

Committee(s):	Date(s):
Culture, Heritage & Libraries	27 May 2014
Subject: City Arts Initiative: recommendations to the Culture, Heritage and Libraries Committee	Public
Report of: Director of Culture, Heritage and Libraries	For Decision
Summary	
<p>This report presents the recommendations of the City Arts Initiative which met on 30 April 2014. The group considered the following proposals:</p> <ul style="list-style-type: none"> • Paddington Bear statue trail • ‘Fields of Battle, Land of Peace 14-18’: photography exhibition • SANE: Black Dog Campaign statue 	
Recommendations	
<p>It is recommended that:</p> <ul style="list-style-type: none"> • The Paddington Bear Trail application be approved, subject to a reduction in the number of sculptures (from ten to five) • Fields of Battle, Land of Peace 14-18 be approved subject to funding being secured • SANE: Black Dog Campaign statue be rejected 	

Main Report

Background

1. The City Arts Initiative was established to improve the management of public art in the City. It provides advice to your Committee and other service Committees as appropriate on proposals for new public art, the maintenance of the City’s existing public art and, if necessary, decommissioning.
2. Your Committee appointed your Chairman, Deputy Chairman and Barbara Newman to sit on the City Arts Initiative Group in the 2014/15 Committee year.

Current Position

3. The City Arts Initiative met on 30 April 2014 to consider three applications: a Paddington Bear statue trail, an outdoor exhibition of photography of WW1 battle sites and the installation of a black dog statue for the charity SANE.
4. Full details of the applications are available on request from the Director of Culture, Heritage and Libraries.

Proposals

Paddington Bear statue trail

5. It was proposed that ten statues of Paddington Bear be placed at sites throughout the Square Mile, including St Paul's Cathedral, Guildhall Yard, Royal Exchange etc, as part of a trail formed of approximately fifty statues which will be placed across London from w/c 6 October to Christmas 2014.
6. Each statue will stand at around 3'6" high and will be customised by leading designers and artists with designs tailored to sites where possible.
7. After the trail the statues will be auctioned for charity and all proceeds will go to Action Medical Research for Children.
8. The trail is part of a celebration of Paddington Bear around the release of Paddington's first feature film at the end of November 2014. It is expected to drive visitor footfall to the City, and should particularly appeal to family audiences in the lead up to the festival period.
9. The City Arts Initiative noted that due to the quantity of these kinds of applications the number of statues in the City should be reduced to five and assurance should be garnered as to the project's charitable objectives and the quality of the artwork with which the statues will be decorated.
10. The City Arts Initiative recommended this for approval subject to satisfactory answers being given to the questions raised above and the applicant securing the appropriate licenses.

'Fields of Battle, Land of Peace 14-18': photography exhibition

11. A proposal to install an exhibition of landscape photography by Michael St Maur Shiel depicting the battle fields of the First World War as they are today, to take place in the Guildhall Yard for the month of August 2015.
12. The exhibition is for outdoor, on-street display and consists of 20 triangular, free-standing, weighted stands. The images are currently on display in Paris and will be in St James' Park from August to November 2014, as well as touring other sites around the UK over the next four years.
13. The quality of the photographs, and the subject matter, was commended. However, no funding has yet been found for this exhibition (the St James' Park exhibition is being funded by HLF) and it would be contingent upon this.
14. The City Arts Initiative recommended this for approval subject to funding being found. The exact venue and dates would be confirmed after this has been secured.

SANE: Black Dog Campaign statue

15. It was proposed that one statue of a black dog, decorated by Joanna Lumley, be positioned in the City as part of SANE's nationwide campaign to raise awareness of mental illness and the charity's work from May 2014 for three months.
16. The effectiveness of this campaign and the artistic value of the piece were questioned.
17. The proposal was therefore recommended to be rejected by Committee.

Corporate & Strategic Implications

18. The City Arts Initiative was formed to support the City's management of public art which supports the "vibrant and culturally rich" strand of the City Together Strategy and the delivery of the City's Cultural and Visitor Strategies.

Conclusion

19. This report summarises the discussions of the City Arts Initiative and presents recommendations in relation to the public art applications considered on 30 April 2014.

Appendices

None

Background Papers:

Full details of the applications are available on request from the Director of Culture, Heritage and Libraries.

Emma McGovern

City Culture Executive, CHL

T: 020 7332 3567

E: emma.mcgovern@cityoflondon.gov.uk