

There are many opportunities to contribute to the creation of 'place' and to define areas and locations by bringing the best of contemporary art to the public realm. Drawn from our consultation, the following are major development schemes, affording appropriate programmes of activity with immediate and long-term opportunities. Our selected project examples highlight the breadth of opportunities possible through international best practice, demonstrating the potential for innovative responses.

■ 5.1 The St Helier Waterfront (Esplanade Quarter)

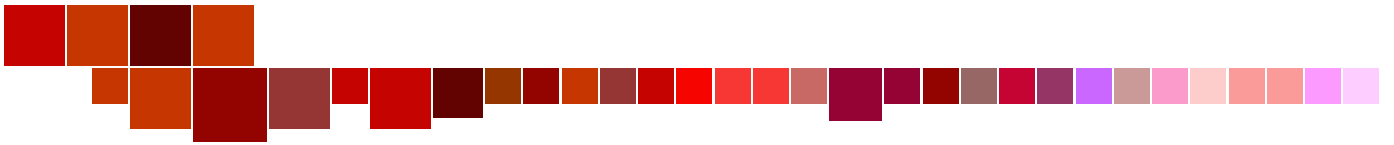
Commissioned by the Waterfront Enterprise Board, the Esplanade Quarter Masterplan is developed by Hopkins Architects and Robert Townshend Landscape Architects and overseen by the Waterfront Design Group. It is designed as a mixed use development of 16 separate building blocks ranging from five to nine storeys high and comprising offices, retail, restaurants, residential apartments, a hotel, underground car parking and extensive public open space, including the Winter Gardens.

There will be a requirement for public art on site and for works, either integral or free-standing, to be located in prominent public locations with the aim that any works commissioned are:

- Inspiring
- Thought-provoking
- Uplifting
- Contextual

The programme for public art within the Esplanade Quarter will be a condition of the planning process. This is reinforced through consultation with both Hopkins Architects and Robert Townshend Landscape Architects, both of which have experience of high quality contemporary artist collaborations.

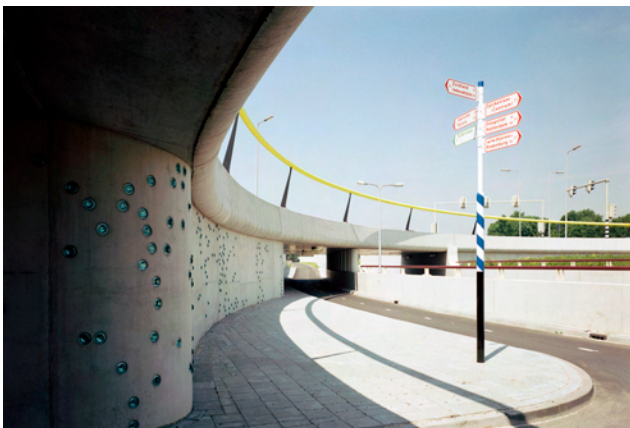
In balancing the built environment and cultural objectives, planning and educational agendas, it will be essential that a programme of public art is developed in consultation with the community, political leaders and other stakeholders as appropriate. On assessment, the following are opportunities and methods of practice considered appropriate to the developments and their location. Although at this stage we would not wish to be prescriptive for the private developers who will take forward the commissioning process, these considerations should inform negotiations conducted and the practice of commissioning.



5.1.1 La Route de la Liberation

The proposed sinking of la Route de la Liberation is a significant project that will take two to three years, involving complex traffic management measures and major investment into St Helier and the Esplanade Quarter. The result of lowering the main road will re-connect the historic town with the Waterfront, creating greater pedestrian access.

This major infrastructure project provides an excellent opportunity for an artist to form part of the design and engineering team charged to deliver the project. A commissioned artist can make a number of successful recommendations to improve and enhance the programme as suggested by the following project examples (see appendix A for details).



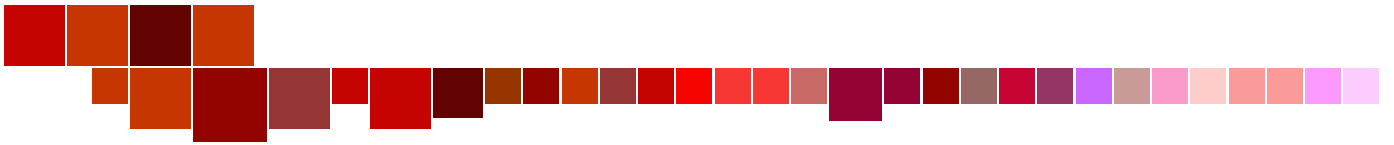
Lilian Roosenboom | Traffic Interchange, Spijkenisse, Netherlands



Jeroen Van Westen | M4 Loop, Newport, Wales

Recommendations:

- An experienced Lead Artist should be commissioned to work alongside the engineers and design team to highlight opportunities, make integrated suggestions and offer further spaces for artist collaboration.
- The careful selection of an appropriate artist will be central to the success of this commission; it is therefore recommended that this opportunity is advertised widely and supplemented by the drafting of an appropriate long-list of experienced artists.



5.1.2 Animating Public Spaces

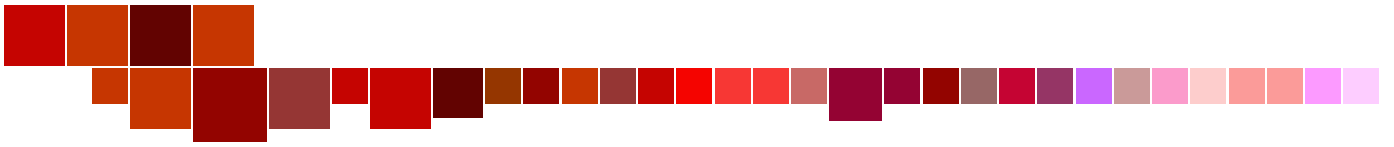
The Masterplan for the Esplanade Quarter provides generous public open space with four public squares breaking up the building grid (Arrival Square, Main Square, the Winter Gardens and the Residential Gardens). In addition, work at Les Jardins de la Mer will offer opportunities for a wide range of commissioned artists to activate linkages between the areas and developed works. Close by, in Liberation Square, Philip Jackson's 'Liberation Sculpture' offers a good example of how public art has already been used to reinforce a sense of place.

The Winter Gardens offer particular scope for works that are entirely formed through artist/architect collaborations, for example:



Nayan Kulkarni | Cabot Circus 2008





Free-standing artworks, designed as single pieces or as part of a wider trail connecting areas, will work exceptionally well in these public squares. Works within these sites can be playful and can have an element of interactivity, including the use of water, for example:



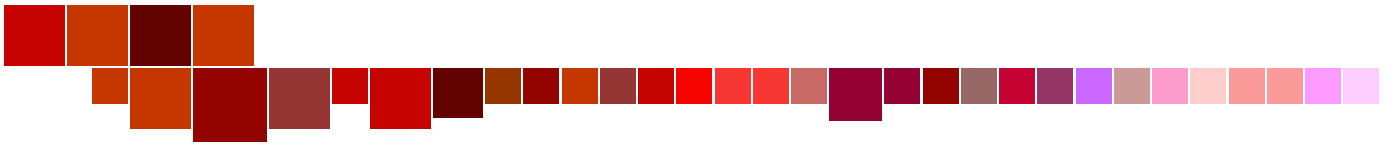
Roxy Paine | Dendroids



Jeppe Hein | Appearing Rooms

Recommendations:

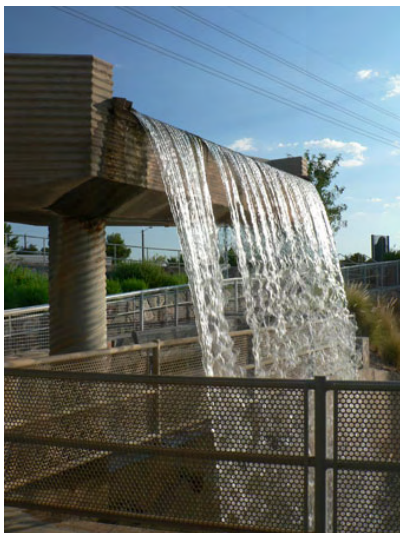
- An artist or team of artists should be engaged to consider all four public squares, their individual and collective characters as well as connections to spaces, community involvement and innovative detailing. Efforts should be made to engage with local artists in this process.



5.1.3 Integrated Building-based Works

Of particular relevance to a long-term build programme such as the Esplanade Quarter and central to the integration of artists' work within the public realm, is the placing an artist, or artists, to work and liaise directly with a team of design professionals. Artists are natural innovators and approach situations in an unconventional manner, arriving at solutions that are both creative and innovative. To maximise the opportunities and budgets and to conform to best practice, it is essential that artists be commissioned early in the evolution of a project.

The Esplanade Quarter's 16 buildings may each offer this opportunity for collaboration, focusing on different skills. These projects can include significant detailing like architectural glazing, exterior and interior furniture, enhancements to external cladding, innovative lighting schemes and multi-media interventions.



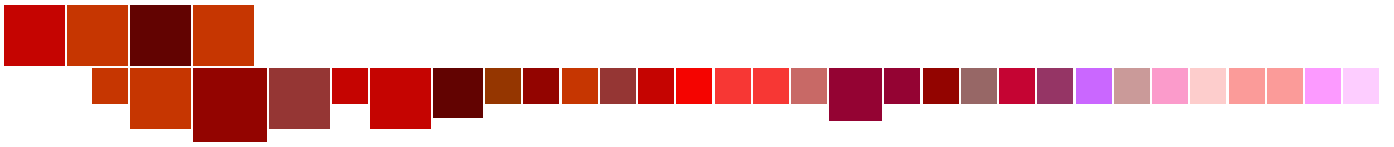
Lajos Heder & Mags Harries | WaterWorks



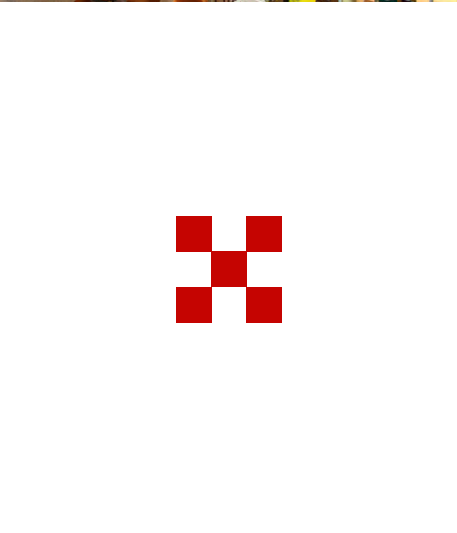
Clare Twomey | Home

Recommendations:

- As each of the 16 buildings is developed, consideration should be given to engaging artists of different disciplines to integrate their work into the architectural building design.



Above:
Amber Hiscott | Glass Manifestations



Middle:
Ann Catrin Evans | Door Furniture



Below:
Liam Gillick | The Home Office