

A MANIFESTO FOR THE PUBLIC ARTS

The Arts, People, and Place

We are passionate about the importance of place in our society and committed to promoting the role of artists and the arts in putting culture at the heart of placemaking.

We define the public arts as any creative cultural activity taking place in a public context --- visual art, performance, procession, music, carnival, digital art, spoken word, temporary installation, pyrotechnics, and much else --- often including local participation and always responding to a sense of place.

Why A Manifesto?

- The importance of place in our diverse society is fundamental, yet our urban and rural landscape and buildings are often marred by soulless developments.
- Culture is as important to successful place-making as business, housing, jobs, and transport, but is often seen as an optional extra.
- The arts can benefit individuals and communities and contribute to cultural well-being and social cohesion. Their value, though hard to quantify, is a significant part of successful place-making.
- The arts are important in the development of active citizenship, which begins with their ability to support our education system.
- Artists and creative practitioners can contribute to all stages of the planning and design process, to public engagement, and to the animation of public space, but are not normally involved.
- The public arts do not have to be bland, disconnected from place and community, designed 'by committee', poorly programmed, administered or executed, or 'bolted on' to existing designs.
- The creative vision of artists is sometimes lost within mistaken notions of public participation, or expectations that over-emphasise social outcomes at the expense of imagination and artistic quality.
- Within the built environment and public realm management professions there are some who are unaware of, or even hostile to, the arts.
- There are also people who believe the arts, their making and enjoyment, are restricted to certain purposes, people, and contexts.

We Believe.....

- The consideration of culture through the public arts should be seen as a joyful obligation that is fundamental, not ornamental, to every significant initiative impacting the public realm.
- The public arts have the potential to help regenerate and revitalise all of our urban spaces, towns, and parks, and to play a vital role in stimulating a successful people-centred economy in the service of a democratic society.
- Artists, performers and cultural practitioners can contribute creative thinking and design and placemaking skills; help engage people of all ages and backgrounds in debating, understanding, planning, and designing the public realm; help animate and enhance a meaningful sense of place through their individual vision and working with communities. • Like placemaking, the public arts belong to everyone - the public, institutions, agencies, the creative industries, property developers, community groups and leaders, as well as politicians in national and local government.

We Are Calling For.....

....a renaissance of the public arts and creativity inspired by ideas, experimentation, learning, and participation.

1. ***A step change*** in how our built environment and public spaces are regarded and in the knowledge and skills needed to making ordinary places better, with the arts at their core.

2. **The public arts to be re-defined** and practised in an imaginative, multi-artform, cross-disciplinary and participatory way, recognising the individual vision of artists within a dynamic mix of professionals and citizens.
3. **The education system to recognize the value** of giving young people participatory access to the public arts within a creative democratic education.
4. **The inclusion of the public arts** in the education and ongoing skills development of built environment professionals, engineers, public realm managers, and local authority officers and members.
5. **A greater encouragement of the arts** and culture in the implementation of the National Planning Policy Framework.
6. **The introduction of an Artistic and Cultural Audit** in Local and Neighbourhood Plans, and within or alongside Design and Access statements in planning applications of significant scale or impact.
7. Well-considered **technical infrastructure and strategic cultural planning** to underpin newly built or regenerated spaces as creative hubs for communities.
8. **An innovative and more robust approach to financing** the public arts, developed by the sector with Arts Council England and other key organisations.
9. **Government at all levels to play an enabling role** through developing, funding and implementing effective policy that promotes the public arts through its own procurement system and as part of the overall context for placemaking.
10. **A new gathering of 20 sector leaders** --- artists, cultural and built environment professionals, educators, politicians, business people, and active citizens – to champion the role of the arts and artists nationally.

Please Pledge Your Support for this Manifesto

<https://www.surveymonkey.co.uk/r/MWTX5X8>

Email: manifesto@beam.uk.net

Further information – Kate Watson kate@beam.uk.net 07718 564 376

Pledges to date – *Natasha Almond* – *Living Interiors*, *Jane Anderson* – *Models for Practice*, *Jan-Erik Andersson* – *Anderssonart*, *Cllr Tim Ashton* – *Lancashire County Council*, *Colette Bailey* – *Metal Culture*, *Christopher Bailey* – *York@Large*, *Ian Banks* – *Atoll*, *Lewis Biggs* – *Folkestone Triennial 2017*, *Leanne Buchan* – *Leeds City Council*, *Yvonne Carmichael* – *Vespertine*, *Matthew Carmona* – *The Bartlett School of Planning*, *Christine Davis* - *The Architecture Centre*, *Diane Dever* – *Folkestone Fringe*, *Claire Doherty* – *Situations*, *Andrew Dixon* – *Ccpltd*, *Trudi Entwistle* – *The Leeds, School of Art Architecture and Design*, *Jo Fairfax* – *Jo Fairfax Studio*, *Scott Farlow* – *Artist*, *Max Farrell* – *Farrells*, *Brighdin Farren* – *Place NI*, *Sarah Fisher* - *Open Eye Gallery*, *Rosie Freeman* – *The Brick Box CIC*, *Adrian Friedli* - *Yorkshire & Humber Visual Arts Network*, *Mandi Grant* – *Artist*, *Julia Guerra* – *Individual*, *Rebeka Haigh* – *Frolicked*, *Roger Hartley* – *Bureau of Silly Ideas*, *Jonny Hayes* – *BRTA*, *Jess Hopkins*, *Karen Houghton* - *Ancoats Dispensary Trust*, *Jill Howitt* - *Hull School of Art and Design*, *Lotte Inch* – *Lotte Inch Gallery*, *Peter Karpinski*, *Place Alliance*, *Jude Kelly*, *South Bank Centre*, *Lucianne Lassalle* – *Artist*, *Lassalle Art & Design*, *Mat Lazenby* – *LazenbyBrown*, *Viv Lever*, *Tom Lonsdale* – *Placecraft*, *Marcia Mackey* – *The Arts Barge Project*, *Greg McGee* – *According to McGee*, *Myriam Metcalf* - *On the Verge (CIC)*, *Damian Murphy* – *University of York*, *Monica Nagore-santandreu*, *Lucy Natarajan* – *UCL*, *John Orrell* – *DLA Design*, *John Oxley* – *bellevuestudio*, *Philip Parr* – *Parrabola*, *Ann Petherick* - *Kentmere House Gallery*, *Michael Pinsky* – *Delcroix Pinsky*, *Ben Porter* – *Plastic Fortune*, *Esther Priestley* – *City of York Council*, *Toby Putnam*, *Charles Quick* – *UCLAN*, *Tiff Radmore* - *Crafts Council*, *Aldo Rinaldi* – *Bristol City Council*, *Sally Robertshaw* – *MADE*, *David Rudlin* – *Urbed*, *Victoria Sheppard* – *Kirklees College*, *Andy Smith* – *Artist*, *Kate Sweeney* – *Perspective*, *Gill Sykes* – *Newmillerdam alc*, *Paul Thackeray* – *Thackeray Design*, *Owen Turner* – *United by Design*, *David Walton* – *LCF Barber Titleys*, *Geoff Wood* – *Working parts Ltd*, *David Wright* - *Commission Projects*.

The Arts and Place initiative emerged from the *Farrell Review of Architecture and the Built Environment 2014* (<http://www.farrellreview.co.uk/>) and has been adopted as part of the newly-formed Place Alliance movement (<https://www.bartlett.ucl.ac.uk/placealliance>). It has been led by Beam (<http://beam.uk.net/>) in collaboration with Farrells (<http://www.terryfarrell.co.uk/>) and supported by a range of artists and arts professionals through a series of open forums in 2014-15. Their ideas, together with Graham Henderson's essay *Putting Soul in the City*, have informed the drafting of this Manifesto.