



TOWARDS PEACE

Peacemaking at a living memorial

OUR ORIGINS AND PURPOSE

Deeply affected by what he witnessed during the Battle of Pozzières in 1916, Australia's first official war correspondent, Charles Bean, was determined that the service of Australian servicemen should not be forgotten. He envisioned a national war museum, and resolved to build what is now the Australian War Memorial.

Today the Australian War Memorial combines a shrine, a world-class museum, and an extensive archive. It's a place of commemoration, of understanding and honouring what our servicemen and servicewomen have done to prevent war and contribute to peace.

“Here is their spirit, in
the heart of the land
they loved; and here we
guard the record which
they themselves made”

C.E.W. Bean, Founder of the
Australian War Memorial

RIGHT IMAGE: Pool of Reflection and Eternal Flame in the Commemorative Area.

COVER IMAGE: View from new Anzac Hall. Current as at November 2020.



OUR CONTINUING STORY

The Memorial commemorates our living history – for every veteran and for every Australian. It has changed over time and has secured a position as Australia's heart of commemoration. Through the modernisation and expansion of our galleries and buildings we will tell Australia's continuing story of service.

Over the past three decades, more than 100,000 Australians have served in military operations, conflict, peacekeeping and humanitarian and disaster relief operations around the world. The Memorial's plans will allow, for the first time, to create a permanent display dedicated to the stories of our nation's recent military service and Australia's collective yearning for peace.

As the Memorial embarks on this new journey, we are seeking support to commission a key artistic installation that will be the focal point for the new Development Project. The installation's dedicated theme will represent the pursuit of peace, a sentiment shared amongst the Australian people.



ABOVE: Western Courtyard Entrance



Remembering

MEMORIALS TO PEACE

Globally we seek to embrace peace. We remind and reinforce the desire for peace through peace installations and experiences.

There are many examples around the world where memorials have captured the tragedy of the past alongside hope for the future, with installations reflecting an overarching theme of peace.

Some of these include:

- The National September 11 Memorial, New York City
- *Peace Doves*, Liverpool Cathedral, United Kingdom
- Hiroshima Peace Memorial, Hiroshima
- *Wall for Peace*, Paris
- *High Alter Cross*, Coventry Cathedral, United Kingdom

While the experience at each location may differ, the intention is the same. To reflect on the past, to learn and grow towards a more peaceful future. The imagery provided of the memorials and installations is intended to assist in comprehending both the potential and significance of the dedicated representation of peace at the Australian War Memorial.

LEFT: The National September 11 Memorial and Museum, New York City. The memorial is located at the former site of the World Trade Centre and its Twin Towers. It commemorates the September 11 attacks of 2001 and the 1993 World Trade Center bombing.
Photo: Juntaski

PEACE INSTALLATIONS

Peace Doves, Liverpool Cathedral, United Kingdom

This mass participation art installation located at Liverpool Cathedral, United Kingdom features over 15,000 paper doves suspended in the cathedral each carrying the message of peace written by a child.

RIGHT: *Peace Doves*, 2021 by sculptor and artist Peter Walker at Liverpool Cathedral, United Kingdom

Advocating World Peace



THE PROJECT

Towards Peace

Through the stories in its galleries and commemorative area, the Australian War Memorial has the opportunity to frame the collective aspiration of visitors of all cultural backgrounds, in the pursuit of peace.

The creation of a dedicated space for visitors to reflect on Australian society's journey to peace will provide visitors an opportunity to reflect and contemplate what peace means to them.

The proposed installation, intended to be aspirational and thought provoking will carry the theme of peace in this central location. Its aim is to balance tribute for those who have passed, the relaying of history, and an expression of hope for future generations.

This would be delivered as part of the Memorial's Development Project which is forecast for completion in 2028.

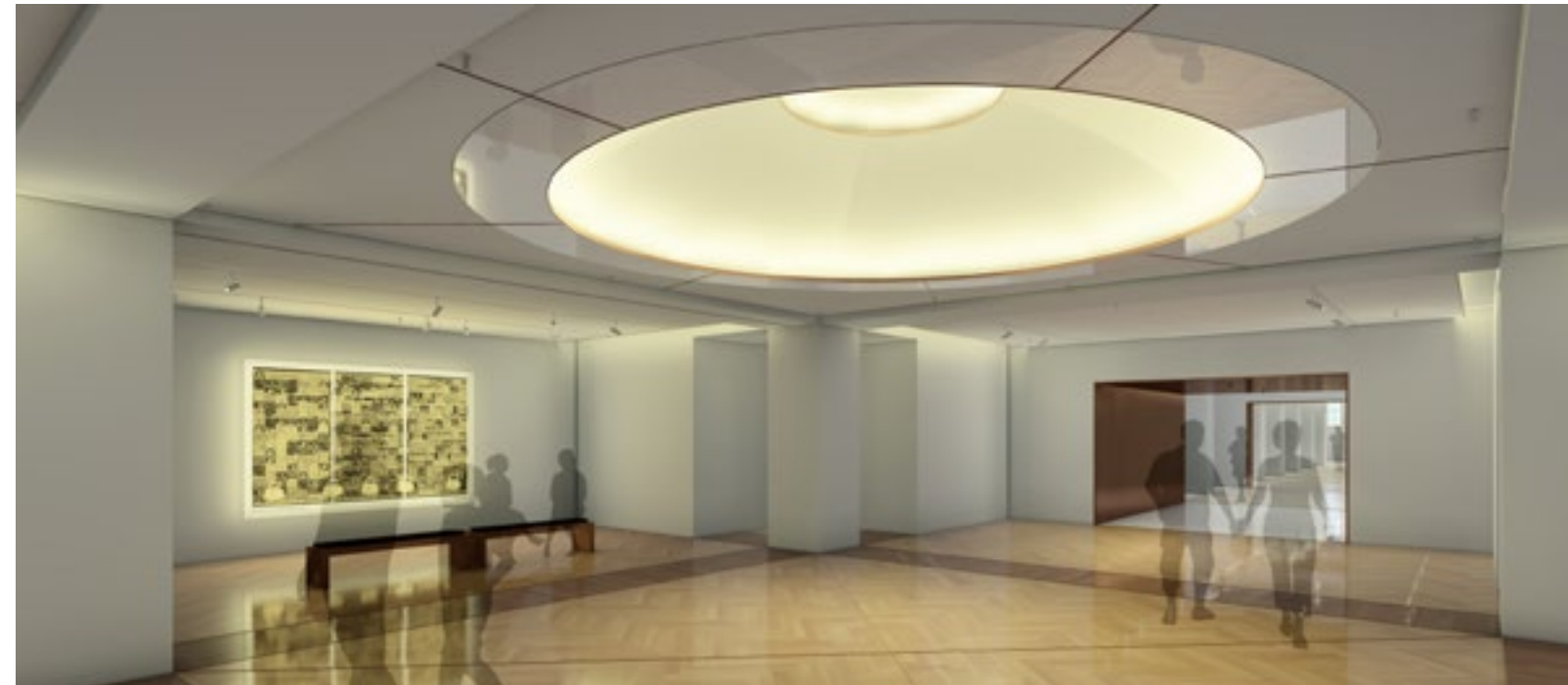
Central Gallery

The Central Gallery connects the Commemorative Area with the historic objects and galleries in Anzac Hall and the Glazed Link.

This proposed location for the peace exhibit is a central space on level one of the Main Building beneath the Tomb of the Unknown Australian Soldier and the Hall of Memory.

The symmetry and symbolism of this location make it one of the most revered and sacred places not only in the Memorial, but throughout Australia. *Towards Peace* would become an important foundation and intangible link between the Memorial's commemoration and learning within the galleries.

RIGHT: The interior render of the lower ground floor shows the proposed installation space, beneath the Tomb of the Unknown Australian Soldier. This symbolic location provides a large 132m2 space.





YOUR SUPPORT

The Australian War Memorial is seeking support to bring this significant future installation to fruition through the generosity of donors.

Total financial donations of \$900,000 will support the Memorial to:

- Commission the selected artistic concept
- Undertake community engagement
- Commence artwork concept design
- Contribute towards the fabrication and delivery of the installation
- Activities relating to its official opening

PROGRAM TIMEFRAME

The Memorial's Development Project is scheduled for completion by 2028.

The precise timeframe will be negotiated, with the installation to be integrated into the Memorial's Development Program schedule.

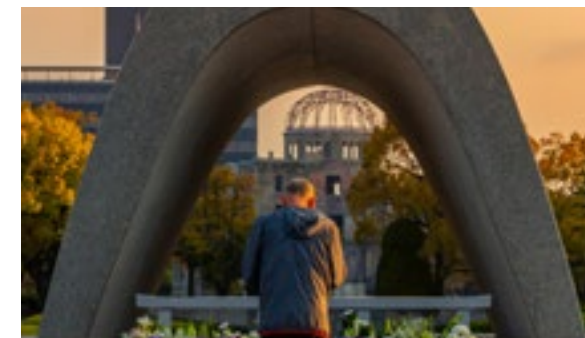
LEFT: Southern Entrance Oculus. Current as at November 2020. *Towards Peace* would lie directly ahead for the visitor.



Hiroshima Peace Memorial, Hiroshima, Japan.

The domed Prefectural Industrial Promotion Hall, one of the few buildings to withstand the atomic blast on 6 August 1945, was preserved by the city's survivors. A plaque at the site reads: "Let all the souls here rest in peace. For [we] shall not repeat the evil."

The Hiroshima Peace Memorial Park includes a number of memorials and monuments, museums and lecture halls which draw over a million visitors annually.



LEFT: Hiroshima Peace Memorial, preserved from the ruins, Hiroshima Peace Memorial Park, Japan. Photo: Rudimencial,
ABOVE: Visitors are encouraged to ring the Peace Bell. The smaller bell is used for the annual Peace Memorial Ceremony.



ABOVE and RIGHT: *Wall of Peace* by artist Clara Halter and architect Jean-Michel Wilmotte on the Champs de Mars, at the foot of the Eiffel Tower, Paris. Built in 2000. The glass and metal monument has “peace” written in 32 languages and 18 alphabets. Visitors can add their own messages of peace to the walls.



YOUR ROLE

- Your funding will help to deliver this significant installation
- Your support will assist the Memorial to create a dedicated space for visitors to reflect on peace
- Your support will assist the Memorial to provide a special place of reflection for veterans and their families

BENEFITS FOR YOUR SUPPORT

Our philanthropic donors are partners who are important to us. The Memorial strives to ensure your investment aligns with your desires and values. We seek ways that you can be immersed in the vision and mission of the Memorial and assist us to honour those who serve our nation.

The Memorial would be pleased to tailor partner benefits as appropriate and work closely with you to develop mutually beneficial opportunities and outcomes.

RIGHT: *High Altar Cross*, by Geoffrey Clarke, Coventry Cathedral, 1960–1962, United Kingdom. This abstract work represents a phoenix rising from the ashes. At its heart is the original cross of nails, formed by three medieval nails which were part of the old cathedral's roof.



Partnerships

Private funding and corporate partnerships enable the Australian War Memorial to explore new and exciting ways to educate and inspire our visitors.

Partners who invest in the future of the Memorial play a major role in the ongoing development of this iconic institution, museum, and shrine. They make possible projects to extend and expand our work in commemoration, education, and public programs – including exhibitions and displays, digital engagement, and collection acquisition and development.

Supporting the work of the Memorial, and those who served and continue to serve, can be both satisfying and rewarding for your organisation and individually for your staff, knowing that your support is directly honouring the men and women who serve and have served.

CONFIDENTIALITY

The commercial arrangements, terms and financial discussion outlined in this document are offered in good faith and remain under commercial-in-confidence and subject to a formal agreement.



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