



We're really proud that New Zealanders have been making holiday memories here at Tahuna Beach since 1926

In 2016, we're celebrating!

PROJECT OVERVIEW



The sculptures above were entries in the inaugural Brunswick Heads Sculpture Nature Walk held from 3-5 October 2015 (the original inspiration for the Tahuna Beach Sculpture Walk Competition)

Why and how we're celebrating

2016 is the 90th anniversary of the site of the Tahuna Beach Holiday Park being made available for locals and holidaymakers to enjoy.

Nelson City Council first acquired the land that Tahuna Beach Kiwi Holiday Park & Motel occupies in 1910 for the sum of three hundred and five pounds, 12 shillings and six pence. The Council then leased the land to the Tahuna Sands Association, who took over responsibility for development of the area in May 1926. The Sands Association was incorporated on 23 July 1926.

According to historical records, "It was not at that time a very attractive area as it was mainly lagoon, swamp, sandhills, mudflat, lupin and tussock". It had potential, however, and in February 1928 the City Council allocated some £3000 pounds to the Sands Association for dressing sheds and playgrounds, plus £1000 for improving access to the area. This was following the submission by the Association of a much grander scheme, which had included boulevards and a two-storey restaurant. In only the first two years, access to the beach was improved and the first facilities were provided such as changing sheds, a playground and a kiosk. This was the start of the historic camping ground we operate today.

The Sands Association opened its motor camp on 9 November 1937. Almost 80 years ago, over the summer of 1938-39, 700 holidaymakers camped on site – the beginning of a summer holiday tradition that has continued to this day for many generations of families. Holidaymakers and travellers enjoy Tahuna Beach Holiday Park so much, many keep coming back. The holiday park is also home to a permanent "village" population, who live in relocatable houses and motor homes, of about 120.

Today the holiday park, which occupies 22 hectares (about 54 acres), attracts about 2,500 during its peak season (from just before Christmas through to the end of the second week of January).

To celebrate 90 years of the site being available, TBHP will:

- Run a national competition inviting holidaymakers to share their Tahuna Beach holiday memories
- Invite New Zealand artists to enter a sculpture competition that will culminate in a temporary exhibition at the camping ground
- Host prize-giving events at the park in Summer 2016-17, during which the winners of both competitions will be announced
- Curate a temporary historic exhibit alongside the prize-giving events
- Publish a commemorative book
- Commission and install new interpretative heritage panels throughout the park.

Tahuna Beach Sculpture Walk Competition

The Tahuna Beach Sculpture Walk Competition will be a central focus of the 90th year celebrations, running alongside the Collective Holiday Memories photo and short story competition and coinciding with a temporary historic exhibit – so there will much for locals and visitors to discover, explore and celebrate.

Key facts

- The Tahuna Beach Sculpture Walk is a new event, established in partnership between the Tahuna Beach Holiday Park and Arts Council Nelson as one of several activities planned to celebrate the fact that the park's site has been available for holidaymakers and locals to enjoy since 1926.
- It is hoped that this will become a regular event, either annual or bi-annually.
- The inaugural temporary outdoor sculpture exhibition will take place from 24 December 2016 through to 10 January 2017 in Nelson's peak summer visitor season to offer artist a maximum audience.
- Holding the event by the beach in the middle of summer ensures many more people, who would not normally attend private galleries, will be exposed to artists and their works.
- It is expected that up to 10,000 people will attend the exhibition (2,500 holidaymakers will be staying at the camp during this period and the exhibition will also be open to general public).
- Selected works will be installed on site to create a sculpture walk within the Tahuna Beach Holiday Park's extensive grounds located alongside Nelson's popular Tahunanui back beach. (See <http://www.acn.org.nz/tahuna-beach-sculpture-walk-competition.html> for pictures)
- The judging panel will consist of a number of distinguished guests including a nationally recognised artist. Sponsors and other VIP guests will be invited to the opening and prize-giving ceremonies.

Goals

- Celebrate the history of the Tahuna Beach Holiday Park site and commemorate its 90th year
- Support and enhance the artistic capacity of the region

- Give local and national artists a new sculpture space to exhibit
- Establish partnerships between Tahuna Beach Holiday Park and arts organisations/groups and cultivate productive and enduring relationships with partners (sponsors, media partners, local businesses)
- Demonstrate how TBHP is both a heritage site and a public art site that has value – to guests, visitors, to the community, and even regionally and nationally.

Benefits

The project will:

- Provide opportunities for people to enjoy and spend time in our unique Nelson environment
- Create opportunities for both locals and visitors to take part in arts experiences and creative activities
- Demonstrate how TBHP is both a heritage site and a public art site that has value – to guests, visitors, to the community, and even regionally and nationally
- Support and enhance the artistic capacity of the region – it has been ten years since Nelson has been able to offer these opportunities to sculptors
- Give local and national artists a new sculpture space to exhibit
- Put Nelson back on the map as a destination to see sculpture (joining the Coromandel, Holitika, Lower Hutt, Auckland, Banks Peninsula and Waiheke Island)
- Encourage artists to work with the Tahuna Beach Holiday Park to explore ways to enhance and sustain our natural environment (through two special category awards).

The outdoor sculpture exhibition site

These are some recent photographs of the landscape:



The approximate route of the Sculpture Walk is indicated on the following map (start at the X near the amphitheatre and follow the red arrows):



It is possible that Tahuna Beach Holiday Park will consider buying one or more of the pieces submitted to the Sculpture Walk Competition (other than those submitted to the acquisition awards) to become a permanent part of a permanent heritage walk to be constructed in the park in 2017-18 along the pedestrian axis illustrated below.



Project timeline

Launch competition and invite expressions of interest (EOIs)	23 July 2016
Roll out marketing/PR plan targeting art community	August 2016
Deadline for EOIs	30 Sept 2016
Selection of entries to be exhibited	Mid-Oct 2016
Roll out marketing/PR plan targeting holidaymakers and local community	Starting 1 Nov 2016
Finalise transport and engineering/installation plans for all selected works	Mid-Nov 2016
Freighted works received	16 December 2016
Site installation	17-20 December 2016
Judging of work	21 December 2016
Official opening, media launch and award announcements (exc People's Choice)	23 December 2016
Works on public exhibition	24 Dec 2016 – 10 January 2017
Announcement of People's Choice Award	6 January 2017
Exhibition closes	10 January 2017
Collection of work	11-13 January 2016 by arrangement