15th International Architecture Exhibition –
la Biennale di Venezia
2016 Australia Exhibition
Network Venice Sponsorship
Network Venice – Unprecedented access to the world’s foremost architectural event

Created exclusively for the architectural and design community, Network Venice is a unique program that provides Australian practices the opportunity to engage with and support Australia’s presence at the Venice International Architecture Biennale.

As part of Network Venice, you will have access to unique Biennale experiences and events and the opportunity to network and promote your work to an international audience.

"Tanner Kibble Denton Architects has been a proud supporter of Network Venice since 2008. Over this time we have had the opportunity to be part of a unique and very stimulating event with many people in our office attending the Venice Biennale or associated events in Australia."

Alex Kibble, Managing Director, Tanner Kibble Denton Architects

The Venice Architecture Biennale is arguably the most important event on the international contemporary architecture calendar. Thousands of the world’s most influential architects, designers, urban planners and critics visit the Biennale, with considerable discussion and commentary in the architectural community as a direct result. The Australian Institute of Architects recognises that this event results in the advancement of architecture both domestically and internationally.

“The completion of the new Australian Pavilion in the Giardini in Venice marks an important milestone for Australian participation in the Venice Architecture Biennale.

Showcasing Australia’s commitment to architecture and design on a truly global stage, it is a compelling event for every Australian architect, providing opportunity to network and build relationships.

In my role as National President of the Institute, I was extremely proud to be able to support such an important program first hand."

Karl Fender, Director, Fender Katsalidis
Australia’s journey at the Venice Architecture Biennale

La Biennale di Venezia was established in 1895, when the first International Art Exhibition was organised. The organisation then went on to create new festivals in music, cinema, theatre, film and dance. In 1980 the Biennale started the Architecture Exhibition, running biannually in alternate years to the Art Biennale.

The Australian Institute of Architects made a commitment in 2005 to coordinate the official Australian presence at the Architecture Biennale. We have successfully delivered five exhibitions in Venice outlined below.

2014 – Augmented Australia 1914 - 2014 – curated by felix._ Giles_Anderson+Goad


2010 – Now and When – curated by John Gollings and Ivan Rijavec


2006 – Micro Macro City – curated by Shane Murray and Nigel Bertram

The 14th International Architecture Exhibition ran from 7 June to 23 November 2014. With a global audience, the Biennale saw growth in visitor attendance, due to the increase duration of six months.

2014 Statistics:

228,000 visitors during the six months

An additional 12,214 visitors during the official preview, Vernissage

65 national participants

3346 journalists attended the Biennale (2014 international press)

2502 articles were published on the Biennale in print and on the web

Domus reported social media rankings claiming Elements (Rem Koolhaas’ exhibition) secured 15.5% of the online discussions, followed by Japan, Korea, France and then Australia (5.8%).
2016 – Australia’s first Venice Architecture Biennale in the new pavilion

In 2011 the Australia Council for the Arts announced their intention to redevelop the Australian Pavilion in Venice. The original temporary Australian Pavilion, designed by Philip Cox and constructed in Venice in 1988, was to be dismantled and replaced with a new and dynamic permanent building. The Institute offered its support to the project.

Through an open competition, six architectural firms were shortlisted. The selected design by Denton Corker Marshall is striking, yet simple: ‘to make a form of the utmost simplicity; a white box contained within a black box. The Pavilion is envisaged as an object rather than a building; a presence that is simultaneously powerful and discreet within heavily wooded gardens’.

Completed in March 2015, the new pavilion officially opened in May in line with the Venice Art Biennale. The unveiling of the new pavilion not only provides Australia a physical location to participate in both the Art and Architecture Biennales, but the opportunity to showcase Australian architecture in its built form to a worldwide audience.

Australia’s Exhibition – The Pool by Aileen Sage and Michelle Tabet

The Pool is a lens through which to explore Australian cultural identity. Be they natural or manmade, inland or coastal, temporary or permanent, the creative directors will invite visitors to the new pavilion to explore the pools of Australia in all their forms. From pools of necessity to the pools of excess, the pool is a key architectural device, a memory and also a setting. It has the unique ability to evoke both the sacred and the profane. It also aptly represents a distinctively Australian democratic and social space – a great leveller of difference.

The Pool will create a pool within the new exhibition space through an immersive multi-sensory experience that will transport visitor’s poolside. In doing so, it will bring to Venice a suggestion of a particular Australian architectural condition. This condition will be created and expanded through the use of light, scent, sound, reflection and perspective to create a series of perceptual illusions. Within this designed landscape, a series of Australia’s most remarkable pools will be profiled. Resource, celebration, community, commemoration, leisure and lifeblood, the exhibition content will reach deep within the Australian psyche.

A young Sydney based practice, Aileen Sage Architects (Amelia Holliday and Isabelle Toland) has already developed an impressive portfolio of work ranging from urban and suburban proposals to multiple scales of residential architecture, public commissions and large-scale art projects. Recent work includes a new gallery and head office for the Australian Government Initiative Artbank, and the award winning Courtyard House in Paddington.

Michelle Tabet is an experienced urban strategist heading up her own boutique consulting practice in Sydney. With a background in urban planning and degrees from University College of London and Columbia University in New York City, Michelle has become a specialist in the field of project definition, visioning and briefing of urban projects. She works closely with the urban development and property sector to articulate clear development objectives and strategies and to deliver innovative urban propositions. Her current clients include Lend Lease, Christchurch City Council, and the Department of State Development in South Australia amongst others.
“HASSELL has been a sponsor of the Australian exhibition at the past four Venice Architecture Biennale’s. We do this to support representation of Australian architecture and architects on the international stage. The biennale is a stimulating event displaying world architecture in an extensive and intensive environment. The diversity of thinking, talks and debates, inspiring exhibitions, and the collegiate and convivial spirit make it a rare experience. It's a great way to participate in the international architectural community and engage around shared interests and challenges.”

Ken Maher – Fellow, HASSELL

A targeted marketing campaign

As a supporter of the Australian exhibition, your contribution will be communicated to a targeted audience throughout our marketing and promotional campaign. While using the Institute's membership network of architects, the campaign is also targeted to the broader architectural and design community, the general public and those with an interest in innovation, architecture and creative industry, local government planning and building departments, peak bodies of associated industries, media outlets and public relations channel and academics at building, planning and design schools.

Our communication and marketing plan enables us to reach this targeted audience. With the use of dedicated press releases, the Institute will strive to secure both mainstream and specialist media attention for the Australian exhibition. Digital media includes the use of our website: architecture.com.au/venicebiennale, which also links with our profiles on social media including Facebook and Twitter. With a growing audience of over 3100 followers, this enables us to communicate and deliver up to date information on the exhibition and its contributors.
## Project Events and Timeline

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<td>Announcement of the Creative Director and Exhibition Concept: Held simultaneously in Sydney and Melbourne, this event is an evening of excitement as the industry learns Australia’s plans for the exhibition. Attended by industry and media, the event provides the perfect opportunity to network and connect with peers.</td>
<td>Official opening of the new Australian pavilion in Venice and start of the Venice Art Biennale.</td>
<td>Development of the Australian exhibition and its content.</td>
<td>Freight of the exhibition elements to Venice.</td>
<td>Preview of the Australian Exhibition: These exclusive events are held around Australia, giving the industry a sneak peak of what is to show in Venice. An evening attended by architects, media, consultants and those involved in the exhibition, the event is designed for celebration and discussion.</td>
<td>Vernissage – the official preview and opening of the Venice Architecture Biennale: Filled with official openings, casual parties, workshops, seminars and cocktail events, the Vernissage was fast paced and full of rich content and discussion. Including architects, patrons of architecture, contributors and supporters, the Australian contingent enjoy the opportunity to network and connect with each other. Considered a ‘must do’ for all Australian architects, directors of practices, large and small, from across Australia. Australian events include: <strong>Austral Bricks Bar:</strong> As long term supporters of the Australian exhibition, Austral Bricks are pleased to host the Austral Bricks Bar once again in 2016. The bar creates a hub for Australian delegates to gather, to unwind from a long day walking the canals of Venice and the gardens of the Giardini, and to discuss and reflect on the exhibitions. <strong>Official Opening of the Australian Exhibition:</strong> Unveiling the Australian exhibition, this will be your first chance to see and experience the new Australian pavilion. <strong>Commissioner Cocktail Party:</strong> To wrap up the end of an exciting few days in Venice, the Australian delegation come together and celebrate the amazing experience Venice has to offer. Toasts are made to successful exhibitions and new connections.</td>
<td>Public Opening of the Venice Architecture Biennale</td>
<td>The Institute aims to provide opportunities for the industry and general public to engage with the Australian exhibition, outside of its time in Venice. The Institute will develop these opportunities throughout the program.</td>
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(Dates subject to change)
How can I join Network Venice?

Network Venice provides a range of exclusive opportunities, such as golden Vernissage passes and exposure for your practice to a global audience. In addition, being a patron of Australia's exhibition at the Biennale evokes a sense of pride for Australian architecture.

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<th>Platinum - $20,000 (plus GST)</th>
<th>Gold - $10,000 (plus GST)</th>
<th>Silver - $5000 (plus GST)</th>
<th>Bronze - $2000 (plus GST)</th>
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<td><strong>Recognition and Signage:</strong></td>
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<td>» Logo acknowledgement on the homepage at architecture.com.au/venicebiennale</td>
<td>» Listed as Gold Sponsor on the sponsor wall within the Australian exhibition</td>
<td>» Listed as Silver Sponsor on the sponsor wall within the Australian exhibition</td>
<td>» Listed as Bronze Sponsor on the sponsor wall within the Australian exhibition</td>
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<td>» Opportunity to supply practice promotional material during the Vernissage</td>
<td>» Ability to exclusively market your practice as a supporter of Australia’s presence with access to the Exhibition sponsors logo</td>
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<td>» Ten passes to the Vernissage period of the 2016 Venice Architecture Biennale</td>
<td>» Four passes to the Vernissage period of the 2016 Venice Architecture Biennale</td>
<td>» Two passes to the Vernissage period of the 2016 Venice Architecture Biennale</td>
<td>» One pass to the Vernissage period of the 2016 Venice Architecture Biennale</td>
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<td>» Ten complimentary invitations to the exclusive Australian events during the Vernissage period including the official opening of the Australian exhibition and Commissioner Cocktail Party.</td>
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<td>» Complimentary invitations to the Australian events held in 2015 and 2016</td>
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Be a part of this exciting program and show your support for Australian architecture. To confirm your contribution or to discuss ways in which you can participate in our involvement in the Venice Architecture Biennale, please contact

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