

The Art Plus Conference

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Art Plus

Award Scheme
for Art in Public Places

ARTS COUNCIL
ENGLAND

SEEDA SOUTH EAST
ENGLAND
DEVELOPMENT
AGENCY
Working for England's World Class Region

Wednesday 10 November 2004

at The Saïd Business School Oxford

**A one day conference exploring
the role of public art in:**

- + building creative partnerships between developers, artists and communities
- + urban and rural development in the South East
- + showcasing excellence in design ideas and practice

The Art Plus Conference

Wednesday 10 November 2004 9am – 5.30pm

The Saïd Business School Oxford

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"We have already come a long way.
Most people now accept that you cannot
breathe new life into cities, towns and
communities without culture"

Tessa Jowell, Secretary of State for Culture Media and Sport
Culture at the Heart of Regeneration

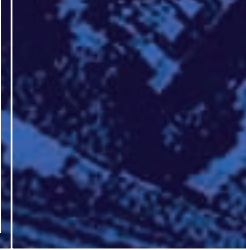


Photo: Toby Amies

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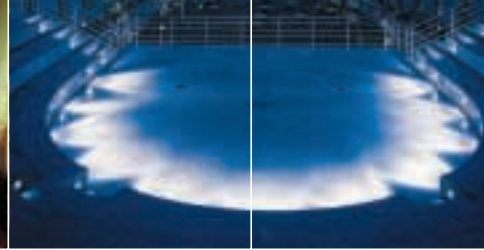


Photo: Dennis Gilbert/VIEW



Art Plus
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Public art has become embedded in thinking about urban renaissance and rural regeneration. It is cited in the recent Department for Culture, Media and Sport document *Culture at the Heart of Regeneration* and the Government's Better Public Building initiative. Urban planning guidance issued by The Commission for Architecture and the Built Environment (CABE) positions public art as a contributor to a good urban environment.

But what constitutes good public art? How can the public be creatively involved? And why should the private sector care?

The increase of development activity in the South East presents major opportunities for public art projects. They can make a real impact on regeneration, improving quality of life for residents and contributing to a sense of place.

The Art Plus Conference seeks to bring together developers, local authorities, artists and other public art professionals to make the case for raising standards of excellence and injecting imagination into the public art process.

What the conference offers:

- + the business case for public art from specific developers' case studies
- + examples of successful partnerships between developers, local authorities and artists that deliver high quality work
- + guidance on the planning process, forthcoming changes in the law and how integrating public art will assist developers, architects, urban designers and local communities
- + ideas about improving access for people with disabilities to public art in private and public spaces
- + case studies of public art working with corporate social responsibility (CSR) programmes
- + advice on sponsorship and associated funding for business involvement
- + urban design case studies in the South East and from international sources
- + planning and urban design good practice - examples of projects in the South East and internationally
- + advice on developing proposals for the Art Plus Award Scheme for Art in Public Places 2005

The Saïd Business School

The conference will take place in the award winning new Saïd Business School, which offers a University of Oxford MBA and other degree courses in international business studies. The School provides world-class facilities for the conference.

Who the conference is for:

- + commercial and residential property developers
- + property management companies
- + planners
- + architects
- + designers
- + urban designers
- + landscape designers
- + artists and other public art professionals
- + arts development officers
- + local authorities officers
- + arts organisations
- + community organisations
- + funding bodies
- + academics

get an A+
for public art

The conference is organised as part of Art Plus, the Award Scheme for Art in Public Places, a new competitive award programme. Art Plus aims to celebrate and encourage good practice in public art commissioning and to emphasise the place of art and artists in enhancing the quality of environment in the South East.

Launched in November 2003 by the South East England Development Agency (SEEDA), and Arts Council England, South East, Art Plus offers funding for new ideas to a wide range of regional organisations and artists, including students and recent graduates.

In June 2004, five artists and five organisations were awarded £75,000 between them to develop their ideas in consultation with local communities. In March 2005, a selection panel will decide which outstanding projects will win the final Art Plus Awards. Art Plus is now open for proposals for the 2006 Awards – we hope this conference will inspire you to apply – deadline 3 May 2005.

For further information see

www.artscouncil.org.uk/artplusawards

book today

→ call now to reserve a place →

01865 488 608

The day will be chaired by **Chris Marsh**, a consultant planner, who is advisor to many large scale development projects, including the London 2012 Olympics bid, and is a member of the board of directors for Public Art Forum.

conference programme:

9-9.30	arrival & registration, coffee
9.30	welcome and introduction by Chair
9.40	conference presentations
11.00	coffee
11.25	workshop session 1
12.05	lunch
1.00	workshop session 2
1.45	workshop session 3
2.30	workshop session 4
3.10	tea
3.40	workshop session 5
4.20	discussion with the panel of speakers, workshop leaders & the conference floor chaired by Chris Marsh
4.50	close & networking reception



conference presentations:

presentation 1

The Successful Partnership – Developer, Local Authority & Artist

Berkeley Homes, Adur District Council and artist Steve Geliot

From planning application to completed scheme, the public art development process requires experience, knowledge, skills and a shared commitment to achieve high quality art works.

The partners in the Shoreham Ropetackle development share their experiences of working on the project, to be completed in 2006.

presentation 2

The Business & Investment Case for Public Art

LandSecurities and Sam Wilkinson

Public art work is increasingly requested by planning authorities and developers for new schemes. But what is its value to businesses, developers, investors and their commercial tenants?

LandSecurities, one of the UK's leading property companies, and art consultants Sam Wilkinson and Philomena Davidson make the case that public art adds value for developers.

presentation 3

Artists & Master-Planning
Ruth Charity, Artpoint

Master-planning is an essential part of urban planning and regeneration. It enables the development of high quality design to shape the future of our town and city centres. Artpoint make the case for the involvement of artists in the master-planning process with examples from the South East and the UK.

presentation 4

The Thomas Heatherwick Studio
Thomas Heatherwick

Thomas Heatherwick Studio was founded in 1994 to bring together architecture, design and sculpture. Current projects include; a Buddhist temple in Kagoshima, Japan; a pedestrian bridge made entirely of glass; and a 30 storey building in London. This year will mark the fruition of a number of major projects for the studio including 'B of the Bang' which, when complete, will be the UK's tallest sculpture, and the recently launched Rolling Bridge - a bridge that opens by curling into a ball - at Paddington Basin in London.

Thomas has served on numerous judging and advisory panels and has given lectures, tutorials and talks at the Royal Institute of British Architects, Bartlett School of Architecture and the Science Museum. Thomas is a Senior Fellow and external examiner at the Royal College of Art and was recently nominated by *The Observer* as one of 80 people who will shape our lives in the 21st Century.

workshop programme:

Delegates are offered a choice of workshops, which can be pre-registered when your conference booking is confirmed. Selected workshops will be repeated during the day to allow delegates to attend a choice of workshops.

Eternal Parents
by Steve Geliot
30ft high carved cedar,
located and inspired by
the River Tamar. A key part
of the Saltmill Millennium
Project, completed in 2001
Photo: Steve Geliot

Woking Galleries
by Marks Barfield
Architects



workshop A The Business Case for Public Art

LandSecurities and art consultants **Sam Wilkinson** and **Philomena Davidson** explore the advantages to developers of investing in public art programmes; and the contribution successful work with artists can offer to a development both on completion and during the design and construction phases.

workshop B The Successful Public Art Partnership

Steve Geliot, Lead Artist, **Jacqui Bladen**, Leisure Development Manager, Adur District Council and **Berkeley Homes South East** will discuss their experience of the ongoing Ropetackle development's public art programme in Shoreham. They will look at methods of building and running a successful partnership throughout the development and construction process.

workshop E The Art of Building Cities

Professor Georgia Butina Watson, Head of the Department of Planning, Oxford Brookes University, will present examples, with case studies, of UK and international public art projects, which have been created as part of the urban design process. She will describe the work of the Department of Planning and recent research into urban planning and public art, followed by a discussion on good practice.

workshop F Access to Public Art in Public and Private Spaces

Stevie Rice, Director of the Disability Development Agency for the South East (DADA South East) and Zoe Partington-Sollinger explore the need for a better understanding of design and access issues in the public art creation process for both public and private locations. She will show examples of contemporary public art which is accessible for people with disabilities, and describe the role of artists with disabilities as contributors to commissioning and making public art.

workshop C Artists and Master-Planning

Ruth Charity, Assistant Director from Artpoint will explore ways in which artists can be involved at an early stage of the master-planning process and influence the future of our town and city centres. The discussion will focus on the range of contributions artists can make: from consultants and creative thinkers affecting the overall planning and development of public spaces; to advocates for high quality design; and curators of imaginative programmes of permanent and temporary visual arts projects for public space.

workshop D Planning Policy

Chris Marsh, a consultant planner and principal lecturer in planning practice at the University of Westminster, and **Louise O'Reilly**, Director of Artpoint, lead a discussion into the current changes in the Planning Law obligations and the contribution public art can make to the the planning process and good design development by architects, urban designers and developers. The discussion will contain recent evidence of the impact of public art work in the planning and design process.

workshop G Corporate Social Responsibility and Public Art

Jane Chambers, Acting Director, Arts & Business (A&B) South East will examine the role and practice of corporate social responsibility (CSR) and how businesses can use the public art process as part of their own programme. Business managers who have practical experience of public art projects and CSR programmes will join Jane in the discussions. She will also advise on the opportunities for support from A&B New Partners scheme and The Project, a joint scheme by A&B and CABE, managed by Public Art South West, which seeks to involve artists in design processes and offers funding awards for bids from UK development partners.

workshop H Advice on Developing Successful Art Plus Bids

This workshop offers advice and support on applicant's bids into Art Plus for the May 2005 round of the award scheme. **Stephanie Fuller**, Public Art & Architecture Officer, Arts Council England, South East, and **David Kay**, Arts Development Consultant for Art Plus, will facilitate a discussion about what makes a successful Art Plus bid, what Art Plus is aiming to encourage in public art and how organisations and artists can prepare their ideas. They will also suggest sources for funding, advice and information for the process of creating public art in the South East.

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3 easy ways to book:

post the completed booking form to:
Art Plus Conference, Short Course Administrator, Centre for Continuing Education,
Oxford Brookes University, Harcourt Hill Campus, Oxford OX2 9AT

fax a photocopy of the completed booking form to 01865 488 601

telephone 01865 488 608 to provisionally reserve a place, then post
or fax the complete form to confirm your place

enquires and information hrnoonan@brookes.ac.uk

please book by Monday 25 October



booking form

section 1 delegate details

title _____
first name _____
surname _____
job title _____
business / organisation _____
address _____

postcode _____
daytime telephone _____
fax _____
email address _____

+++ booking more than one delegate?

please copy and complete this section if
you wish to book further delegates

The Saïd Business School is accessible for
wheelchair users and conference delegate support
facilities can be arranged. Please let us know of any
access, conference facilities or dietary needs of
which we should be aware.

special dietary/mobility/
delegate support requirements

(see over page)



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confirmation

Bookings received before 25 October will receive a written conference booking confirmation and delegate's pack with further conference details, maps and accommodation. After 25 October an email version of details will be sent to you.

hotel accommodation

Why not enjoy an overnight stay in Oxford as part of your conference visit? We have negotiated special delegate room rates with selected hotels. You will be sent details with your conference booking information pack.

terms and conditions **1** Please note that advanced booking and payment is advisable to secure your place. **2** A full refund will be given for cancellations that are received in writing 1 week prior to the conference. **3** No refunds will be made for cancellations received after 7 days before the conference. **4** Non-arrivals will be charged the full fee. **5** A substitute delegate is welcomed at no extra charge. **6** Arts Council England, South East reserves the right to alter the programme without notice.

section 2 delegate places

select the number of places you wish to book and the correct rate

full rates

(corporate, public bodies and organisations)

early bird rate £ 140.00 plus vat (£164.50 inc)
for early booking made by 15 October

standard rate £ 175.00 plus vat (£ 205.62 inc)
for booking made after 15 October

artists & individual's rate

£ 40.00 plus vat (£ 47.00 inc)

I would like to book place(s)

early bird rate

standard rate

artists & individual's rate

section 3 payment details

• please find cheque enclosed

(payable to Oxford Brookes University)

• please debit my credit / debit card

(Visa / Mastercard / Access / Amex / Switch / Delta)

Please circle to specify

Card No _____

Start Date _____

Expiry Date _____

Issue No (where applicable) _____

Amount £ _____

Signature _____

Name of Cardholder _____

Card Billing Address _____

Postcode _____

Cardholder's signature _____

• please invoice

(for applications being funded by their employers)

Name _____

Organisation _____

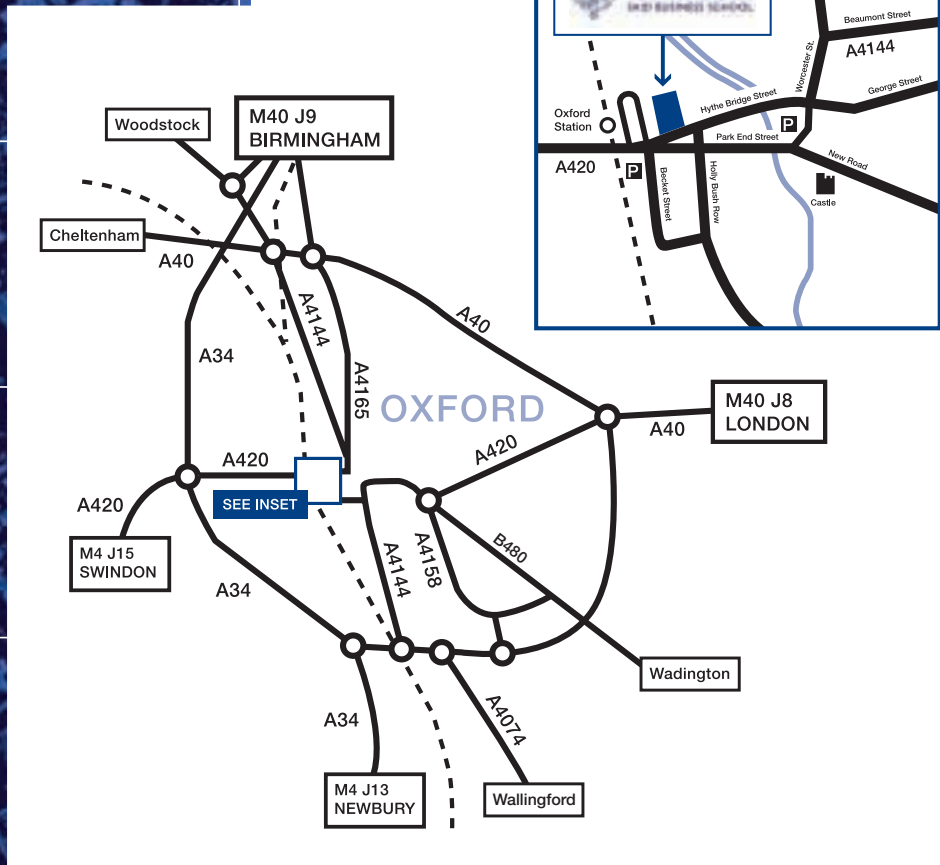
Address _____

Postcode _____

Your Purchase Order No. _____

Applicant's signature _____

location



contact



01865 488 608

for general information or to reserve places

for further information see www.artscouncil.org.uk/artplusawards

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