

Committee(s)	Dated:
Culture, Heritage and Libraries	5/12/2016
Subject: City Arts Initiative: recommendations to the Culture, Heritage & Libraries Committee	Public
Report of: David Pearson, Director of Culture, Heritage and Libraries	For Decision
Report author: Alex Hugo, Culture, Heritage and Libraries Department	

Summary

This report presents the recommendations of the City Arts Initiative (CAI) which met on 10 November 2016. At this meeting, the CAI considered the following proposal:

1. **Blackfriars Bridge Foreshore - hoarding commission *Air-Map***: a proposal by Bridget Sawyers of Tideway as part of the Blackfriars Bridge Foreshore project, developed via community engagement with pupils from City of London School to animate the building site hoardings.

Recommendation(s)

Members are asked to:

- Ratify the City Arts Initiative's recommendations in relation to the above proposal as follows:
Blackfriars Bridge Foreshore - hoarding commission *Air-Map*: approve subject to credits appearing in pavement sections only, consultation with TfL being undertaken and acknowledgement of the City of London School being clearly shown.

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 2015/16 Committee year.
3. Apart from officer time handling enquiries and looking after the installations, there are no resource implications other than where specifically noted.

Current Position

4. The City Arts Initiative met on 10 November 2016 to consider the proposal outlined below.
5. Full details of the all applications to the City Arts Initiative are available on request from the Director of Culture, Heritage & Libraries.

Proposals

Blackfriars Bridge Foreshore - hoarding commission *Air-Map*

6. The CAI received a proposal from Bridget Sawyers of Tideway for a temporary artwork to animate building site hoardings along the Blackfriars Bridge Foreshore. This is part of a changing programme of artwork on these hoardings and will replace the current design from February 2017 for a period of around two years.
7. The artwork has been developed by artist Joy Gerrard. It builds on an earlier commission, produced in collaboration with twenty-four year 9 students (13-14yr olds) at City of London School over several weeks in the summer term of 2016 that resulted in artwork for a hoarding at Blackfriars as part of Thames Tideway Tunnel's enabling works (to the east of Blackfriars Bridge).
8. This new design takes the initial themes of the first artwork – mapping and engineering in relation to concepts of flow and the engineering going on beneath the surface of the River Thames – to produce a more complex sequence of images.
9. Working with diagonal lines, distinct sections along the hoarding are demarcated with a background palette of pastel colours to encourage the eye to flow and move along the length of the artwork. Within these sections circular forms of various scales show graphic elements and photographs. The graphic elements respond to the idea of mapping, using geometric shapes, line and form to suggest the movement and flow in an urban setting. The photographs reveal sequential experiments, produced in the workshop and studio, of coloured water flooding into tanks constructed by the artist to explore the control of water.
10. The CAI discussed the fact that the hoarding was directly abutting the road with no pavement space. It was therefore agreed that the applicant should put any information such as credits in section A (where there is pavement) to avoid pedestrians trying to stand in the roadway to read them.
11. The CAI also highlighted the need for consultation with TfL given the road is theirs and because of the potential that the hoarding may be distracting for drivers.
12. Overall, the panel was supportive of the design with the caveat that the acknowledgement of the City of London School be clearly shown.

13. The CAI therefore recommends that this proposal be approved with the stipulation that the credits appear in pavement sections only, consultation with TfL is undertaken and acknowledgement of the City of London School is clearly shown.

Corporate & Strategic Implications

14. The City Arts Initiative was formed to support the City's management of public art which supports the delivery of the City's Cultural and Visitor Strategies.

Conclusion

15. This report summarises the discussions of the City Arts Initiative and presents recommendations in relation to the public art application considered on 10 November 2016.

Background Papers

Full details of the applications received by the City Arts Initiative are available on request from the Director of Culture, Heritage & Libraries.

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