



TSB Bank Wallace Arts Centre, Auckland

Concept development for adapting Pah Homestead into a Visual Arts Centre

> THE CONTEXT

Pah Homestead is an impressive heritage property in the suburb of Hillsborough in Auckland. Originally a private residence, Pah Homestead had served in a number of capacities – as an orphanage, a novitiate, a boarding school, and emergency housing. Its parkland setting has one of the finest collections of large and rare exotic trees in Auckland and enjoys views that include the Manukau Harbour, One Tree Hill, and the Waitakere Ranges.

> THE BRIEF

Positive Solutions was engaged by Auckland City Council to prepare a distinctive and deliverable concept for adaptation of Pah Homestead as a visual arts centre. This would take into account the heritage building, the parkland, the character of the neighbourhood, the culturally diverse mix of the locality, and current and future transport access to the site. Demand assessment and a business plan were to be prepared to support the preferred concept – including programs, staffing, income streams and an initial marketing strategy.

> OUR APPROACH

Commencing with mapping of visual arts provision in the region and with benchmarking selected visual arts centres elsewhere – including those located in parklands - Positive Solutions also carried out local industry consultation to gauge demand for and supply of exhibitions, workshops, functions and other activities. As concepts evolved they were tested against City Council policy priorities as well as against financial and other parameters which would affect long term viability.

> THE RESULTS

The preferred concept was for Pah Homestead to provide a home for the 8,500-strong collection of the James Wallace Arts Trust. The building was restored by City Council, with support from the TSB Bank, and opened in 2010 as the TSB Bank Wallace Arts Centre. In addition to displaying the Trust's collection, the Centre hosts regional touring exhibitions, and runs ongoing community education programmes targeting Auckland schools and the wider public.

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- > [Brisbane Powerhouse Feasibility Study and Business Planning](#)
- > [Tjapukai Business Model, Indigenous Business Australia](#)
- > [City of Gold Coast Cultural Precinct Commercialisation Model](#)