

PUBLIC ART STRATEGY AND INDICATIVE PROGRAMME – DEVELOPMENT PHASE 1996/97

1. FUNDING CONTEXT

Arts Council eight criteria for capital lottery applications:

- benefit to the public
- financial viability and quality of management
- partnership funding
- quality of design and construction
- quality of arts activities planned
- relevance of projects to local, regional and national plans for arts development
- involvement of artists, craftspeople and film/video makers
- quality of plans for education and marketing.

2. JUBILEE ARTS CORE VALUES

- the creative, imaginative and innovative desires of people should be celebrated and explored;
- the creative work of artists in many forms should be central to the project programme;
- communities of interest share cultural values and these are assets of both local distinctiveness and global significance;
- socially produced work is of the same value as work which is produced within the Western context and traditions of the individual artist;
- the industrial, cultural and social heritage of the people of Sandwell, the Black Country and the West Midlands should be celebrated;
- all cultural work can inform and illuminate life, thus access to the means of production, distribution and presentation of cultural goods should be extended and made available to all people in all sectors of the community.

3. JUBILEE ARTS POLICY STATEMENTS

The policy for public art reflects that of Jubilee Arts, particularly in terms of Jubilee's vision and mission statements.

3.1 MISSION

The development of viable projects and programmes for a fairer society based on people's true creative potential using the medium of arts in the community, developed sensitively and authentically and communicated through exhibition/exposition, training and business opportunities.

3.2 VISION

Jubilee Arts has primarily undertaken the role of enabling local communities to express themselves, their ideas, their culture and history through a variety of art forms. We provide skills and opportunities which enable creative work to be undertaken to the highest possible standard.

3.3 POLICY FOR PUBLIC ART

Similarly, the policy for public art and artist involvement should reflect the main aims of Jubilee Arts, particularly:

- to restore dignity to local people who have become marginalised in society through poverty, illness, cultural origin, old age, unemployment, etc.; and to empower them to help themselves.
- to become firmly established as a creative centre of prime importance in the West Midlands.

4. c/PLEX PUBLIC ART PROGRAMME

4.1 CONTEXT

- arts content of c/PLEX
- Arts Lottery Criteria, particularly:
 - benefit to the public
 - quality of design and construction
 - quality of arts activities planned
 - relevance of projects to local, regional and national plans for arts development
 - involvement of artists, craftspeople and film/video makers
 - quality of plans for education and marketing.
- WMA Capital Arts Strategy
 - infrastructure and provision
- WMA Policy development
 - public art
 - architecture

4.2 KEY FACTORS

- arts infrastructure
- innovative practice
- involvement of others
- art and architecture

4.3 COMPONENTS (RSS SCHEME)

Tactics **to compensate for the architecture**
 to mediate with the architecture
 to be neighbourly with the architecture

- New Build
 - Creative Gallery
 - Public Square
 - other New Build
- Tower
 - art and architecture (including West Midlands Regional Alliance for Art & Architecture)
 - community spaces (local)
 - public square choreography (sound, light, projection)

- 4-C
 - training (including MA programme at Wolverhampton University)
 - production (including local/Sandwell manufacturing base)
 - local/regional presentation (strategic)
 - distribution (including exhibition)
 - AIM (WMA policy on resource distribution to visual arts practice as from 1999)
- parallel projects
 - art partnerships (ie. Ikon Gallery)
 - communities (geographic and issue)
 - site (c/PLEX)

5. PUBLIC ART LINKS TO JUBILEE ARTS

The c/PLEX Public Art Programme links to Jubilee Arts project work through the following shared activities.

- helping agencies
- telling communities' stories
- making statements
- using the arts to innovate
- developing and extending Black Country culture
- developing international links and exchanges
- training for cultural development
- supporting community partners.

5.1 PUBLIC ART SPACE FOR JUBILEE ARTS

The c/PLEX Public Art Programme literally makes space for Jubilee Arts through:

- the celebration and exploration of the creative, imaginative and innovative desires of people as evidenced by:
 - 4-C Production, Training, Presentation, Distribution
 - the c/PLEX Public Art commissioning programme
 - the c/PLEX Public Square events.
- the centrality of the work of artists as evidenced by:
 - the consultation and commissioning processes
 - the creation of a c/PLEX Artist Database linked to public art
 - the c/PLEX Public Art commissioning programme
 - 4-C Production, Training, Presentation, Distribution
 - the Focus Gallery programme – making, doing, seeing art work.
- the shared cultural values as assets of local distinctiveness and global significance as evidenced by:
 - the development of the Performance Triangle within the c/PLEX Public Square
 - the c/PLEX Public Art commissioning programme, particularly the Tower to Cultural Democracy

- the c/PLEX Public Art commissioning programme, particularly the residency linked commissions 'Site Investigation', 'The Stuff', 'Glass', 'Archive'
 - live performances commissions, i.e. the commissioned 'Performance of Place' and 'The Sound of c/PLEX' and subsequent events programmes to be developed with Sandwell MBC and others.
- the celebration of industrial, cultural and social histories and heritage as evidenced by:
 - the c/PLEX Public Art commissioning programme, particularly the residency linked commissions 'Site Investigation', 'The Stuff', 'Glass', 'Archive'
 - the c/PLEX Public Art commissioning programme, particularly through identification of site-specific colour and material palettes and the 'Water Line' commission.
 - the making available to all people the access to the means of production, distribution and presentation of cultural work and activities as evidenced by
 - 4-C Production, Training, Presentation, Distribution
 - the development of the Performance Triangle within the c/PLEX Public Square
 - the Focus Gallery programme – making, doing, seeing art work.

5.2 PUBLIC ART GAINS FOR JUBILEE ARTS

From these, the c/PLEX Public Art Programme provides:

- commissioning processes firmly routed with local people and local places which clearly underpin issues of community development, environmental improvement, arts development and district/regional identity;
- opportunities to investigate new programming possibilities to ensure flexibility and continued relevance;
- the provision of information, professional training and advice at local and regional levels which enhance the skills and conceptual understanding of artists, makers and communities in Sandwell and the wider West Midlands region.