

A street scene at dusk or night. On the left, there are multi-story buildings with ornate architectural details. A sign on one of the buildings reads "DAIRY". In the center, a tall, slender tower with a spire is visible in the background. A building in the middle ground has a sign that says "TUSCANY CITY". The street is filled with cars, some with their headlights on. On the right, there are trees and a sidewalk with a few pedestrians. The overall atmosphere is urban and slightly dimly lit.

Newton Creatives Regeneration Plan

Funding Proposal
Arson Rashidmardani

The History

- Long history of musical performances.
- Home to renowned venues.
- Declined due to demolition for motorway.



The Vision

- Rejuvenate Newton by embracing and enabling the historical creative class within the neighbourhood, ensuring that the neighbourhood stays attractive and accessible to lower socio-economic, queer, and marginalized communities, allowing them to continue to enhance Newton's unique character through their music and art.



The Challenges

- Increasing development pressures.
- Displacement of the creative population.
- The lack of funding.



The Opportunity

- Improve the lives of creatives in Newton.
- Enhance IKEA's brand image.



The Power of Creativity

- Creativity can foster connections.
- Newton's creative spirit blends music and art.
- Empowering and sustaining this spirit.



The Creative Corners of Newton

- Kahui St Davids: A community-owned art creation space.
- The Powerstation: A renowned music venue.
- Basque Park: A potential hub for community events and gatherings.
- Town Centre: A historic commercial strip and potential hub for public art.





The Five Key Moves

- Community Engagement: Empower and engage local groups.
 - Advocacy: Establish and support advocacy groups.
 - Support for Artists: Provide resources and platforms.
 - Affordability: Maintain affordable housing and spaces.
- Creativity Hub: Ensure Newton remains a vibrant creative hub.

Promoting Community Engagement

- Establish a community management office at Kahui St Davids.
- Hold a street concert.
- Facilitate the creation of market days.
- Facilitate the creation of cinema nights.
- Influence the development of Eke Panuku public spaces.



Promoting Community Advocacy

- Enable Uptown Business Association as an advocacy group.
- Establish the Artists Association as an advocacy group.



Enabling Artists and Creativity

- Provide creative skills workshops at Kahui St Davids.
- Establish an online presence to promote local artists.
- Provide busking licenses along the town centre.
- Partner with the Powerstation for local music nights.
- Facilitate the creation of murals on prominent walls.
- Facilitate the creation of a public art installation.



Promoting Affordability

- Influence the development of Kainga Ora units.
- Promote affordable housing policies and the establishment of a community housing provider.
- Facilitate short-term tenancies of vacant lots.



Building Community Together

- The community shaping its own future.
- Ensuring engagement.
- Promoting a self-sustained process.



Promoting Regeneration

- Promoting engagement.
- Showcasing and promoting local artists.
- Advertising the regeneration programme.
- Advertising IKEA.



Community Housing Providers: A Win-Win

- Utilizing a community-owned model for long-term affordability.
- Achieving financial sustainability through rental income.



IKEA: A Partner for Positive Change

- Shared Values.
- Positive Media Coverage.
- Lasting Impact and Legacy.



A Partnership With Purpose

- Kickstart Funding.
- Path to financial sustainability.
- Enhancing lives and IKEA's brand image.



A wide-angle photograph of a street intersection during sunset. The sky is filled with large, orange-tinted clouds. On the left, there is a two-story white building with a dark awning. In the center background, a single-story building with a blue sign that reads "RailLink.co.nz" is visible. A black car is parked in front of it. To the right, a pedestrian is walking across the street, and a traffic light pole with a green light is visible. The overall scene is a quiet urban environment at dusk.

**Thank you for your time and
consideration.**