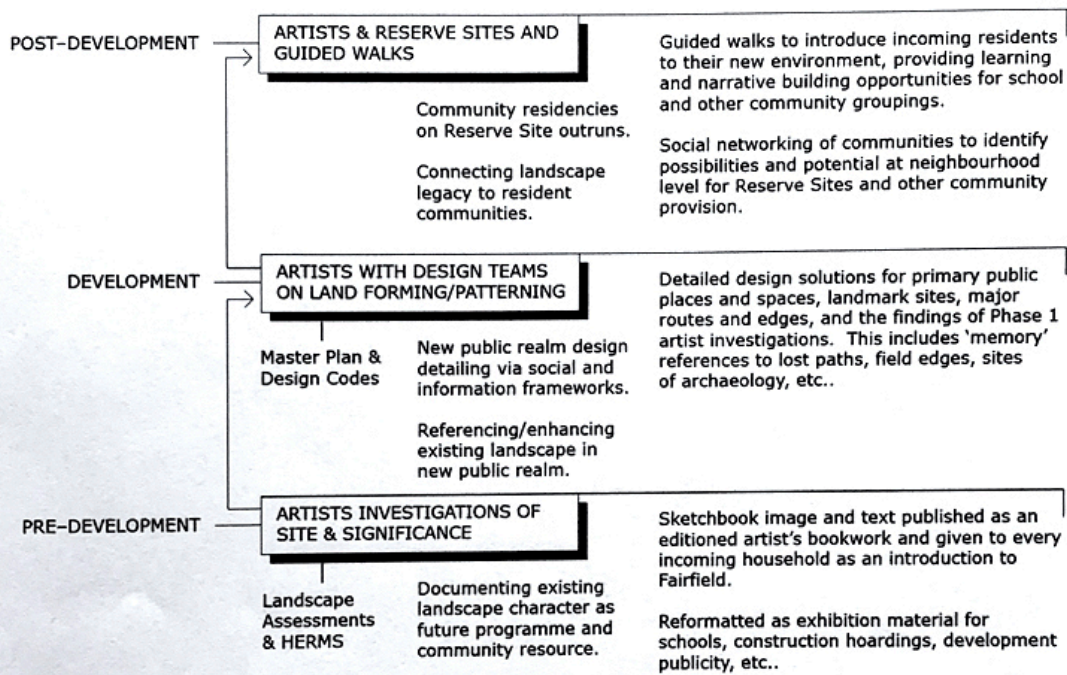


2008 Fairfield Public Art

FAIRFIELD

Public Art Plan – Image & Identity



NOTES

Working definition of public art (ixia): "a process of engaging artists' creative ideas in the public realm."

Artists' roles in development:

1. artists as members of design teams, working collaboratively and contributing to the use and form of developments through research, reflection and propositions in relation to context;
2. artists working to creatively engage with communities in order to explore and articulate issues of significance;
3. artists working as commentators and provocateurs producing either permanent, temporary or process based public art.

Summary Benefits (ixia):

- generate pride in an area
- increase sense of ownership
- develop cultural identity
- change an image
- encourage new partnerships within local communities
- create distinction, character and identity
- contribute to quality of life, through good design and high quality surroundings.

WORKING NARRATIVE

Public Art: The public realm and public art strategies will work together in an integrated fashion, whereby the public realm will be the public art. This concept will take the form of land art or patterns on the landscape rather than individual sculptures or elements sitting within a landscape setting. The public art strategy will...evolve and come to fruition as the development proposals for the site are finalised.

Sense of Place: The different components within the landscape proposals will be of a high quality and will seek to create distinct and locally attractive places for people to live, enjoy and experience. [Lovejoy]

Special Places: ...create different site-specific character areas enhancing the sense of place... [Lovejoy]

OVERARCHING THEMES (Public Realm/Landscape and Public Art)

- development of internal (people-focused) and external (physical place) image and identity;
- notions of 'great time' - when past, present and future are collapsed together as a 'perfect moment';
- opportunities for small time dwelling (spending time) and learning about place.