

2020-2024

1.1.2020

Goals and strategies for KORO

KORO

Societal role

KORO (Public Art Norway) shall ensure that as many people as possible encounter a diverse range of high-quality artworks in public buildings and other public settings. KORO shall also contribute to the development of contemporary art and to providing artists with commissions and incomes.

What is KORO?

KORO is the government agency responsible for public art. We operate under the auspices of the Ministry of Culture. Our professional activities are conducted according to arm's-length principles.

What do we do?

KORO produces and funds art in public spaces throughout Norway and at Norwegian consulates and embassies abroad. We conduct administration, maintenance and public-engagement activities relating to a large and widely distributed collection of artworks, which is characterized by its permanent accessibility. In addition, KORO is the national knowledge centre within its field.

Whom do we work for?

In that our ambition is to reach out to everyone, KORO installs art in places that people pass through and where they spend time. The result of our efforts should be works that our commissioners, the public and actors in the arts cannot be indifferent about. Our remit is to install art that is universally accessible, but not with universal appeal. The resulting area of tension is where KORO contributes to setting the artistic agenda.

KORO's strategy

Our document Strategy 2020 – 2024 describes KORO's long-term plan. In it we explain our overarching objectives and our strategies for implementing those objectives. In the coming years, these strategies will be fundamental to the process of preparing our annual plans, budgets and budget applications. As such, these strategies will provide guidelines for the allocation of available resources. Our annual reports, as well as periodic evaluations of multi-year results, will assess the extent to which we achieve our objectives.

Objective 1: KORO shall produce and fund high-quality contemporary art in public spaces and environments.

Strategies:

- KORO's art collection shall be of high quality and shall exist in dialogue with national and international trends in contemporary art.
- KORO shall promote innovative artistic expression in collaboration with relevant local, regional, national and international actors and institutions.
- KORO's art programmes shall be relevant both societally and for commissioners, the public and actors in the arts sector.
- KORO shall endeavour to ensure that artists and art play a central role in the design of public spaces.
- KORO shall offer artists and curators good and reliable working conditions.
- KORO's working methods shall be reliable and flexible, and shall be developed in step with the arts sector and wider society.

Objective 2: KORO's communication and public-engagement activities shall increase interest in, and knowledge about, public art by making art publicly accessible, relevant, visible and meaningful.

Strategies:

- KORO shall develop and implement engaging and professional public-engagement measures.
- KORO shall communicate and engage with the public in Norway and internationally.
- KORO's communication and public-engagement activities shall have clearly defined target groups and shall reflect these groups' perspectives.
- KORO shall be a clear voice within both its professional field and the public media.

Objective 3: Through active administration and maintenance of the state art collection, KORO shall contribute to ensuring that art in public spaces is cared for and preserved as an important part of our shared cultural heritage.

Strategies:

- KORO shall have primary responsibility for the administration and maintenance of the state collection of public art.
- KORO shall implement proactive measures to protect and preserve all new art projects.
- KORO shall document each project and make available information about the artworks' creation and history.
- KORO shall continue and develop active collaborations with recipient bodies and shall contribute to successful local administration and management through the provision of knowledge, methods, tools and networks.

Objective 4: KORO shall be a leading centre of knowledge about production, administration, maintenance and public engagement in relation to public art.

Strategies:

- KORO shall work actively in collaboration with established knowledge institutions to develop knowledge and competence in the field of public art.
- KORO shall facilitate the availability of source materials for research purposes.
- KORO shall establish its own policy regarding knowledge production, knowledge dissemination and learning.
- KORO shall develop arenas for the dissemination and sharing of knowledge.
- KORO shall strengthen its own capacity in the areas of knowledge development and dissemination.

Objective 5: KORO shall operate in a manner that is high quality, transparent, compliant and efficient.

Strategies:

- KORO shall run its organization and projects efficiently and flexibly in accordance with the requirements applicable to government agencies.
- KORO shall administer government art programmes in an open and competent manner.
- KORO shall be an outward-looking, attractive and professional collaboration partner.
- KORO shall have an organizational culture that promotes support for common goals, an inclusive working environment, and self-development opportunities for its staff.
- KORO shall develop a physical and digital infrastructure that supports its work both within and across its various departments.

Objective 6: The art produced by KORO and our working methods shall promote diversity, equality and environmental sustainability.

Strategies:

- KORO shall work to promote cultural heterogeneity and diversity in its artistic choices and productions.
- KORO shall ensure equality when awarding commissions and funding.
- KORO shall work proactively and purposefully to limit the negative environmental impact of its productions, working processes and infrastructure.