

Appendix 1: Culture Mile Pop Ups 2017-18

Part 1: Pop Ups Objectives

Part 2: Draft programme for 2017-18

Spring: theme- ‘Opening Up’. Programme includes:

- ‘Legible London’ signage
- Beech Street 59 Productions: large-scale lighting event
- Beech Street installation: Jason Bruges Studio
- Colourful Crossings
- Other items, e.g. a lighting installation at the Aldersgate – Beech Street junction

Summer: theme – ‘Festival’. Programme includes:

- New street furniture in the Culture Mile
- Smithfield Market 150th Anniversary festival

Part 1: Pop Ups Objectives

Culture Mile Pop-ups: Public Realm Programme and Objectives

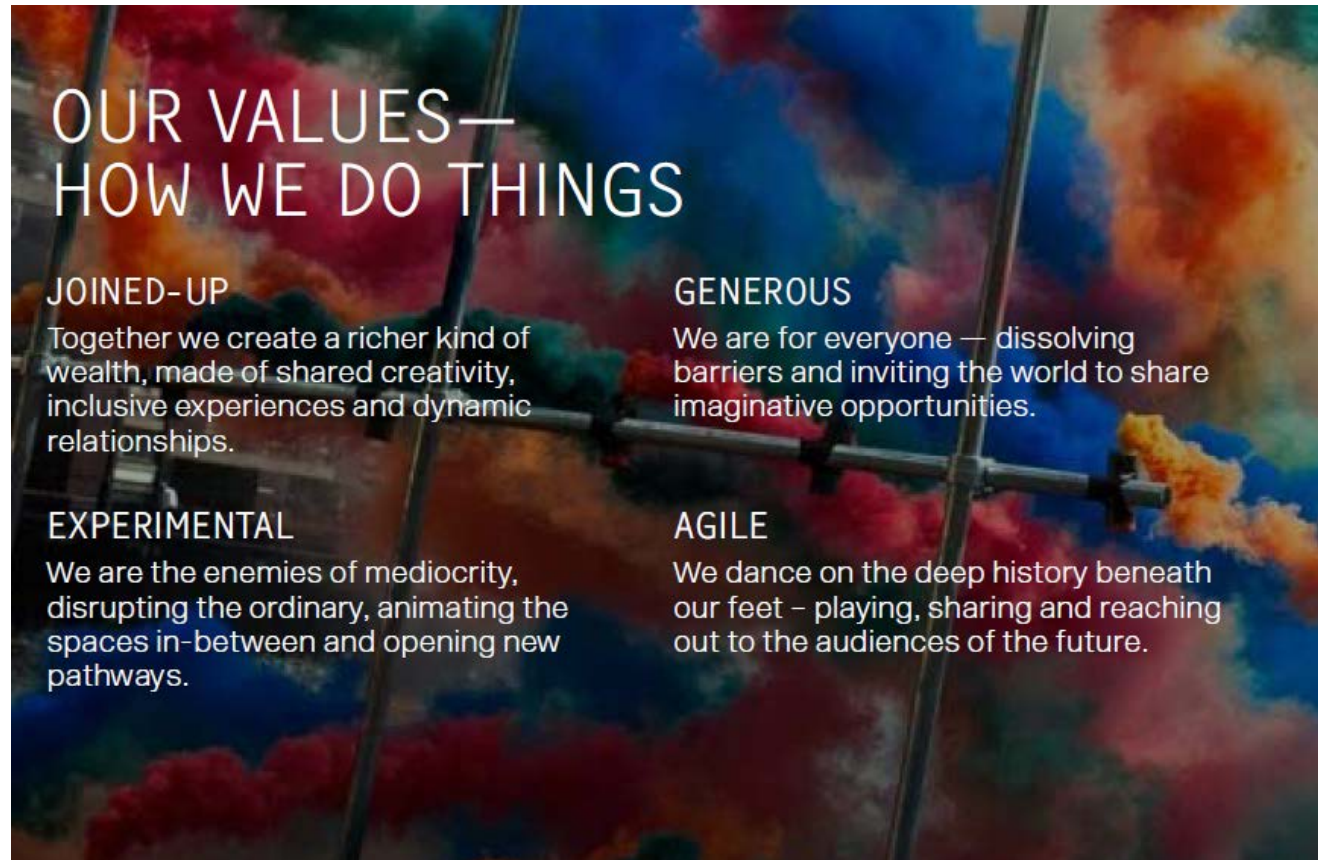
“Animating the Spaces in-Between”



The *Culture Mile Pop-Ups* are a series of Public Realm interventions designed to animate the area and improve the visibility of arts and culture on the streets. In 2018 the Public Realm team will seek to improve the visitor experience and promote *Culture Mile* with a continued programme of temporary installations. Activity would include public art, lighting and sound installations, exhibitions, events, workshops, wayfinding, seating and greening. The *Culture Mile Pop-Ups* support the City's wider Cultural Strategy, and will provide further opportunities for collaboration with *Culture Mile* partners, champions and stakeholders in the public realm.

Part 1: Pop Ups Objectives

The *Culture Mile Pop-Ups* will improve and enliven the public space in the area, in a way that encapsulates the spirit of the *Culture Mile* values and purpose. *Culture Mile* values explain how we will work as a *Culture Mile* partner to “**open minds, challenge prejudice and change perceptions – of the world, of the City, of ourselves. Creating Dividends – enriching lives.**”



The vision for the public realm works in support of the ‘Look and Feel Strategy’ for the area and the ambitions of *Culture Mile*.

Part 1: Pop Ups Objectives

To embrace creativity and cultural content in our shared spaces, celebrating Culture Mile as an engaging destination for locals and visitors.

What we want the Pop-ups to do:

Our overarching aim is to 'animate the spaces in between' in Culture Mile.

The Public Realm team will build a programme based on the following aims:

1. Curate a regular programme that responds creatively to the area and Culture Mile aims
2. Activate the Public Realm as a creative and social space, in line with the Look and Feel Strategy, which seeks to improve the public experience of Culture Mile
3. Provide creative platforms and forums for partners, champions and locals to collaborate and engage in future change for the area
4. Engage a wide audience in Culture Mile through the programme, encouraging greater take up of the cultural offer, and changing perceptions of the area

Part 1: Pop Ups Objectives

In order to achieve this, the Public Realm team will:

- **Work with the Partners** to encourage 'taking the inside out'. A collaborative approach to programming in the public realm will join up the area and create wider engagement with the cultural offer.
- **Work with champions** to promote a creative sector. Culture Mile can create new platforms to share ideas, support a cultural community and open up more shared spaces for creative programming.
- **Programme in public spaces** to create unique creative and social interactions. Culture Mile can transform spaces, provide new artistic opportunities and engage audiences in a shared cultural experience.
- **Improve the Public Realm** creatively in the short term, in line with the 'Look and Feel Strategy', to reflect the changing dynamic of the area. Culture Mile should give a warmer welcome and clearer understanding of the area to locals and visitors, as well as test ideas for longer-term improvements.
- **Champion learning and education** work by working with partners to support creative programmes and provide artistic platforms in the public realm.
- **Commission new work** to allow international and developing artists the opportunity to respond to Culture Mile. Giving the opportunity to create unique interventions and share ideas within the public realm.
- **Programme collaboratively** to promote Culture Mile as a cultural destination. Links can be drawn with wider creative programming in London, including festivals, major events and local programming, to reach new audiences.
- **Consult with stakeholders** through Culture Mile Pop-Up programming in order to gather feedback and data to assist with evaluations and measuring Culture Mile success.

Part 2: Draft programme for 2017-18

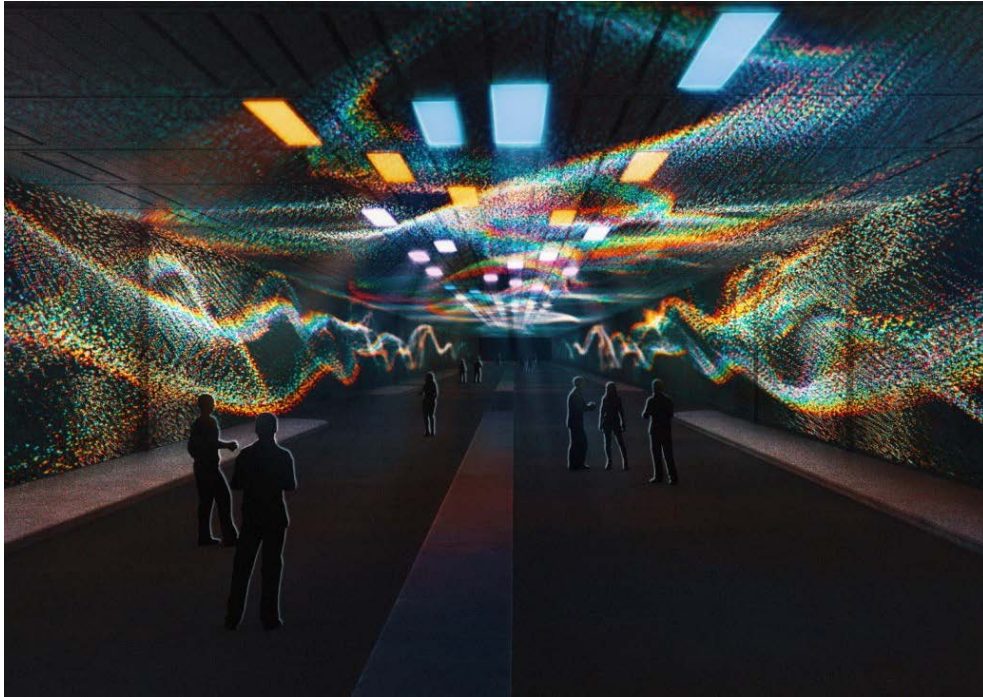
Legible London:

Signage to be installed directing visitors to and from Barbican tube station and the Barbican Centre, Barbican Library, Guildhall School and Museum of London



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Beech Street - 59 Productions event:



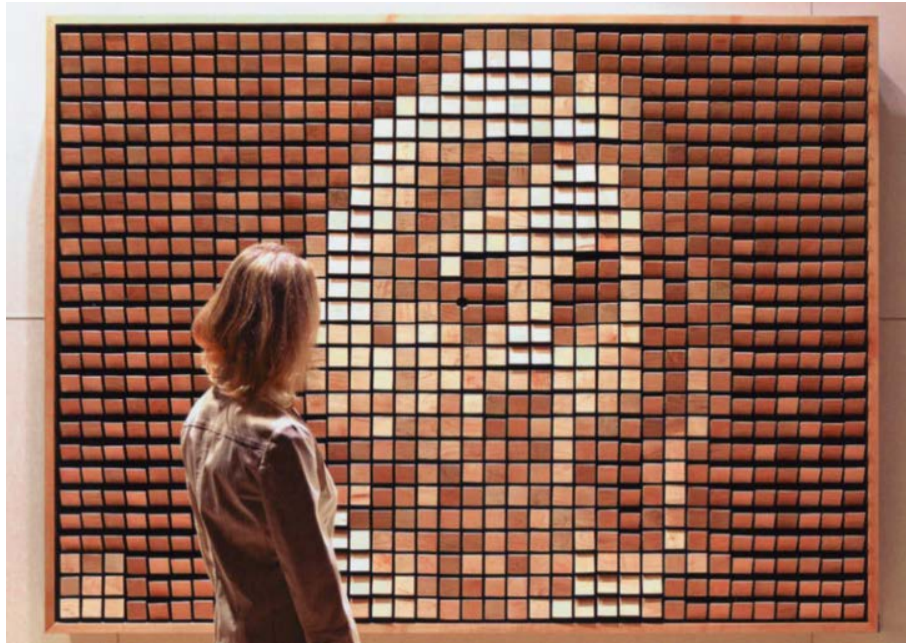
Concept for Beech Street large-scale lighting event

Part of open fest: a large-scale family festival



Part 2: Draft programme for 2017-18

Beech Street: Jason Bruges Studio installation



Concept for Jason Bruges Studio installation

Indicative location: southern side of Beech Street



Part 2: Draft programme for 2017-18

Colourful Crossings



Example of colourful crossing in Brixton

‘Colourful Crossings’ to be implemented at the Beech Street/ Aldersgate Street junction

Example of colourful crossing in Southwark



Part 2: Draft programme for 2017-18



New playful, design-led street furniture in the Culture Mile;
Smithfield Market 150th Anniversary festival;
Art installations on walls;
lighting installation at the Aldersgate – Beech Street junction

