

PUBLIC ART - LAGANSIDE

Laganside considers the provision of public art is an integral aspect of a regeneration strategy which seeks to create distinctive and memorable public places which are the setting for private investment and for residential, commercial and leisure activity.

Laganside Public Art Strategy

Strategic Objectives

- Identity – creating a strong sense of place recognisable nationally and internationally.
- Economy – Public Art adds to the quality and investment in an area in encouraging additional investment.
- Environment – encouraging high standards of design and use of public space.
- Partnership – Working in partnership with funders, statutory organisations and the community; encouraging closer links between artists and building professionals.
- Quality – diversity in selection to stimulate interest.

Integration with Development Objectives

The public art strategy is seen as an integral part of the Corporation's Development Strategy. The location, scale and type of art piece should reflect the overall development objectives such as:

- promoting regeneration of development site
- enhancing public realm within development sites
- where possible form an integral part of an infrastructure-led approach which triggers private investment.
- emphasise the river corridor and the integration of Laganside and the City Centre along priority linkage routes.
- reflect local history where appropriate.

Public Art pieces form a hierarchy in relation to the development strategy comprising:

- Landmarks
- Gateways

- Site Specific
- Community Pieces

Partnership

Community

Consultation

Development

Cathedral Quarter

Equal Opportunities

Disability Issues

Public art and art related activities will be developed within the context of Corporate Plan priorities, area development frameworks and a Laganside Arts Strategy. An Arts Panel comprising representatives of Belfast City Council, the Arts Council, funders of public art and recognised professional and community arts organisations will meet regularly and advise the Board on such matters.

LOCATION OF ARTWORK

Interlinked with current/impending development/community programme priorities.

Smaller scale community art works have also linked with key development priorities but have addressed community objectives such as involving the community and improving the quality of life for the community and individuals.

DESIGN CONTENT

The content of the art is based on a number of key issues including the key criteria above. All artworks commissioned by Laganside are considered site specific and thus are designed to fit into a particular space and theme.

The production of the design can be divided by two options:

- Artist designed
- Artist designed with community input in the design process

The type of content is normally addressed in the artist brief, whether the work should involve the community in the design or whether an artist has been given the task of producing a unique design.

Laganside Corporation fully supports both means of design, particularly directly commissioning an artist to design works of national/international standard and reputation.

PROCUREMENT

Best practice will be sought in the commissioning of public art. Developers will be encouraged to incorporate art within regeneration schemes.

- Open competition – national and international publicity (press/art magazines)
- Limited competition – 4-6 artists shortlisted, fee paid to develop proposals and maquettes
- Direct invitation – choosing a specific artist for particular reasons
- Purchase of existing work – direct from studio, gallery or open submission

SELECTION PROCEDURE

The main criteria for selection of works are:

- Quality of design
- Suitability of scale
- Imagery
- Choice of materials
- Colour and texture
- Environmental context
- Function and usage of proposed site (business, community, visitors)

COMMUNITY INVOLVEMENT

Community involvement fosters a sense of identification and ownership of public realm. Community involvement and participation promotes and reflects a sense of civic pride.

Laganside are keen to encourage community involvement, through consultation, discussion and creating and celebration of artworks.

Art and cultural development is about raising morale, environmental awareness and civic pride.

Community involvement has been twofold:

- Involvement of the community in the selection of artists
- Representation on selection panels and involving the community in the design of projects.

PERCENTAGE FOR ART

More recently Laganside adopted a percentage for Art Policy in 1998, which approved a percentage of the overall development cost (of sites in Laganside ownership) to be directed to public art. This policy will impact the location of some new artworks in Laganside, which will be commissioned and installed by developers. Potential site to date include the Four Corners in Cathedral Quarter and the Donegall Quay Development Site.

LAGANSIDE PUBLIC ART PANEL

An Art Advisory Panel, representing local and national art interests, makes art recommendations to the Laganside Board.

The Arts Panel members were selected via nomination from their relevant organisations. The organisations represent a wide range of public art interests including:

- Laganside Board
- Arts Council for NI
- Belfast City Council
- Arts and Business
- Community Arts Forum
- Artists Association of Ireland/Visual Arts Association of Northern Ireland
- Sculpture Society of Ireland
- Royal Society of Ulster Architects

ART SELECTION PANEL

Laganside Board & Staff

Landowners / funders;

Community/local business interest

Arts Council

Belfast City Council

Artist, (AAI/SSI)

Advisors

Laganside Staff

Engineering

Landscape design

Architectural

Arts consultant

Arts information

Laganside has produced an 'Arts Trail' leaflet, which is currently being updated, setting out information on all Public Art Works in the Laganside area. Laganside are currently involving Section 75 groups in reviewing the updated leaflet.

Future Strategy

The development priorities within the context of the current Corporate Plan sets out a number of key priorities which impacts the Art Strategy. This includes completion of the regeneration of existing sites, implementation of the Cathedral Quarter Strategy, enhancing linkage with the surrounding areas, creating unique and memorable places and identifying further development opportunities.

Community is also a key issue in the Corporate Plan, which will be implemented within the public art programme. This includes ensuring community benefit and involvement; taking a holistic and innovative approach; encouraging community participation and keeping the community informed with the aim of providing an improved quality of life for communities and individuals.