

2016 in review



DEVELOPING INCLUSIVITY AND ACCESSIBILITY

Inspired by the offerings for deaf and blind patrons in 2015, we presented two audio-described and two signed performances in 2016 – Duck, Death and the Tulip and Te Pō were audio-described and Te Pō and Not in our Neighbourhood were signed. This year our offerings also extended to introductory written notes for two shows. These were downloadable from our website and available at the venues. As with previous Festivals, over 80% of key venues were accessible by wheelchair.

Free Events 111111111111

White Night 25,000+

Visual Arts 40,670

NZ Herald Festival Garden - 59 free iHeart Radio Sound Lounge performances for around 22,980 people

Family Day 5000

Talks, Workshops and Masterclasses 3984

Tickets TICKET TICKET TICKET

Tickets available from as low as \$12

Family friendly pricing

Child rates offered for eight family-friendly shows

Discounted 'Catch 22' tickets: \$22 (on selected shows)

Arts Industry tickets and discounts

White Night, Visual Arts Programme, Waves, thinkScience, Duck, Death and the Tulip, Noreum Machi - The K Wind, Not in our Neighbourhood and Tar Baby events were presented in venues and locations outside the CBD including Glen Innes, New Lynn, Piha, Waiheke and Takapuna

SmartsFest – schools at the Festival



89 schools

4184 school students

\$10 and \$20 tickets for 20 schools-only shows and 28 public shows from NZ, Australia and Scotland

Over one-fifth of schools' tickets were subsidised or free

AAF 2016 CONNECTED WITH A BROAD AUDIENCE, WE

- participation
- set tickets at affordable rates
- engaged with the requirements of unique audiences
- embraced and celebrated Auckland's
- hosted multiple events in different
- went to places Aucklanders go cafés, galleries and community centres
- hosted outdoor events
- created special programmes for school
- students, the arts industry and community card holders





represented

AAF 2016 attendee



out of their 'hood', out of their comfort zone and were given an experience they will treasure for a life time

Principal, Bruce McLaren Intermediate School



1. 360 ALLSTARS, Onyx Productions, The Civic / Gate Photography 2. Ruaumoko, Atamira Dance Company and APO, The Civic / Gate Photography 3. Noreum Machi The K Wind, Takutai Square, Britomart / Gate Photography 4. Marama, The Conch, Rangatira, Q Theatre / Gate Photography 5. La Cucina dell'Arte, Circus Ronaldo, Ronaldo Tent / Gate Photography 6. Duck, Death and the Tulip, Little Dog Barking Theatre Company, Loft, Q Theatre / Gate Photography 7. Not in our Neighbourhood, Tikapa Productions, Loft, Q Theatre/ Gate Photography



2016 in review

Loved the free stuff, the music in Square, and the Spiegeltent

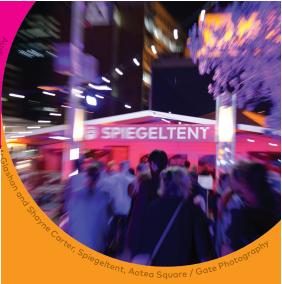
AAF 2016 attendee

Spotlight on...



FAMILY DAY

- A much-anticipated FREE Festival event for kids and caregivers
- Offers family performances, workshops and art activities in a creatively re-purposed Aotea Square
- Attracts around 5000 people
- Highly valued support comes from Foundation North, The Lion Foundation and artists such as Bepen Bhana, ACE Crew, Smitten Design, Mr Roberelli, Circability, APO Remix the Orchestra and special guests



SPIEGELTENT

- · A regular and much-loved feature of the Festival Garden this theatre, cabaret and music venue hosts thousands of visitors every year
- A fun pop-up venue with gorgeous, shabby-chic décor, carved booths furnished with polished wood tables and velour cushions, mirrored columns
- Host to a variety of international and New Zealand shows in the Festival
- Always attracts curious passers-by



FESTIVAL GARDEN

- Sponsor The New Zealand Herald lent its name to the Garden in 2016
- The heart of the Festival in Aotea Square, the Garden is open from 11am until late every day of the Festival hosting around 25,000 visitors
- The iHeartRadio Sound Lounge, a regular feature of the Festival Garden, presented 59 FREE live music events
- Prominent urban contemporary artists did live painting in the Garden observed by hundreds of new admirers and fans
- The info booth answered the questions of hundreds of people and the box office was open to sell tickets every day of the Festival
- A place for emerging artists to make an appearance
- With bars, a café, a coffee cart, bean bags, deck chairs and good vibes, the Garden pumps out top quality entertainment every year

WHITE NIGHT

- · AAF's popular, large-scale, late-night FREE arts event that takes art 'to' the public
- 25,000+ visitors
- Over 83 sites across 20 neighbourhoods
- More than 300 artists, from community to emerging and established, across various art forms
- A partnership event linking Auckland Arts Festival, Auckland Museum, Auckland Art Gallery Toi o Tāmaki, New Zealand Maritime Museum, Auckland City Library and with support from Chartwell Trust, Foundation North, Pub Charity and the Lottery Grants Board.



The New Zealand Herald Garden was absolutely gorgeous!

AAF 2016 attendee

Glitter Runs In Our Veins Street Catwalk, La Go

Come to AAF 2017 8-26 March









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