

SB2765

Testimony

Measure Title: RELATING TO THE HONOLULU BIENNIAL INTERNATIONAL ARTS EXHIBITION.

Report Title: Honolulu Biennial; State Foundation on Culture and the Arts; Appropriation (\$)

Description: Appropriates moneys, as a grant, for the Honolulu biennial international arts exhibition.

Companion:

Package: None

Current Referral: HEA, WAM

Introducer(s): TANIGUCHI

Aloha Hawaii State Legislature,

I am writing to submit my support for **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition**, which the 501c3 nonprofit arts organization that I am a co-founder of, the Honolulu Biennial Foundation (HBF), is presenting.

Through the celebration of contemporary art from the Pacific, the United States, and Asia, the Honolulu Biennial Foundation (HBF) presents the Honolulu Biennial, which is an international arts exhibition staged throughout Honolulu that engages with the rich cultural diversity of Hawai'i. HBF operates throughout the year presenting a series of ongoing public programs and educational workshops for the community. There are over 100 different biennial arts festivals in the world – from Sydney to Liverpool, Singapore to New Orleans, and Venice to Beijing. Honolulu Biennial is modeled after these biennials and recognizes the profound artistic, cultural, community-building, and economic impact these international arts festivals can bring to the cities that hosts them.

BENEFITS FOR OUR ARTISTS AND CREATIVE COMMUNITY

Presently, it is tremendously challenging for our local creative community to exist as there are very few exhibition opportunities for artists locally, as well as a strong art market and gallery infrastructure. Moreover, artists locally are deserved of greater exposure and broadening their market reach. The Honolulu Biennial is a vehicle to highlight our local talents alongside international ones and will undoubtedly result in increased exposure for our artists due to the ripple effect that the Honolulu Biennial will have on our creative community.

ECONOMIC IMPACT OF BIENNIALS:

Honolulu Biennial is vehicle to develop and reposition Hawai'i on a global scale as a leading, innovative cultural capital and thriving center in the Pacific, where East and West have historically met. Around the world, contemporary art biennials have transformed cities into thriving hubs for art and culture and result in measurable economic impact via attracting an influx of cultural tourists, positively impacting and diversifying the economy and creative industries. Moreover, in 2014, *The Economist* reported, "for many cities, biennials have become important sources of cultural pride, international recognition and tourism." Biennials in short, are "a big deal and big business, with many cities launching high-profile recurring exhibitions in a bid to attract tourists, commerce, and cultural capital."

Biennials rebrand cities as innovative capitals for arts and culture, positively impacting the host city's profile and benefitting the local economy with a wide influx of arts and cultural tourists, as shown in the table below:

Biennial	Year	Visitors	Economic Impact
Liverpool Biennial	2010	835,000	USD 42 million
Biennale of Sydney	2012	665,000	USD 56 million
Kochi Muziris Biennial	2012	382,659	N/A
Seitouchi Triennale	2013	1.07 million	USD 106 million
Singapore Biennale	2013	560,000	N/A
Gwanju Biennial	2012	620,000	N/A
Prospect New Orleans	2008	42,000	USD 23.2 million

There is convincing evidence showing that “cultural tourism is an increasingly important segment of the total tourism market.” Figures from the World Tourism Organization indicate that the proportion of international trips accounted for by cultural tourists is growing and by 2009 there were around 375 million international cultural trips.” Moreover, “cultural tourism is also seen as a desirable market by many countries and regions because it is generally high spending tourism, usually undertaken by highly educated individuals who stimulate cultural activity in the destination.”

Based on consulting with Dr. Eugene Tian, Chief Economist for DEBT and using formulas provided by Hawaii Tourism Authority, **HBF is projected to welcome 42,500 visitors and have an economic impact of \$49.7 million dollars on the local economy with the Honolulu Biennial that launches in 2017** and will run for 8 weeks in a variety of public, private, and institutional spaces.

Honolulu Biennial will be the first, international contemporary visual arts event in Hawai’i, complementing other robust signature events in the industries of film (Hawai’i International Film Festival, Maui Film Festival), sport (Sony Open), street and urban art (Pow!Wow!), and food (Hawai’i Food and Wine Festival, Maui Food and Wine Festival).

BENEFITS TO THE STATE OF HAWAI’I:

- Reposition Honolulu and Hawai’i as a cultural capital for international and national arts and cultural tourists, who tend to be highly educated, higher net worth individuals, thus resulting in economic growth in the creative industries and tourism sectors;
- Activation of Honolulu and neighbor islands’ public buildings and spaces (particularly underutilized spaces) with vibrant, contemporary art;

HONOLULU BIENNIAL FOUNDATION

- Offer free access to contemporary art, educational public programs and cultural exchange opportunities for our residents – increasing their quality of life and enriching holistically the art scene locally;
- Positive PR for the State of Hawai'i on a national and international level as an innovative and creative place due to HBF's strategic media and PR plan.

HISTORY OF PARTNERSHIPS AND PROGRAMMING:

Since public inception in 2014, HBF has collaborated with a variety of partners on public, educational, promotional and private events locally, nationally and internationally, including:



HBF has presented public programs and exhibitions both locally and nationally to build our audience in anticipation of the inaugural Honolulu Biennial in 2017, which will be curated by Fumio Nanjo, a renowned contemporary arts curator and Director of Tokyo's Mori Art Museum. Nanjo's participation is a tremendous honor for our State as he is one of the most important curators in the world and due to his involvement, there is much interest in our festival from major industry stakeholders globally.

Throughout the year, HBF serves our community by directly offering programming for locals as well as raising awareness of Hawaii's artistic talents. **Since 2014 HBF has served a local audience of over 2,500** with our exhibitions and public programs and **a national audience of over 31,500.**

Although we are a relatively new organization, we have been active since 2014 promoting and building both a local audience, as well as global one on our work, as well as world-wide and local interest in the debut Honolulu Biennial 2017. Some examples of past partnerships and programming are as follows to give you a background on our history:

2015

- **January:** Launched at Na Mea Hawai'i "Biennial Talks," a series of public programs featuring curators and directors of international biennials and triennials.

**HONOLULU
BIENNIAL
FOUNDATION**

- **March:** Co-presented with Art Explorium a three-part workshop series for keiki, *‘Eono*, which focused on Hawaiian innovations, designed by kupuna artist Solomon Enos.
- **July:** Hosted an artist portfolio-sharing event at The Modern Honolulu featuring 13 artists from Hawai‘i, welcoming over 100 attendees.
- **July-August:** HBF was a cultural partner with Seattle Art Fair, representing Hawai‘i artists and sharing information on our festival to an audience of over 11,000 people over the four-days of the Fair.
- **September:** Collaborated with the East-West Center and PAAC, HBF hosted a lecture by Dr. Brett Graham, a Maori contemporary artist and UH Manoa MFA graduate.
- **November:** Co-presented with Asia Contemporary Art Week (ACAW) and Artnet (a media outlet that attracts 2.1 million visitors per month to its website) in NYC a talk featuring Native Hawaiian artist Maika‘i Tubbs moderated by Dr. Christiane Paul of the Whitney Museum.

2014

- **October-November:** Partnered with Hawai‘i International Film Festival to co-present *Chain of Fire: The Prologue* Exhibition for the Honolulu Biennial, welcoming over 2,000 visitors in 11 days.
- *Chain of Fire* was complemented by: 4 public talks/panels; a keiki workshop with Art Explorium; 2 educational tours for families; a private artist event aimed to foster collaborations between the local and visiting artists; a VIP reception in partnership with *Hawai‘i Modern Luxury*.
- *Chain of Fire* and public programs were covered in over 15 leading local, national and international media outlets, including: Hawai‘i Public Radio, KiTV4, *Hawai‘i Modern Luxury*, *HI Luxury*, *Frolic*, *Metro HNL*, *Flux*, *ArtAsiaPacific*, Art Radar Asia, and more.
- To present *Chain of Fire*, HBF raised over \$149,000 in cash and in-kind donations and delivered the exhibition and programming under budget.
- **June-August:** HBF partnered with MoMA PS1 and the Rockaway Beach Surf Club on an art exhibition as part of a free multi-site festival that featured artists from Hawai‘i and welcomed over 10,000 visitors on opening day.

To make Honolulu Biennial happen, we need your support for this festival – we have been able to accomplish a tremendous amount of work so far due to our dedicated, cored founding team, board of directors, advisory board, volunteers and interns, however, 2017 is upon us and direct cash support is required to ensure that Honolulu Biennial is a tremendous success. I hope that you will vote to support **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition.**

Mahalo nui loa for reading this testimony!

**HONOLULU
BIENNIAL
FOUNDATION**

Warmly,
Isabella Ellaheh Hughes
Co-Founder and Artistic Director
Honolulu Biennial Foundation
Isabella@honolulubiennial.org

February 14, 2016

Dear Honorable Member of the Hawaii State Legislature,

I am writing to submit my support for **Senate Bill 2765 relating to the Honolulu Biennial International Arts Exhibition**, which the 501c3 nonprofit arts organization the Honolulu Biennial Foundation (HBF), is presenting, and for which I am a Co-founder and Development Director. Prior to co-founding HBF in 2014, I worked in Washington, DC in international development, collaboratively writing economic growth proposals funded by USAID and the World Bank worth up to \$80 million. I hold an MBA in Arts and Cultural Management from the Paris School of Business/IESA, and a BA from the University of Pennsylvania in Public Health, with significant coursework in Fine Arts. I spent my childhood in Aiea, O‘ahu, and have deep ties to Hawai‘i where all of my mother’s family was born and raised, and Kaua‘i, my great grandmother’s home.

Through the celebration of contemporary art from the Pacific, the United States, and Asia, the Honolulu Biennial Foundation (HBF) presents the Honolulu Biennial, which is a two-month long international arts exhibition staged throughout Honolulu that engages with the rich cultural diversity of Hawai‘i. HBF operates throughout the year presenting a series of ongoing public programs and educational workshops for the community. There are over 100 different biennial arts festivals in the world – from Sydney to Liverpool, Singapore to New Orleans, and Venice to Beijing. Honolulu Biennial is modeled after these biennials and recognizes the profound artistic, cultural, community-building, and economic impact these international arts festivals can bring to the cities that hosts them.

Presently, it is tremendously challenging for our local creative community to exist as there are very few exhibition opportunities for artists locally, as well as a strong art market and gallery infrastructure. Moreover, artists locally deserve greater exposure and a broadened market reach. The Honolulu Biennial is a vehicle to highlight our local talents alongside international ones, and will undoubtedly result in increased exposure for our artists due to the ripple effect that the Honolulu Biennial will have on our creative community.

Honolulu Biennial is a vehicle to develop and reposition Hawai‘i on a global scale as a leading, innovative cultural capital and thriving center in the Pacific, where East and West have historically met. Around the world, contemporary art biennials have transformed cities into thriving hubs for art and culture and result in measurable economic impact via attracting an influx of cultural tourists, positively impacting and diversifying the economy and creative industries. Moreover, in 2014, *The Economist* reported, “for many cities, biennials have become important sources of cultural pride, international recognition and tourism.” Biennials in short, are “a big deal and big

business, with many cities launching high-profile recurring exhibitions in a bid to attract tourists, commerce, and cultural capital,” according to this article.

I have no doubt that Honolulu Biennial will rebrand our city and State as an innovative capital for arts and culture, positively impacting our profile and benefitting the local economy by attracting a new demographic of tourists who previously had not been inclined to travel to our Islands: arts and cultural tourists, a highly coveted demographic as they tend to spend more. The World Tourism Organization notes that “cultural tourism is also seen as a desirable market by many countries and regions because it is generally high spending tourism, usually undertaken by highly educated individuals who stimulate cultural activity in the destination.”

After consulting with Dr. Eugene Tian, Chief Economist for DBEDT, and using data and formulas provided by Hawaii Tourism Authority, **HBF is projected to welcome 42,500 visitors and have an economic impact of \$49.7 million dollars on the local economy with the Honolulu Biennial that launches in 2017** and will run for 8 weeks in a variety of public, private, and institutional spaces.

Honolulu Biennial will be the first, international contemporary visual arts event in Hawai‘i, complementing other robust signature events in the industries of film, fashion and food for our State and is a welcome addition to the variety of festivals and signature events we already offer.

BENEFITS TO THE STATE OF HAWAI‘I:

- Reposition Honolulu and Hawai‘i as a cultural capital for international and national arts and cultural tourists, who tend to be highly educated, higher net worth individuals, thus resulting in economic growth in the creative industries and tourism sectors;
- Activation of Honolulu and neighbor islands’ public buildings and spaces (particularly underutilized spaces) with vibrant, contemporary art;
- Offer free access to contemporary art, educational public programs and cultural exchange opportunities for our residents – increasing their quality of life and enriching holistically the art scene locally;
- Positive PR for the State of Hawai‘i on a national and international level as an innovative and creative place due to HBF’s strategic media and PR plan.

HBF has presented public programs and exhibitions both locally and nationally to build our audience in anticipation of the inaugural Honolulu Biennial in 2017, which will be curated by Fumio Nanjo, a renowned contemporary arts curator and Director of Tokyo’s Mori Art Museum. Nanjo’s participation is a tremendous honor for our State as he is one of the most important curators in the world and due to his involvement there is much interest in our festival from major industry stakeholders globally.

Throughout the year, HBF serves our community by directly offering programming for locals as well as raising awareness of Hawaii's artistic talents. **Since 2014 HBF has served a local audience of over 2,500** with our exhibitions and public programs and **a national audience of over 31,500.**

To make Honolulu Biennial happen, we need your support for this festival – we have been able to accomplish a tremendous amount of work so far due to our dedicated, core founding team, board of directors, advisory board, volunteers and interns, however, 2017 is upon us and direct cash support is required to ensure that Honolulu Biennial is a tremendous success. I hope that you will vote to support **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition.**

Mahalo nui loa for reading this testimony!

Kind regards,

Katherine Ann Leilani Tuidor

Co-Founder and Development Director
Honolulu Biennial Foundation

14 February 2016

Aloha Hawaii State Legislature,

As the Creative Director of the Honolulu Biennial Foundation (HBF), I hereby submit my support for **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition** that is being presented by the HBF, a 501c3 nonprofit arts organization. The greatly anticipated event launches in 2017 and will run for 8 weeks in a variety of public, private, and institutional, spaces throughout Honolulu. The inaugural Honolulu Biennial 2017 is curated by Fumio Nanjo, the world-renowned contemporary arts curator and current Director of the Mori Art Museum in Tokyo.

The Honolulu Biennial 2017 is Hawaii's first international contemporary visual arts exhibition. It engages the rich cultural diversity of Hawai'i and recognizes the profound artistic, cultural, community building, and economic benefits that international art festivals bring to their audiences. The Honolulu Biennial will develop and position Hawai'i as the leading, vital, innovative cultural capital center of the Pacific. Contemporary art biennials have transformed their host cities into thriving hubs for the arts and culture, resulting in measurable economic impacts by attracting cultural tourists. The Honolulu Biennial has tremendous appeal to this coveted demographic of high-spending well-educated tourists many of whom are first time visitors who are certainly to return for recurring events such as the Honolulu Biennial, in addition to established culinary and sports festivals.

Using formulas and figures provided by HTA, the Honolulu Biennial 2017 is projected to welcome 42,500 visitors with a local economic impact of \$49.7 million.

Throughout the year, HBF serves our communities through programming for residents, raising awareness of Hawaii's talented artistic communities. Through our exhibitions and public programs since 2014, we have served a national audience of more than 31,500 people, and a local audience of over 2,500 individuals. We also offer free access to contemporary art and educational public programs for Hawai'i residents.

I respectfully implore your support for this arts and culture festival to actualize the Honolulu Biennial 2017. Our team has been able to secure fundamental in-kind donations through the diligence and dedication of our board of directors, advisory board, volunteers and interns. However, cash support at this tipping point is essential in order for the Honolulu Biennial Foundation to fulfill its full potential of success in giving back to the communities of Hawai'i.

Please vote to support and pass **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition**.

Mahalo nui loa,



Koan Jeff Baysa, M.D.

2.15.16

Aloha State Legislature:

I am extremely excited and supportive of the Honolulu Biennial, a nonprofit visual arts festival that is set to reposition our State as a center for arts and culture on the world stage in 2017 when it debuts. I am writing to offer my support for **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition.**

As an artist and a gallery owner living and working on Kaua`i, I have collaborated with the Honolulu Biennial Foundation (HBF) and I can attest to HBF's world-class programming and strong organizational infrastructure that team is capable of based on not only the founders' professional backgrounds and extensive experience in the arts, but also from their pre-biennial programs and events, which has led to increased exposure for Hawaii as an arts center on a national platform, such as in New York, San Francisco and Seattle, as well as in Hawaii.

As an artist, I want to share that one of the greatest challenges that contemporary artists from Hawaii face is lack of exposure to the broader art world, as well as venues to exhibit our work.

As a gallerist, I participate in numerous international art fairs where I represent Hawaii talent by introducing it to broad national and international audiences. From this first-hand experience, I can attest to the necessity of our connection the global art market and the long-term benefits of participation in the international level/ large-scale art events. My strong belief is that Honolulu Biennial is committed to increasing exposure of local artists through this new visual arts festival and has made inroads globally with worldwide attention and interest growing in our local art scene all due to their work.

Increased exposure supports the local art scene and artists like myself economically, as it introduces our work to a broader base of art collectors. I also very much appreciate the Honolulu Biennial's outreach to neighbor

islands as they truly are inclusive of all artists from across the State, which resulted in them doing programming with me last fall and reaching to our artistic community on Kaua`i

There is much interest in the Honolulu Biennial worldwide, which is reflected by the high-caliber partnerships that the HBF has been part of both locally and nationally -ranging from the Hawaii International Film Festival, the Pacific and Asian Affairs Council, and Art Explorium, locally, to MoMA PS1 and Asia Contemporary Art Week in New York, as well as the Seattle Art Fair. However, core support for this festival that will have a profound impact on our art scene and economy, as well as promote access to contemporary art and educational programs through free, public community programs that are integral to the Biennial, must come from here. **I fully support Senate Bill 2765 and the importance of Honolulu Biennial for the future of our arts community, economy and education.**

I also would like to highlight that the Biennial also has a strong economic impact for our State –using formulas provided by Hawaii Tourism Authority, **HBF is projected to welcome 42,500 visitors and have an economic impact of \$49.7 million dollars on the local economy with the Honolulu Biennial that launches in 2017** and will run for 8 weeks in a variety of public, private, and institutional spaces.

Honolulu Biennial is poised to become a new signature event focused on highlighting international and local contemporary visual arts and complementing other robust signature events in the industries of film, fashion, sport, and food that already exist. I am confident that the Honolulu Biennial will:

- Reposition Honolulu and Hawai`i as a cultural capital for international and national arts and cultural tourists, bringing in this new demographic of visitors will result in economic growth in the creative industries and tourism sectors;
- Present on the world stage some of our Islands' leading artistic talents and provide increased visibility for our entire artistic community both

- through the Biennial and collateral programming;
- Offer free access to contemporary art, educational public programs and cultural exchange opportunities for our residents – increasing their quality of life and enriching holistically the art scene locally;
 - Positive PR for the State of Hawai'i on a national and international level as an innovative and creative place due to HBF's strategic media and PR plan.

To make Honolulu Biennial happen, the HBF needs your support. They have been able to accomplish a tremendous amount of work so far due to their dedicated, cored founding team, board of directors, advisory board, volunteers and interns. However, 2017 is upon us and direct cash support is required to ensure that Honolulu Biennial is a tremendous success. I hope that you will vote to support **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition.**

Bruna Stude
galerie 103
2829 Ala Kalanikaumaka
Koloa, HI 96756
808 742 0103

Dear State Legislature:

I am extremely excited and supportive of the Honolulu Biennial, a nonprofit visual arts festival that is set to reposition our State as a center for arts and culture on the world stage in 2017 when it debuts. I am writing to offer my support for **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition.**

As an artist living and working in Honolulu, I can attest to the world-class programming and strong organizational infrastructure that the Honolulu Biennial Foundation (HBF) team is capable of based on not only the founders' professional backgrounds and extensive experience in the arts, but also from their pre-biennial programs and events, which has led to increased exposure for Hawaii as an arts center on a national platform, such as in New York, San Francisco and Seattle, as well as in Hawaii.

As an artist, I want to share that one of the greatest challenges that contemporary artists from Hawaii face is lack of exposure to the broader art world, as well as venues to exhibit our work. Honolulu Biennial is committed to increasing exposure of local artists through this new visual arts festival and has made inroads globally with worldwide attention and interest growing in our local art scene all due to their work. Increased exposure supports the local art scene and artists like myself economically, as it introduces our work to a broader base of art collectors.

There is much interest in the Honolulu Biennial worldwide, which is reflected by the high-caliber partnerships that the HBF has been part of both locally and nationally -ranging from the Hawaii International Film Festival, the Pacific and Asian Affairs Council, and Art Explorium, locally, to MoMA PS1 and Asia Contemporary Art Week in New York, as well as the Seattle Art Fair. However, core support for this festival that will have a profound impact on our art scene and economy, as well as promote access to contemporary art and educational programs through free, public community programs that are integral to the Biennial, must come from here. **I fully support Senate Bill 2765 and the importance of Honolulu Biennial for the future of our arts community, economy and education.**

I also would like to highlight that the Biennial also has a strong economic impact for our State - based on consulting with Dr. Eugene Tian, Chief Economist for DEBT and using formulas provided by Hawaii Tourism Authority, **HBF is projected to welcome 42,500 visitors and have an economic impact of \$49.7 million dollars on the local economy with the Honolulu Biennial that launches in 2017** and will run for 8 weeks in a variety of public, private, and institutional spaces.

Honolulu Biennial is poised to become a new signature event focused on highlighting international and local contemporary visual arts and complementing other robust signature events in the industries of film, fashion, sport, and food that already exist. I am confident that the Honolulu Biennial will:

- Reposition Honolulu and Hawai'i as a cultural capital for international and national arts and cultural tourists, bringing in this new demographic of visitors will result in economic growth in the creative industries and tourism sectors;
- Present on the world stage some of our Islands' leading artistic talents and provide increased visibility for our entire artistic community both through the Biennial and collateral programming;
- Offer free access to contemporary art, educational public programs and cultural exchange opportunities for our residents - increasing their quality of life and enriching holistically the art scene locally;
- Positive PR for the State of Hawai'i on a national and international level as an innovative and creative place due to HBF's strategic media and PR plan.

To make Honolulu Biennial happen, the HBF needs your support. They have been able to accomplish a tremendous amount of work so far due to our dedicated, cored founding team, board of directors, advisory board, volunteers and interns. However, 2017 is upon us and direct cash support is required to ensure that Honolulu Biennial is a tremendous success. I hope that you will vote to support **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition.**

Sincerely,
Andrew Binkley

15 February 2016

Aloha Hawaii State Legislature,

I am writing to submit my support for **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition**, which the 501c3 nonprofit arts organization the Honolulu Biennial Foundation (HBF), is presenting, and for which I am a board member of.

Through the celebration of contemporary art from the Pacific, the United States, and Asia, the Honolulu Biennial Foundation (HBF) presents the Honolulu Biennial, which is an international arts exhibition staged throughout Honolulu that engages with the rich cultural diversity of Hawai'i. HBF operates throughout the year presenting a series of ongoing public programs and educational workshops for the community. There are over 100 different biennial arts festivals in the world – from Sydney to Liverpool, Singapore to New Orleans, and Venice to Beijing. Honolulu Biennial is modeled after these biennials and recognizes the profound artistic, cultural, community-building, and economic impact these international arts festivals can bring to the cities that hosts them.

As a global art consumer and traveler I've had the pleasure of attending large Art Fairs and Biennials in many countries and have seen the impact it has culturally and economically on a city and state. It's become painfully obvious that there's a lack of opportunity for Hawaiian artists and artists connected to or interested in Hawaii to find outlets or involvement in something as high profile and high caliber as a Biennial. **This has to change!**

Honolulu Biennial is vehicle to develop and reposition Hawai'i on a global scale as a leading, innovative cultural capital and thriving center in the Pacific, where East and West have historically met. Around the world, contemporary art biennials have transformed cities into thriving hubs for art and culture and result in measurable economic impact via attracting an influx of cultural tourists, positively impacting and diversifying the economy and creative industries. Moreover, in 2014, *The Economist* reported, "for many cities, biennials have become important sources of cultural pride, international recognition and tourism." Biennials in short, are "a big deal and big business, with many cities launching high-profile recurring exhibitions in a bid to attract tourists, commerce, and cultural capital," according to this article.

Let's do our part to make this change and help bring this dream to life. Honolulu and Hawaii need this. The world needs this. With a curator like Fumio Nanjo the Honolulu Biennial is assured global notoriety in the art world but also culturally as a top tier travel destination for cultural tourism.

HBF is projected to welcome 42,500 visitors and have an economic impact of \$49.7 million dollars on the local economy with the Honolulu Biennial that launches in 2017 based on numbers and formulas provided by the HTA when it runs for 8 weeks in a variety of public, private, and institutional spaces.

Honolulu Biennial will be the first, international contemporary visual arts event in Hawai'i, complementing other robust signature events in the industries of film, fashion and food for our State and is a welcome addition to the variety of festivals and signature events we already offer.

Throughout the year, HBF serves our community by directly offering programming for locals as well as raising awareness of Hawaii's artistic talents. **Since 2014 HBF has served a local audience of over 2,500** with our exhibitions and public programs and **a national audience of over 31,500.**

To make Honolulu Biennial happen, we need your support for this festival – we have been able to accomplish a tremendous amount of work so far due to our dedicated, core founding team, board of directors, advisory board, volunteers and interns, however, 2017 is upon us and direct cash support is required to ensure that Honolulu Biennial is a tremendous success. I hope that you will vote to support **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition.**

Thank you for reading this testimony!

Warmly,

Brett Zaccardi
HBF Board of Directors
CEO/Founder Street Attacks

Deborah G. Nehmad
935 Kaku Place
Honolulu, HI 96825

February 16th, 2016

Dear State Legislature:

I am writing to in support of **Senate Bill 2765: Relating to the Honolulu Biennial International Arts Exhibition.**

As an artist living and working in Honolulu, and whose work is currently on view at the Honolulu Museum of Art, I am very excited at the prospect of having Honolulu host its own Biennial. The benefits to the arts community here, as well as the economy as a whole, cannot be understated. I have been very impressed with the events that the Honolulu Biennial Foundation (HBF) has hosted thus far and can easily assume based on their efforts here as well as the pre-biennial events that have been hosted on the mainland (New York, Seattle and San Francisco) that the HBF team is more than up to the challenge. This event can only lead to great things for the arts community here – worldwide exposure as an arts destination that can hold its own with other major cities.

One of the greatest challenges that contemporary artists in Hawaii face is our lack of opportunities for exposure to the broader art world as well as venues to exhibit our art. HBF is committed to increasing exposure of local artists through this new visual arts festival and has made inroads globally with worldwide attention and interest growing in our local art scene all due to their work. Increased exposure supports the local art scene and artists like myself economically, as it introduces our work to a broader base of art collectors.

I understand that HBF has been successful in forging high-caliber partnerships on both a local and national level, ranging from the Hawaii International Film Festival, the Pacific and Asian Affairs Council, and Art Explorium, locally, to MoMA PS1 and Asia Contemporary Art Week in New York, as well as the Seattle Art Fair. However, core support for this incredible opportunity that will have a profound impact on our art scene and economy, as well as promote access to contemporary art and educational programs through free, public community programs that are integral to the Biennial, must come from here. I fully support Senate Bill 2765 and the importance of Honolulu Biennial for the future of our arts community, economy and education.

I also would like to highlight that the Biennial will have a major economic impact on our State – based on consulting with Dr. Eugene Tian, Chief Economist for DEBT and using formulas provided by Hawaii Tourism Authority, From what I understand, **HBF is projected to welcome 42,500 visitors and have an economic impact of \$49.7 million**

dollars on the local economy with the Honolulu Biennial that launches in 2017. It will run for 8 weeks in a variety of public, private, and institutional spaces.

Honolulu Biennial is poised to become a new signature event focused on highlighting international and local contemporary visual arts and complementing other robust signature events in the industries of film, fashion, sport, and food that already exist. I am confident that the Honolulu Biennial will:

- Reposition Honolulu and Hawai'i as a cultural destination for international and national arts and cultural tourists. Attracting this new demographic of visitors will result in economic growth in the creative industries and tourism sectors;
- Present on the world stage some of our Islands' leading artistic talents and provide increased visibility for our entire artistic community both through the Biennial and collateral programming;
- Offer free access to contemporary art, educational public programs and cultural exchange opportunities for our residents and most importantly, students – increasing their quality of life and enriching holistically the art scene locally;
- Positive PR for the State of Hawai'i on a national and international level as an innovative and creative place due to HBF's strategic media and PR plan.

To make Honolulu Biennial happen, I strongly urge you to support the HBF and its efforts. They have been able to accomplish a tremendous amount of work so far due to its dedicated, core founding team, board of directors, advisory board on which I serve, volunteers and interns. However, 2017 is upon us and direct cash support is required to ensure that Honolulu Biennial is a tremendous success. I hope that you will vote to support **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition.**

Respectfully submitted,

Deborah G. Nehmad
www.deborahnehmad.com

2/14/2016

Dear State Legislature:

I am extremely excited and supportive of the Honolulu Biennial, a nonprofit visual arts festival that is set to reposition our State as a center for arts and culture on the world stage in 2017 when it debuts. I am writing to offer my support for **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition.**

As an artist living and working in Hawaii (Maui), I can attest to the world-class programming and strong organizational infrastructure that the Honolulu Biennial Foundation (HBF) team is capable of based on not only the founders' professional backgrounds and extensive experience in the arts, but also from their pre-biennial programs and events, which has led to increased exposure for Hawaii as an arts center on a national platform, such as in New York, San Francisco and Seattle, as well as in Hawaii.

As a fine artist, I can verify that one of the greatest challenges that contemporary artists from Hawaii face is lack of exposure to the broader art world, as well as venues to exhibit our work. Honolulu Biennial is committed to increasing exposure of local artists through this new visual arts festival and has made inroads globally with worldwide attention and interest growing in our local art scene all due to their work. Increased exposure supports the local art scene and artists like myself economically, as it introduces our work to a broader base of art collectors.

There is much interest in the Honolulu Biennial worldwide, which is reflected by the high-caliber partnerships that the HBF has been part of both locally and nationally -ranging from the Hawaii International Film Festival, the Pacific and Asian Affairs Council, and Art Explorium, locally, to MoMA PS1 and Asia Contemporary

Art Week in New York, as well as the Seattle Art Fair. However, core support for this festival that will have a profound impact on our art scene and economy, as well as promote access to contemporary art and educational programs through free, public community programs that are integral to the Biennial, must come from here. **I fully support Senate Bill 2765 and the importance of Honolulu Biennial for the future of our arts community, economy and education.**

I also would like to highlight that the Biennial also has a strong economic impact for our State –using formulas provided by Hawaii Tourism Authority, **HBF is projected to welcome 42,500 visitors and have an economic impact of \$49.7 million dollars on the local economy with the Honolulu Biennial that launches in 2017** and will run for 8 weeks in a variety of public, private, and institutional spaces.

Honolulu Biennial is poised to become a new signature event focused on highlighting international and local contemporary visual arts and complementing other robust signature events in the industries of film, fashion, sport, and food that already exist. I am confident that the Honolulu Biennial will:

- Reposition Honolulu and Hawai'i as a cultural capital for international and national arts and cultural tourists, bringing in this new demographic of visitors will result in economic growth in the creative industries and tourism sectors;
- Present on the world stage some of our Islands' leading artistic talents and provide increased visibility for our entire artistic community both through the Biennial and collateral programming;
- Offer free access to contemporary art, educational public programs and cultural exchange opportunities for our residents – increasing their quality of life and enriching

holistically the art scene locally;

- Positive PR for the State of Hawai'i on a national and international level as an innovative and creative place due to HBF's strategic media and PR plan.

To make Honolulu Biennial happen, the HBF needs your support. They have been able to accomplish a tremendous amount of work so far due to our dedicated, cored founding team, board of directors, advisory board, volunteers and interns. However, 2017 is upon us and direct cash support is required to ensure that Honolulu Biennial is a tremendous success. I hope that you will vote to support **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition.**

Sincerely,

Diana Lehr

February 14, 2016

Dear Honorable Member of the Hawaii State Legislature,

I am writing to express my support for **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition**, which the 501c3 nonprofit arts organization the Honolulu Biennial Foundation (HBF) is presenting. By way of background, I am a business executive who has lived and worked on the Big Island; along with my husband, I am currently a homeowner in Honolulu. I am also a board member of HBF, to which have devoted much time and effort as I am confident of the value the Honolulu Biennial will bring to our state and city.

The Honolulu Biennial is an international arts exhibition to debut in Spring 2017 to present leading edge contemporary art from Hawai'i and the Pacific, the United States, and Asia – the first in Hawai'i. There are over 100 different biennial arts festivals in the world – from Sydney to Liverpool, Singapore to New Orleans, and Venice to Beijing. Honolulu Biennial is modeled after these biennials to replicate the profound artistic, cultural, community-building, and economic impact these international arts festivals bring to their host communities.

Around the world, contemporary art biennials have transformed cities into thriving hubs for art and culture and resulted in measurable economic impact via attracting cultural tourists, thus positively impacting and diversifying the economy and creative industries. In 2014, *The Economist* reported, “for many cities, biennials have become important sources of cultural pride, international recognition and tourism.” The article goes on to say that biennials are “a big deal and big business, with many cities launching high-profile recurring exhibitions in a bid to attract tourists, commerce, and cultural capital.”

That is precisely what the Honolulu Biennial plans to do: position Hawai'i on a global scale as an innovative capital for arts and culture, a thriving center in the Pacific, where East and West meet. This will raise Hawai'i's profile and benefit the local economy by attracting a new tourist demographic: arts and cultural tourists that are highly coveted as they tend to spend more. As the World Tourism Organization notes, “cultural tourism is also seen as a desirable market by many countries and regions because it is generally high spending tourism, usually undertaken by highly educated individuals who stimulate cultural activity in the destination.”

After consulting with Dr. Eugene Tian, Chief Economist for DBEDT (Department of Business, Economic Development & Tourism) and using data and formulas provided by Hawaii Tourism Authority, **the Honolulu Biennial is projected to welcome 42,500 visitors and have an economic impact of \$49.7 million dollars on the local economy.**

Equally important, HBF plans to provide programs that benefit our local community, both the general public and those in the creative arts. Through ongoing educational programs for the

public, especially children and youth, HBF will provide fun, involving ways to spark engagement in the key themes of land use, clean water, rising sea levels, environmental sustainability, and climate change that will be spotlighted through the art in the Biennial. In addition, HBF is committed to showcasing local Hawaiian artists, who are often overlooked nationally and internationally. The Honolulu Biennial will give our local talent exposure to a wide audience that they do not currently have a way to achieve.

HBF has already made strong headway by presenting public programs and exhibitions both locally and nationally to build our audience in advance of the March 2017 Honolulu Biennial. **Since 2014 HBF has served a local audience of over 2,500** with our exhibitions and public programs; **nationally, our work to draw attention to Hawai'i as an artistic/cultural center and to the talent of our local artists has reached an audience of over 31,500.**

In addition, the Honolulu Biennial is curated by Fumio Nanjo, a renowned contemporary arts curator and Director of Tokyo's Mori Art Museum. Nanjo's participation is an important coup as he is one of the most well-known curators in the world and his involvement has attracted much interest in the Biennial from major industry stakeholders globally.

There are considerable BENEFITS TO THE STATE OF HAWAI'I:

- Position Honolulu and Hawai'i as a cultural capital for international and national arts and cultural tourists, who are highly educated, high net worth individuals, thus resulting in economic growth in the creative industries and tourism sectors. Moreover, an ongoing biennial will bring these high value tourists back for repeat visits;
- Spotlight Honolulu and neighbor islands' public buildings and spaces (particularly underutilized spaces) with vibrant, contemporary art;
- Offer educational enrichment for our local residents through free access to contemporary art, educational public programs and hands-on workshops, and cultural exchange opportunities;
- Showcase artists of Hawai'i and increase their exposure on national and global stages;
- Positive PR for the State of Hawai'i and Honolulu nationally and internationally.

That is why your support is needed for the Honolulu Biennial. To date, we have accomplished a great deal through pro bono contributions from our founding team, board of directors, advisory board, volunteers and interns – and we will continue to do so. Now, we need financial support for the direct operations of presenting the Honolulu Biennial and the associated educational programming to ensure it is a tremendous success for Hawai'i. We are counting on your vote to support **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition.**

Mahalo nui loa,
Gloria Lau

Gloria Lau

Feb. 12, 2016

Sally Lundburg & Keith Tallett
Artists, Les Filter Feeders
PO Box 244
Paauilo Hawaii 96776

Aloha,

We are very enthused about the Honolulu Biennial, a nonprofit visual arts festival that is set to reposition our State as a center for arts and culture on the world stage, which is why we are writing to offer our support for **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition.**

We were both raised in Hawaii, and Keith is also of native Hawaiian ancestry. While we attained our college degrees in California, at the San Francisco Art Institute, we moved home in 2003 to raise our daughter, manage our family homestead, and become contributing members of the Hawaii community. In the past 12 years, we have exhibited locally, and achieved recognition as Hawaii artists, both individually and collaboratively. Sally received the Ellen Choy Craig Award when she was included in the Biennial of Hawaii Artists X at the Honolulu Museum of Art (2012). Keith was recognized nationally when he received the prestigious Joan Mitchell Foundation Painters and Sculptors Grant (2013). We were also included as 2 of 5 artists in the 2014 five-week international artist residency in Kaka'ako, titled *Present Project*. We have also contributed to our community through volunteerism - Sally has been a panelist and task force volunteer for the Artists in the Schools Grants Program at the Hawaii State Foundation for the past several years, and Keith was a juror for the statewide Schaefer Portrait Challenge at the Maui Arts and Cultural Center.

Despite these personal successes, it is still very challenging financially to live in Hawaii, and continue our art practice. One of the greatest challenges that contemporary artists from Hawaii face is lack of exposure to the broader art world, as well as venues to exhibit our work. In the last several years, we have collaborated with the Honolulu Biennial Foundation (HBF) on some of their pre-biennial programs and events. This has led to increased exposure for our work on a national platform, such as in New York and Seattle. Honolulu Biennial is committed to increasing exposure of local artists through this new visual arts festival and has made inroads globally with worldwide attention and interest growing in our local art scene all due to their work. Increased exposure supports the local art scene and artists like us economically, as it introduces our work to a broader base of art collectors.

There is much interest in the Honolulu Biennial worldwide, which is reflected by the high-caliber partnerships that the HBF has been part of both locally and nationally -ranging from the Hawaii International Film Festival, the Pacific and Asian Affairs Council, and Art Explorium, locally, to MoMA PS1 and Asia Contemporary Art Week in New York, as well as the Seattle Art Fair. However, core support for this festival that will have a profound impact on our art scene and economy, as well as promote access to contemporary art and educational programs through free, public community programs that are integral to the Biennial, must come from here. We fully support Senate Bill 2765 and the importance of Honolulu Biennial for the future of our arts community, economy and education.

Much Aloha,
Sally Lundburg & Keith Tallett
Artists, Les Filter Feeders
www.lesfilterfeeders.com

From: mailinglist@capitol.hawaii.gov
To: [HEA Testimony](#)
Cc: mfk@markkadota.com
Subject: Submitted testimony for SB2765 on Feb 16, 2016 13:30PM
Date: Monday, February 15, 2016 12:14:55 PM
Attachments: [Honolulu Biennale.pages](#)

SB2765

Submitted on: 2/15/2016

Testimony for HEA on Feb 16, 2016 13:30PM in Conference Room 224

Submitted By	Organization	Testifier Position	Present at Hearing
Mark Kadota	Individual	Support	Yes

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

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2016-02-14

Dear State Legislature:

I would like to present my testimony to this crucially important Hawaii State government meeting regarding my support for **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition**, which is put on by the 501c3 nonprofit arts organization, Honolulu Biennial Foundation (HBF)

The organizers of the Honolulu Biennial are making history for our Islands and truly repositioning our hometown on a world stage as a center for art and culture which will have a ripple effect for:

1. Our local arts community, which I am a part of as a professional artist
2. Our economy, via welcoming a new demographic of high-spending arts and culture tourists
3. Our community and keiki, as the Honolulu Biennial will offer public and educational programs that will serve our youth and offer important experiences for promoting cultural exchanges.

HBF has invited renowned curator Fumio Nanjo, who is also the Director of the very important Mori Art Museum in Tokyo to curate the very first Honolulu Biennial. He has an amazing and very famous record for curating major art exhibitions worldwide and also has a deep interest in and ties to Hawaii, as he has traveled here for many years since the 1970s when he was a student. Some of Mr. Nanjo's accomplishments include:

- Curating Singapore Biennale 2 times
- Curating the Taipei Biennale
- Curating the first edition of the Yokohama Triennale
- Curating the Sydney Biennale in 2000
- Participating in Venice and San Paulo Biennales

Having such a prominent internationally known curator to curate for the Honolulu Biennial is such an honor for our city and our State. Around the world Biennials have repositioned and branded cities as new culture capitals, supported the economy by welcoming arts tourists and offered more opportunities for growth for the local creative and artistic communities. I have

no doubt that Honolulu Biennial will do all this and more for our State, which is why I am in full support of their efforts and work! It is amazing the positive response they have had worldwide since launching the idea of the festival publicly – and have been covered in major arts publications around the world as well as nationally. The economic impact that the Honolulu Biennial will have during its 8-week run is projected at over \$49 million dollars – which is substantial. This number was reached based on HBF using formulas provided by the HTA.

I am fully confident in the abilities and background of the three founders to make Honolulu Biennial an enormous success. In case you are not familiar with them, their brief biographies are as follows:

- **Dr. Koan-Jeff 'KJ' Baysa, Creative Director and Co-founder**
Dr. Baysa is an international curator, writer, Whitney Museum ISP Curatorial Alumnus, and AICA member who networks the areas of medical science and contemporary culture. As a physician and curator, he brings together the cultures of science, design, and disruptive technology. He has curated numerous exhibitions globally and lectured at MoMA, the Philips Collection, the Krasnow Institute, and the United Nations. Born and raised on Hawaii, he splits his time between Honolulu and LA.
- **Isabella Ellaheh Hughes, Artistic Director and Co-founder**
Hughes is an independent curator, cultural project manager, editor and writer, academically focused on art from the Asian continent, Pacific and their Diasporas. She's curated exhibitions nationally and internationally, including for the US Embassy in Abu Dhabi and Smithsonian National Museum of the American Indian, in addition to working with or collaborating with Sharjah Art Foundation, Bahrain's Ministry of Culture, Barjeel Art Foundation, Art Dubai, Aperture Foundation, and the Tourism Development and Investment Authority, Abu Dhabi. She is a widely published art critic and journalist, frequent public speaker, and the former Dubai Editor of *ArtAsiaPacific*. Hughes holds an MA in Museum Studies from Johns Hopkins University and BA in Art History from Boston University. Born and raised in Honolulu, she recently moved home with her young family.
- **Katherine Ann Leilani Tuidor, Development Director and Co-**

founder

Tuider is a multifaceted business, development and arts professional. Previously Tuider founded and operated her own tourism business, is a published author of a 400-page travel guide on the Dominican Republic (DR), and helped write grants to create and manage a \$1,000,000 PEPFAR budget for HIV prevention while serving in the Peace Corps in the DR. While working at CARANA Corporation in Washington DC, she worked with a small team designing and securing multimillion-dollar economic growth projects for up to \$80 million for USAID and the World Bank. She holds an MBA in Arts and Cultural Management from the Paris School of Business/Institut d'Etudes Supérieures des Arts and BA in Health and Societies from the University of Pennsylvania. She is fluent in English, Spanish and French. Raised between Hawaii and the mainland, Tuider moved back home in 2014 to Honolulu.

The Honolulu Biennial will bring in tourists and it will be wonderful for us to share with the world more than just our beaches, but also share with them our culture and history. Travelers around the world love to attend biennials and festivals for the arts, no matter how remote the location is. Remote towns from India to Japan have started biennials and triennial festivals with much success, for example, the Setouchi Triennial that has an economic impact of nearly 100 million dollars on the local economy in the Okayama Prefecture in the Inland Sea.

The location of Honolulu Biennial is truly perfect for a new arts festival – it is where East meets West and it is such a great honor to have Fumio Nanjo working with us. However, to launch this festival we need financial help and this is why I am here to share my thoughts with the committee, Hawaii needs to support this festival through the Grants-in-Aide program as the rewards for our State will be truly amazing.

If we can support Honolulu Biennial I am sure that we can ensure that Hawaii will be seen as not only a natural paradise and place for beaches, but also a place where people visit for arts and culture – and this is why I think we need to support this Bill.

Also, as a father, I am very happy that Honolulu Biennial will offer keiki programs to make the art, ideas, and cultures in the Biennial accessible for our youth and introduce their minds to new ideas.

Generally, around the world, from Liverpool to Lyon, Aichi to Yokohama, Sydney to San Paolo, Biennials receive financial support from the government, so I hope that the Hawaii government will support this important festival and pass **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition.**

Thank you,

Dr. Masami Teraoka

**41-048 Kaulu Street
Waimanalo, HI 96795
+1(808) 259-7308**

Recent Awards:

**2015 Lee Krasner Life Time Achievement in Art Award
2015 Pollock-Krasner Foundation Grant
2016 Otis College of Art and Design/Honorary Doctorate**

Solo shows:

**More than 70 Solo shows nationally and internationally.
Collections: Major museum collections nationally and internationally; American Art Museum/Smithsonian Institution, Honolulu Museum of Art, Hawaii State Museum, MET, Tate Modern, Fine Art Museum of San Francisco, Asian Art Museum, SF, Queensland Art Gallery/Gallery of Modern Art; Los Angeles County Museum.**

From: mailinglist@capitol.hawaii.gov
To: [HEA Testimony](#)
Cc: french@hawaii.rr.com
Subject: Submitted testimony for SB2765 on Feb 16, 2016 13:30PM
Date: Monday, February 15, 2016 12:04:19 PM

SB2765

Submitted on: 2/15/2016

Testimony for HEA on Feb 16, 2016 13:30PM in Conference Room 224

Submitted By	Organization	Testifier Position	Present at Hearing
Sally French	Individual	Support	No

Comments: The scope of this project is huge and ongoing. It will vitalize our arts community, uniting Hawaii with the rest of the world in a cultural platform, that will showcase our cultures, while giving dialogue opportunities with current global artistic movements. I applaud the efforts of the Biennial committee and ask you to assist them, by recognizing their efforts.

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

Dear State Legislature:

I am extremely excited and supportive of the Honolulu Biennial, a nonprofit visual arts festival that is set to reposition our State as a center for arts and culture on the world stage in 2017 when it debuts. I am writing to offer my support for **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition.**

As an artist living and working in Honolulu, I can attest to the world-class programming and strong organizational infrastructure that the Honolulu Biennial Foundation (HBF) team is capable of based on not only the founders' professional backgrounds and extensive experience in the arts, but also from their pre-biennial programs and events, which has led to increased exposure for Hawaii as an arts center on a national platform, such as in New York, San Francisco and Seattle, as well as in Hawaii.

As an artist, I want to share that one of the greatest challenges that contemporary artists from Hawaii face is lack of exposure to the broader art world, as well as venues to exhibit our work. Honolulu Biennial is committed to increasing exposure of local artists through this new visual arts festival and has made inroads globally with worldwide attention and interest growing in our local art scene all due to their work. Increased exposure supports the local art scene and artists like myself economically, as it introduces our work to a broader base of art collectors.

There is much interest in the Honolulu Biennial worldwide, which is reflected by the high-caliber partnerships that the HBF has been part of both locally and nationally -ranging from the Hawaii International Film Festival, the Pacific and Asian Affairs Council, and Art Explorium, locally, to MoMA PS1 and Asia Contemporary Art Week in New York, as well as the Seattle Art Fair. However, core support for this festival that will have a profound impact on our art scene and economy, as well as promote access to contemporary art and educational programs through free, public community programs that are integral to the Biennial, must come from here. **I fully support Senate Bill 2765 and the importance of Honolulu Biennial for the future of our arts community, economy and education.**

I also would like to highlight that the Biennial also has a strong economic impact for our State - based on consulting with Dr. Eugene Tian, Chief Economist for DEBT and using formulas provided by Hawaii Tourism Authority, **HBF is projected to welcome 42,500 visitors and have an economic impact of \$49.7 million dollars on the local economy with the Honolulu Biennial that launches in 2017** and will run for 8 weeks in a variety of public, private, and institutional spaces.

Honolulu Biennial is poised to become a new signature event focused on highlighting international and local contemporary visual arts and complementing other robust signature events in the industries of film, fashion, sport, and food that already exist. I am confident that the Honolulu Biennial will:

- Reposition Honolulu and Hawai'i as a cultural capital for international and national arts and cultural tourists, bringing in this new demographic of visitors will result in economic growth in the creative industries and tourism sectors;
- Present on the world stage some of our Islands' leading artistic talents and provide increased visibility for our entire artistic community both through the Biennial and collateral programming;
- Offer free access to contemporary art, educational public programs and cultural exchange opportunities for our residents - increasing their quality of life and enriching holistically the art scene locally;
- Positive PR for the State of Hawai'i on a national and international level as an innovative and creative place due to HBF's strategic media and PR plan.

To make Honolulu Biennial happen, the HBF needs your support. They have been able to accomplish a tremendous amount of work so far due to our dedicated, cored founding team, board of directors, advisory board, volunteers and interns. However, 2017 is upon us and direct cash support is required to ensure that Honolulu Biennial is a tremendous success. I hope that you will vote to support **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition.**



Aloha Hawaii State Legislature,

I am writing to submit my support for **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition**, which the 501c3 nonprofit arts organization the Honolulu Biennial Foundation (HBF), is presenting, and for which I am a board member.

Through the celebration of contemporary art from the Pacific, the United States, and Asia, the Honolulu Biennial Foundation (HBF) presents the Honolulu Biennial, which is an international arts exhibition staged throughout Honolulu that engages with the rich cultural diversity of Hawai'i. HBF operates throughout the year presenting a series of ongoing public programs and educational workshops for the community. There are over 100 different biennial arts festivals in the world – from Sydney to Liverpool, Singapore to New Orleans, and Venice to Beijing. Honolulu Biennial is modeled after these biennials and recognizes the profound artistic, cultural, community-building, and economic impact these international arts festivals can bring to the cities that hosts them.

Presently, it is tremendously challenging for our local creative community to exist as there are very few exhibition opportunities for artists locally, as well as a strong art market and gallery infrastructure. Moreover, artists locally are deserving of greater exposure and ability to broaden their market reach. The Honolulu Biennial is a vehicle to highlight our local talents alongside international ones and will undoubtedly result in increased exposure for our artists due to the ripple effect that the Honolulu Biennial will have on our creative community and the greater community at large.

Honolulu Biennial is vehicle to develop and reposition Hawai'i on a global scale as a leading, innovative cultural capital and thriving center in the Pacific, where East and West have historically met. Around the world, contemporary art biennials have transformed cities into thriving hubs for art and culture and result in measurable economic impact via attracting an influx of cultural tourists, positively impacting and diversifying the economy and creative industries. Moreover, in 2014, *The Economist* reported, "for many cities, biennials have become important sources of cultural pride, international recognition and tourism." Biennials in short, are "a big deal and big business, with many cities launching high-profile recurring exhibitions in a bid to attract tourists, commerce, and cultural capital," according to this article.

I have no doubt that Honolulu Biennial will rebrand our city and State as an innovative capital for arts and culture, positively impacting our profile and benefitting the local economy by attracting a new demographic of tourists who previously had not been inclined to travel to our Islands: arts and cultural tourists, a highly coveted demographic as they tend to spend more. The World Tourism Organization notes that "cultural tourism is also seen as a desirable market by many countries and regions because it is generally high spending tourism, usually undertaken by highly educated individuals who stimulate cultural activity in the destination."

Based on consulting with Dr. Eugene Tian, Chief Economist for DEBT and using formulas provided by Hawaii Tourism Authority, **HBF is projected to welcome 42,500 visitors and have an economic impact of \$49.7 million dollars on the local economy with the Honolulu Biennial that launches in 2017** and will run for 8 weeks in a variety of public, private, and institutional spaces.

Honolulu Biennial will be the first, international contemporary visual arts event in Hawai'i, complementing other robust signature events in the industries of film, fashion and food for our State and is a welcome addition to the variety of festivals and signature events we already offer.

BENEFITS TO THE STATE OF HAWAI'I:

- Reposition Honolulu and Hawai'i as a cultural capital for international and national arts and cultural tourists, who tend to be highly educated, higher net worth individuals, thus resulting in economic growth in the creative industries and tourism sectors;
- Activation of Honolulu and neighbor islands' public buildings and spaces (particularly underutilized spaces) with vibrant, contemporary art;
- Offer free access to contemporary art, educational public programs and cultural exchange opportunities for our residents – increasing their quality of life and enriching holistically the art scene locally;
- Positive PR for the State of Hawai'i on a national and international level as an innovative and creative place due to HBF's strategic media and PR plan.

HBF has presented public programs and exhibitions both locally and nationally to build our audience in anticipation of the inaugural Honolulu Biennial in 2017, which will be curated by Fumio Nanjo, a renowned contemporary arts curator and Director of Tokyo's Mori Art Museum. Nanjo's participation is a tremendous honor for our State as he is one of the most important curators in the world and due to his involvement there is much interest in our festival from major industry stakeholders globally.

Throughout the year, HBF serves our community by directly offering programming for locals as well as raising awareness of Hawaii's artistic talents. **Since 2014 HBF has served a local audience of over 2,500** with our exhibitions and public programs and **a national audience of over 31,500.**

To make Honolulu Biennial happen, we need your support for this festival – we have been able to accomplish a tremendous amount of work so far due to our dedicated, core founding team, board of directors, advisory board, volunteers and interns, however, 2017 is upon us and direct cash support is required to ensure that Honolulu



Biennial is a tremendous success. I hope that you will vote to support **Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition.**

Mahalo nui loa for reading this testimony!

Warmly,

Sherron Rosenberger

*Suzanne M. Sato
600 Queen Street, #3701
Honolulu, Hawaii 96813
suzannesato@yahoo.com*

February 14, 2016

RE: Senate Bill 2765 Relating to the Honolulu Biennial International Arts Exhibition

I am writing in support of the 2017 Honolulu Biennial International Arts Exhibition scheduled for March-May 2017. I was born and raised in Honolulu and am currently a resident of Kaka'ako. As a longtime board member of Honolulu Theatre for Youth, I am passionate about the arts in all its forms and believe strongly in the ability of the arts to transform and inspire lives.

Prior to returning to live in Honolulu in 2003, I spent more than 25 years working in arts administration in New York City, fourteen of those years as Associate Director for Arts and Humanities at the Rockefeller Foundation and Director for Arts at the AT&T Foundation, making grants worldwide to ensure that the arts and artists reached a wide and diverse audience. One of my involvements was in the establishment of the Federal Advisory Committee on International Exhibitions which advises on United States representation at the largest international biennials. During those years, I came to understand the importance of international biennials around the world and in the United States, not only as a forum for contemporary artistic expression, but also for communities to better understand the world across cultural divides. Biennials all over the world become destinations and economic engines for their communities. Two years ago, when I learned about the possibility for an international biennial in Hawai'i, I was thrilled.

The Honolulu Biennial 2017 will be the first international biennial in Hawai'i and in its multi-site format will highlight the community's contrasting environments, rich histories and distinctive sites. By juxtaposing local artists alongside leading national and international talents, the biennial will encourage a dialogue with a vibrant global artistic community and audience, allowing both visitors and Hawai'i residents to engage with the world, and also with Hawai'i itself, in unique ways.

The goal of the Biennial is to position Hawai'i as an epicenter for creative expression in the Pacific and as a destination for arts and cultural visitors. Based on an analysis of Hawai'i Tourism Authority data, the Biennial organizers project an attendance of 42,500 out-of state visitors, with an economic impact of almost \$50 million.

The Honolulu Biennial preview in 2014 drew audiences of all ages to the host sites in Kaka'ako, and the organizers have been brave and open-hearted in engaging all comers, from the young and just-learning to the art-savvy literati. I attended several events myself, and even in its preview state, the Biennial demonstrated its commitment to a variety of free and educational programming, to cultural dialogue and understanding, and most of all to showcasing the work of outstanding contemporary artists.

I wholeheartedly support the pending Senate Bill 2765 and look forward to the great success of Honolulu Biennial 2017. Thank you for your time, consideration and aloha.


Suzanne M. Sato