

# Artspace Aotearoa

Strategic Direction 2026–2030+

Pūtātara: Calling and responding forward

## Background

Artspace Aotearoa has been pivotal to contemporary art in Aotearoa since its founding in 1987. As our world changes we lean towards the change. As a leader we adapt, while holding fast to the essence of Artspace Aotearoa as the call of contemporary art in Aotearoa. With artists at our core, we are Aotearoa centred and globally connected. We serve the breadth of contemporary art including artists, artsworkers, supporters, learners, and audiences.

The pūtātara (the conch) is an active taonga (treasure), a symbol that reflects the powerful capacity for contemporary art to connect, respond, inspire, and challenge us. The pūtātara mirrors the role Artspace Aotearoa plays in contemporary art with its stable exterior, complexly delicate interior, and its constant, active transformation. The pūtātara is robust and flexible enough to contain the past, present, and future of an enduring Artspace Aotearoa, always evolving forward.

The sound of the pūtātara signals a call to gather: Artspace Aotearoa makes this call for contemporary art in our community. This intent sets out how we as Artspace Aotearoa will nourish contemporary art in Aotearoa and beyond to 2030+.

## Our vision

Artspace Aotearoa is the call of contemporary art in Aotearoa New Zealand.

## Our mission

Artspace Aotearoa critically explores contemporary life, led by artists.

## Our values

Experimentation-Partnership-Participation-Reciprocity

As the call of contemporary art in Aotearoa our impact goals are:

**Platform:** We highlight and nourish diverse and timely contemporary art voices, perspectives, and critical discourse.

**Develop:** We strengthen contemporary artists and the contemporary art community by growing resources and contributing widely to the arts ecosystem locally, nationally, and beyond.

**Connect:** We build meaningful relationships and grow engagement with contemporary art at many levels for artists, artsworkers, supporters, and audiences locally, nationally, and beyond.

**Advocate:** We uplift the value and visibility of contemporary art within and beyond the arts sector, within and beyond Aotearoa.

Our impact is strengthened by:

Living Te Tiriti o Waitangi to grow manaakitanga and enable mana enhancing experiences for diverse communities locally, nationally, and beyond.

Maintaining relevance, authenticity, and adaptability by being artist centred and close to emerging practices and ideas.

Nourishing and uplifting contemporary art and artists, and their value in society through a robust programme of work inside and beyond the gallery.

Bravely advocating to grow resources for, and the visibility of, contemporary art and artists.

Building engaged relationships and corridors for exchange for the contemporary arts ecosystem in Aotearoa and beyond.

Leading with flexibility and nuance as an incubator for artistic ambition, professional development, connections, and opportunities.

Each year we develop an annual plan that clearly lays out priorities for the year in relationship with our quality measures. A Tiaki Board midpoint check in is scheduled for June 2028.