

The New Zealand Art Space & Residency Projekt



Contemporary Art is quite possibly the most exciting cultural phenomenon happening in the world today. Whether it's collecting art, attending museum openings, and/or visiting art fairs, these activities consistently draw huge crowds and generate much enthusiasm throughout the world.

The latest Wardell+Sagan Projekt will see us design, brand, and build a contemporary art exhibition space and artist's residency program in New Zealand.

It is our strong desire to bring our tremendous energy and enthusiasm for the arts to share with others. We see the best way to do this is in an exhibition/residency format designed for artists, art collectors/patrons, and enthusiasts to experience and develop a community for all. We envision a multitude of programs to be designed into the projekt to further this initiative.

Goals

- » To become the premier destination for contemporary art lovers and artists in the South Pacific.
- » To bring international media attention to the area as a cultural and creative hub via our extensive network.
- » To foster a dialogue between New Zealand's existing arts programs and the international art community.
- » Utilizing our extensive network of artists, museums and galleries in the United States and Europe we seek to elevate New Zealand artists' profile in the international art world and likewise to expose international artists to New Zealand.

Project inspiration (links) includes: [Arsenal Montreal](#), [Magasin III Stockholm](#), [MONA Tasmania](#), [Sammlung Boros Berlin](#), [Kaldor Art Projects Sydney](#), [Dia:Beacon New York](#), [Benesse Naoshima Japan](#).

What

We will design, build/retrofit, brand, and operate an art space to attract both domestic and international art lovers to New Zealand for what will become an "art pilgrimage". In addition, we will launch an artist residency program on site to house both NZ and International artists and give them the opportunity to explore and develop their art in an unrestricted format and environment.

The optimum use would be a space of 1000m² or larger with the following key components:

- » A portion of the space allocated to a permanent rotation of our significant personal art collection
- » A further portion of ~250m² dedicated to travelling international exhibitions and select NZ/AU collections
- » A small number of apartments to house visiting artists and curators while in "projekt"
- » A café/coffee/gift shop with street front exposure to further engage the public

Where

The principals are in the midst of the site selection process to determine the optimum location and cultural fit.

Criteria

A parcel of land with an existing unique or historical structure that could be adaptively reused and reactivated.

We seek to be in close proximity of a strong, existing arts and cultural community to inspire and feed off the energy of this projekt, with the intent and desire to become an integral part of that community. The importance and mutual benefit of being part of a community with like-minded individuals who share our passion and are enthusiastic supporters cannot be overstated.





Bio of the Principals on the Projekt

JEFF WARDELL

Principal Designer

Director of Wardell+Sagan Projekt. Formerly a US Based Design Firm which has now permanently moved to NZ that partners with a team of architects, builders, and museum exhibit designers as appropriate: the firm focuses on designing environments to make art collections work with environments in new and exciting ways.

After spending 20 years as a wealth advisor mostly to young technology, publishing, and biotech founders/ executives, and serving as a contributing writer for Wired Magazine in the 1990s, Jeff, along with partner Claudia, launched Wardell+Sagan Projekt in early 2009 to pursue design projects full time.

Considered to be a major international collectors of urban contemporary art, Jeff and Claudia have loved watching these artists grow into international art stars and seeing their works in museums as well as in the street while traveling. Our collection is often on loan to various museums showing this exciting genre. The artists in our collection are in the permanent collections of the NYMOMA, the Tate Modern, The National Gallery of Victoria, Australia, the Brooklyn Museum, LA MOCA, LA County, SF MOMA, the Walker Art Museum, and many others.

Jeff also has extensive experience working as an advisor and board member to various US art-based non-profits including the Headlands Center for the Arts, Luggage Store/509 Cultural Center, and as a Community Builder at the former Architecture for Humanity. In addition he serves as an art advisor to many prominent San Francisco based technology entrepreneurs for their personal and corporate collections.

Wardell+Sagan's research into this project has spanned the last several years, over 30,000 kilometers on a motorcycle, touring more than 30 countries, and 200+ artspaces, both public and private art museums, and studying artist residency programs.



CLAUDIA SAGAN

Designer & Development Strategist

Claudia has been a leading force in the retail real estate industry for over 25 years. Her advisory firm, Claudia Sagan, Inc., provided a broad range of strategic advice to retailers, mixed-use shopping center developers and regional mall developers throughout the United States and abroad. In representing clients she has negotiated extensively with Westfield Corporation and Simon Property Group among others. Her expertise includes determining the optimum mix of uses to ensure a project's seamless and complimentary integration into a community.

Claudia is a leader in the concept of real estate "feminization". By advising developers on project design, material choices, center flow and merchandising which result in truly shop-able experiences and pleasurable environments.

As an executive at Equity Properties & Development Company, Claudia was responsible for the successful re-merchandising of redevelopment properties. She played a key roll in the re-imagining and vision-development of their portfolio of properties.

Claudia was the Vice President of Real Estate for William-Sonoma, Inc. and Ann Taylor, Inc. While at these iconic retail companies, she and her teams developed and executed the real estate growth strategies for their numerous brands involving over 1000 stores.

Claudia has traveled the world immersing herself in art, design, architecture, history and culture. She utilizes her ever-growing knowledge to enhance the design and experiences at all of her projects.

Claudia & Jeff have over the course of many miles, years and experiences built a significant contemporary art collection which reflects the power of art as one of the highest forms of communication.

VERONICA JACKSON

Architect/Designer

Veronica Jackson is Principal and Senior Exhibit Designer for The Jackson Design Group. As a creative exhibit designer, developer and curator, interpretive master planner, and interior architect for more than 25 years, she has honed her skills by working on culturally significant and historically prominent projects. These include the Smithsonian Institute, The NY Metropolitan Museum, Rock and Roll Hall of Fame-Cleveland, The Chicago Art Institute, etc.



Mural by Shepard Fairey (Obey) 2004
Sculpture by Mark Jenkins "Winner Takes All" 2009