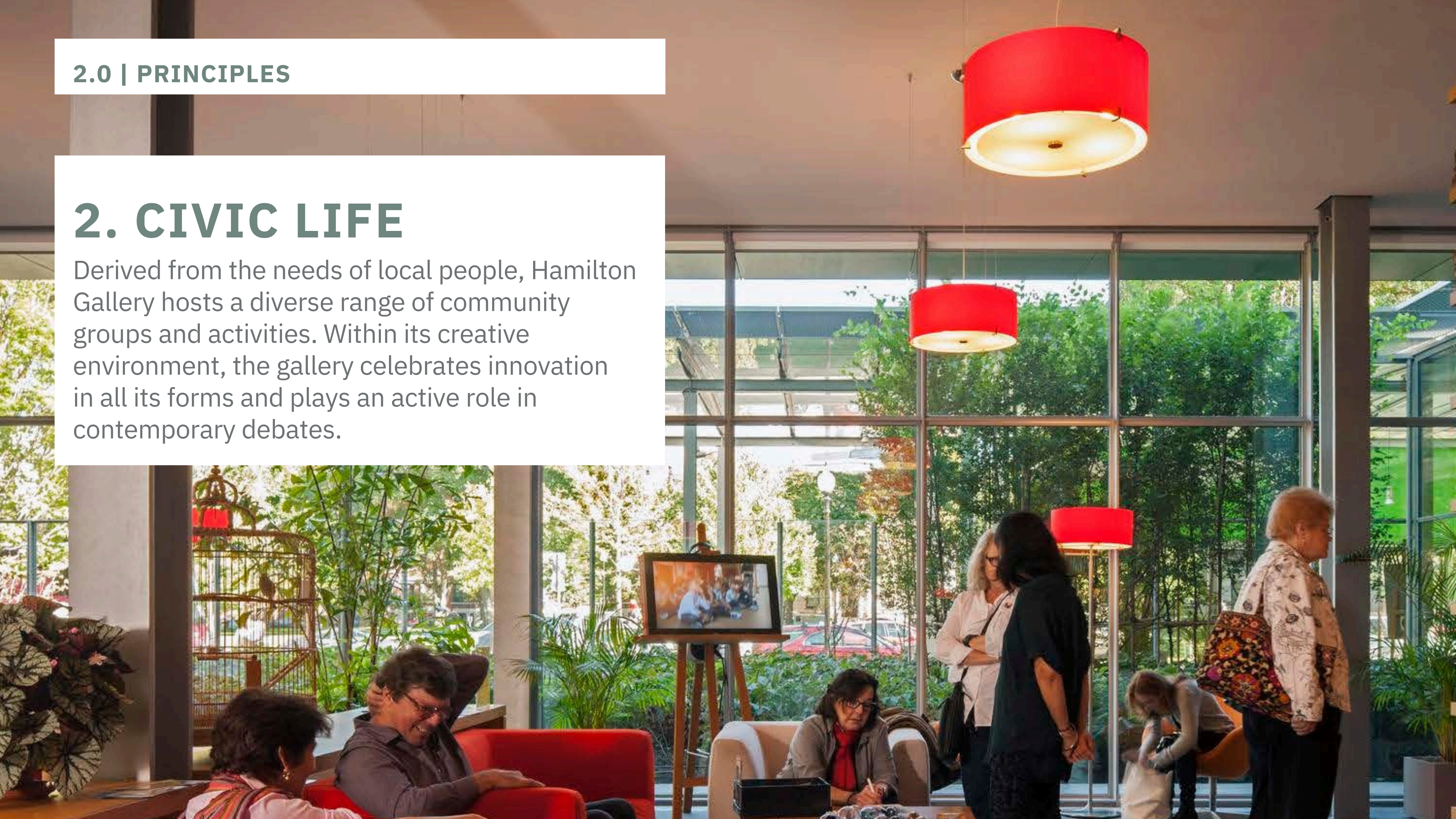


Hamilton Olympic Swimming Pool. Built by the Hamilton community in the 1950s, the pool is a community asset and marker of civic pride.

2.0 | PRINCIPLES

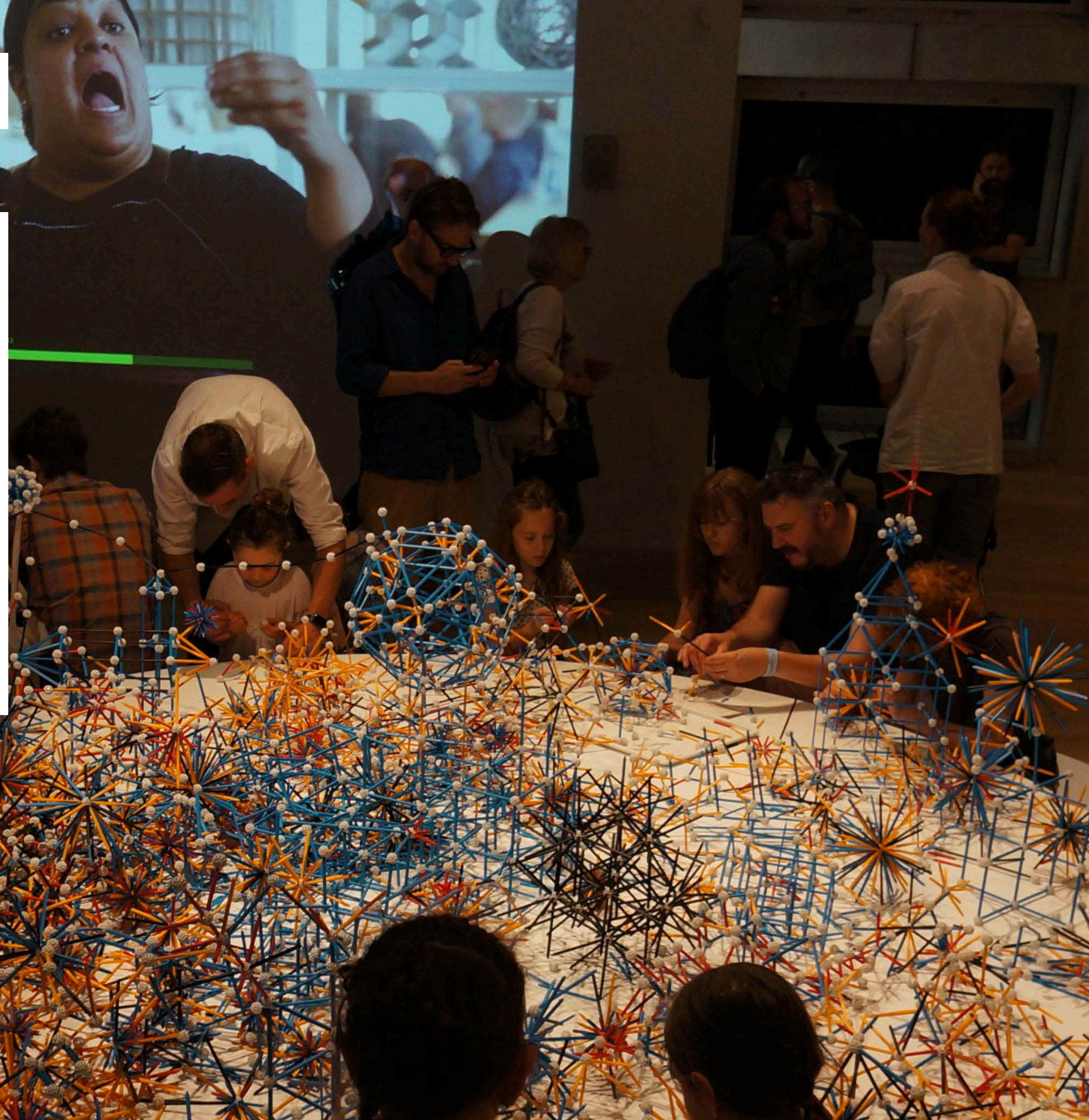
2. CIVIC LIFE

Derived from the needs of local people, Hamilton Gallery hosts a diverse range of community groups and activities. Within its creative environment, the gallery celebrates innovation in all its forms and plays an active role in contemporary debates.



3. CREATIVE PATHWAYS

The gallery creates opportunities for creatives to see themselves as part of the gallery. It supports the development of creative youths, emerging artists, and established professionals by nurturing creative interests and providing educational and career pathways.



4. THE COLLECTION

The gallery explores possibilities for an experience of the whole collection that is open to everyone, encouraging engagement from visiting scholars and celebrating its public status.



Visitors exploring open collection storage at the Powerhouse Museum, Sydney.

5. NATURAL ENVIRONMENT

The gallery recognises the wider landscape context and is a place to make sense of multiple narratives about ecosystem, culture and history.

The region of Hamilton boasts internationally significant cultural sites including Budj Bim Cultural Landscape, World Heritage Site.

6. FIRST NATIONS CULTURES

Through Indigenous-led representation, Hamilton Gallery determines the most appropriate way to acknowledge this history, and to celebrate the continuous cultures of First Peoples in the area.



Ancestral Memories by Maree Clarke, NGV. First Nations led exhibition curation.

7. CONNECTIONS

By collaborating with surrounding institutions such as the Performing Arts Centre and the cinema, Hamilton Gallery contributes to a vibrant public realm. Multi-programmatic cultural experiences expand its audience.



Museum of Modern Art Medellín, Colombia. A building designed to interact with public life through its active street frontage integrating the cafe and performing arts facility.

3.0

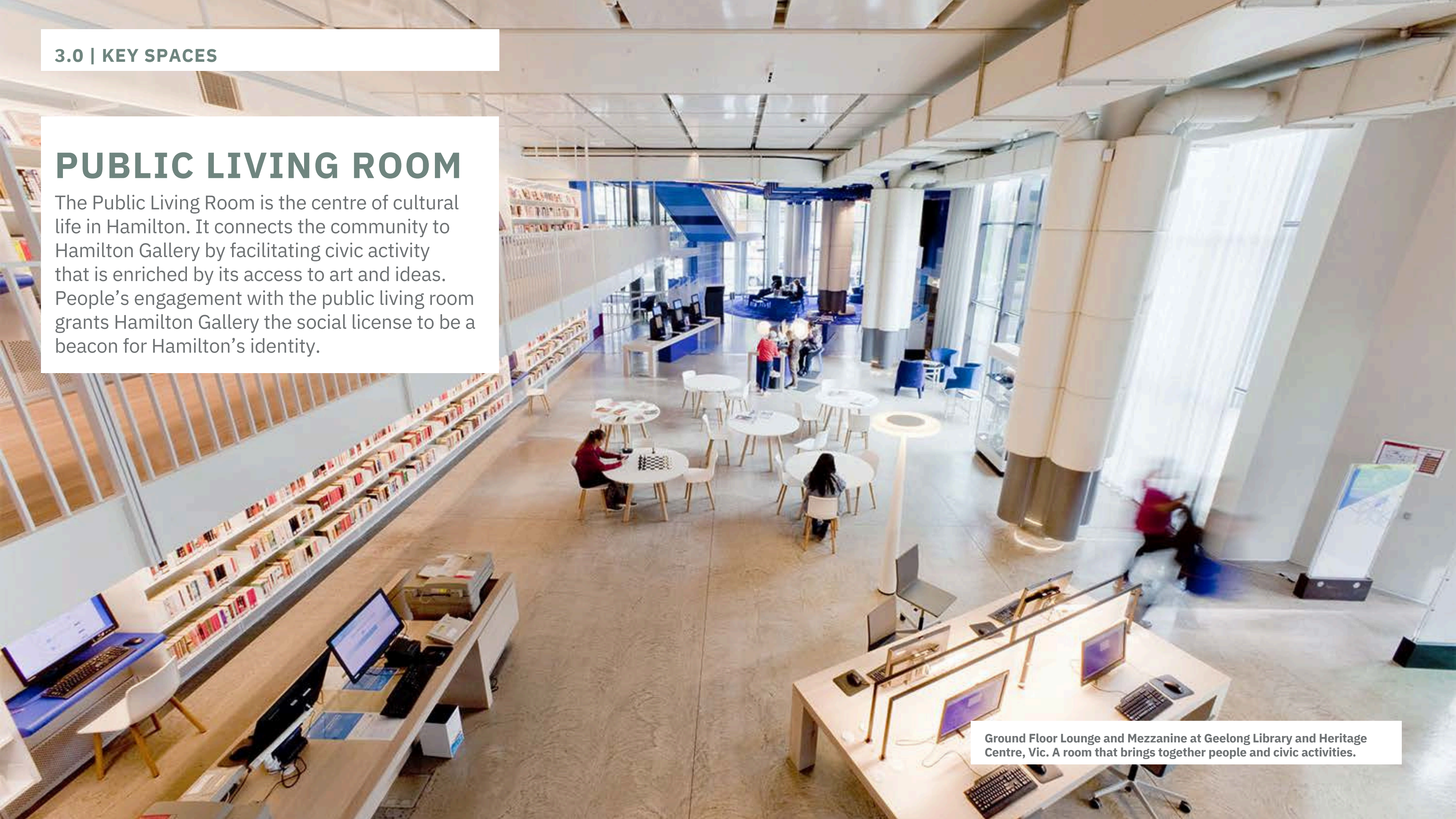
KEY SPACES



3.0 | KEY SPACES

PUBLIC LIVING ROOM

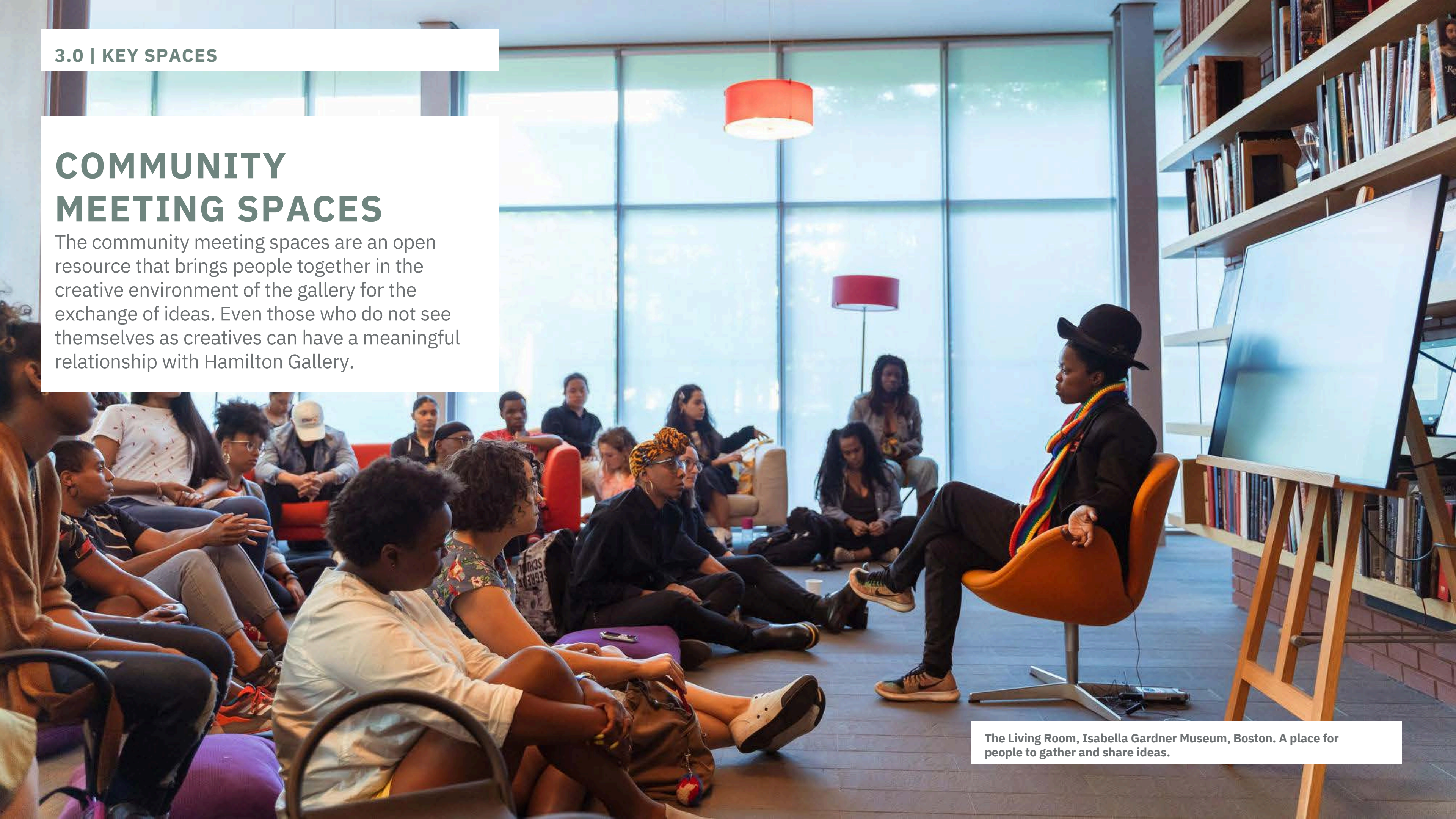
The Public Living Room is the centre of cultural life in Hamilton. It connects the community to Hamilton Gallery by facilitating civic activity that is enriched by its access to art and ideas. People's engagement with the public living room grants Hamilton Gallery the social license to be a beacon for Hamilton's identity.



Ground Floor Lounge and Mezzanine at Geelong Library and Heritage Centre, Vic. A room that brings together people and civic activities.

COMMUNITY MEETING SPACES

The community meeting spaces are an open resource that brings people together in the creative environment of the gallery for the exchange of ideas. Even those who do not see themselves as creatives can have a meaningful relationship with Hamilton Gallery.



The Living Room, Isabella Gardner Museum, Boston. A place for people to gather and share ideas.

ARTIST IN RESIDENCE STUDIOS

The artist in residence studios are the heart of Hamilton Gallery's creative production. Drawing inspiration from the existing environment and historic collection, these spaces support artists to play a role in the creation and invention of Hamilton Gallery's future.



Artist in residence studios, East Quay, UK. A place supported by the gallery for creatives to make art.

COMMUNITY WORKSHOP

The community workshop facilities are places for all people of Hamilton to create. Providing these facilities enables participation in artistic activities and meaningful collaboration with each other.



Workshop Spaces, East Quay Gallery, UK. A place for members of the community to build skills and create art.

OPEN STORAGE

Open storage is an accessible repository of Hamilton Gallery's collection. It liberates people to create their own stories through their unique un-curated interactions with the collection and the gallery. Through this experience people can find themselves reflected in the gallery in a meaningful way.



Depot Boijmans Van Beuningen, Rotterdam. A place where you can experience the full collection of a gallery, as well as its conservation and restoration.

TEMPORARY EXHIBITION GALLERIES

The temporary exhibition galleries are dynamic contexts for understanding the world through art. Their changing settings reveal multiple ways of seeing and interpreting within a shared experience.



The Exploratorium, San Francisco. A public place for seeing and understanding the world through art in a flexible large space.

PERMANENT EXHIBITION GALLERIES

The permanent exhibition galleries play a significant role in maintaining the gallery's relevance through its commitment to creating spaces for stories that are yet to be told. In the context of a curated permanent display of artworks from the collection, the permanent exhibition galleries are forums for public dialogue.



On the Land permanent exhibition at the National Wool Museum, Geelong. An exhibition about people and place over time.