

5.1.4 Temporary Art Interventions and Site Specific Meanwhile Use

Both prior to and during this major long-term development and construction programme, it is recommended that a series of artist-led projects be developed that will animate, celebrate, enliven and interpret the progress and the development of construction.



Neville Gabie | Cabot Circus Cantata

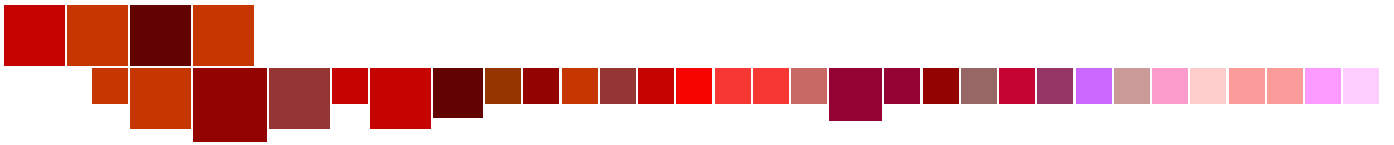
These could vary from treatments to hoardings, interventions on buildings during their construction, projections on to surfaces to indicate change or transform temporarily their appearance, performance events to celebrate completions, or photographic commissions.



Andre van Bergen | koppelkeet

The programme could also include temporary structures and buildings for use by creative organisations and artist groups as offices, studios and exhibition/performance spaces. Interventions need to recognise that the area will change over time and that there will be a continued need to find new spaces and to refresh the portfolio of creative spaces. However, they provide opportunities for creative organisations and the local artist community to gain and occupy new territories, literally and metaphorically, through the creation of incidental and temporary architectural structures. Projects like these afford the opportunity to engage with the Jersey Arts Trust to connect directly with local community groups and young people.





In particular, projects can create spaces that:

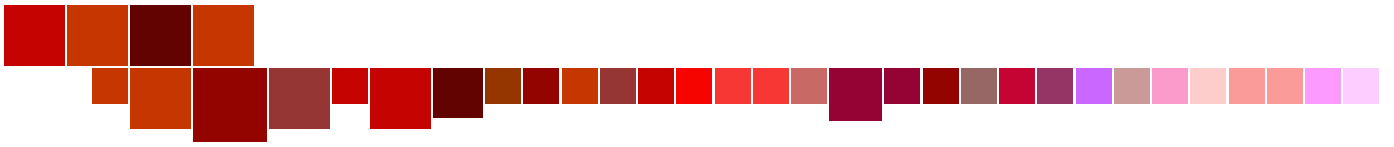
- Are permanently dedicated to artists through deed restrictions or similar legal mechanisms;
- Are located in buffer zones between industrial and residential neighbourhoods in locations that do not support traditional family housing; and
- Offer live/work spaces (space where artists combine residence with work, typically in an open floor plan offering large, flexible work areas) or work-only spaces (where residential use is not allowed) for rent and for purchase at a variety of prices with a preference for local residents.



Susanne Lorenz | The Badeschiff

Recommendation:

- A programme of temporary, site-specific activity should be developed prior to and during construction.
- The creation of temporary structures and buildings for the use of creative organisations and artists should be encouraged on site.



■ 5.2 Highlight Local Character

Since the late 1960s, artists have helped transform marginal neighbourhoods into dynamic communities. Frequently, festivals, galleries, small performance spaces and small retail spring up in these same areas through the work of resident artists, generating a vibrant street life that acts as a deterrent to crime, transforming the quality of neighbourhoods for both the people who live and visit. By its very nature, public art is developed in response to the site and circumstances within which it is developed. However, there are also opportunities in more rural areas.

5.2.1 The Parishes of Jersey

Within the context of this Strategy, public art as a general term refers to all art in the public realm, not exclusively to that which is procured through the Percent for Art mechanism. Realistically, however, most public art commissioned on the Island (particularly in the policy's infancy) is likely to be established via Percent for Art, negotiated through the planning process and located primarily within the more urban areas.



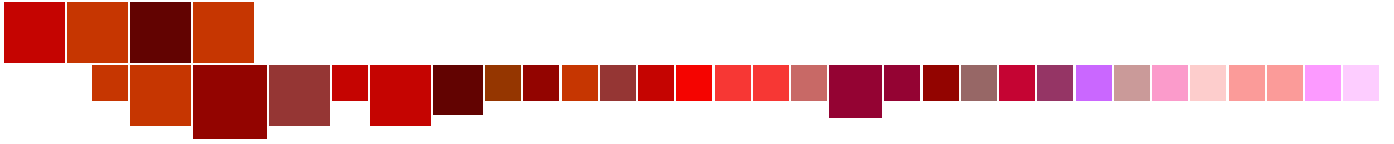
Nevertheless, in establishing an Island-wide approach to commissioning public art, opportunities will emerge at other strategic urban locations including, for example, St Aubin and Gorey, particularly through rural housing developments.



In the country parishes and within the planning gain context, the opportunity to develop public art within a single-home context is of particular relevance and will provide interesting artist collaborations with individual homeowners. However, there are occasions where it may not be possible to produce such work in a public context. Here the opportunity exists to pool contributions, enabling the parishes to celebrate their own distinct identity. Such projects may include collaborations with the parish school(s) or youth organisations, event-based work, artist-in-residence schemes, trails, lighting schemes, and artwork commissioned within publicly accessible sites such as the parish hall, community centre or church.



Antony Gormley | Another Place



In addition, maintaining existing works is important. Provision of pooled funds from Percent for Art can be a legitimate way of ensuring that existing work is properly maintained for the public in the absence of other recognised funding streams.



Richard Wilson | Turning the Place Over



Jaywick Martello Tower

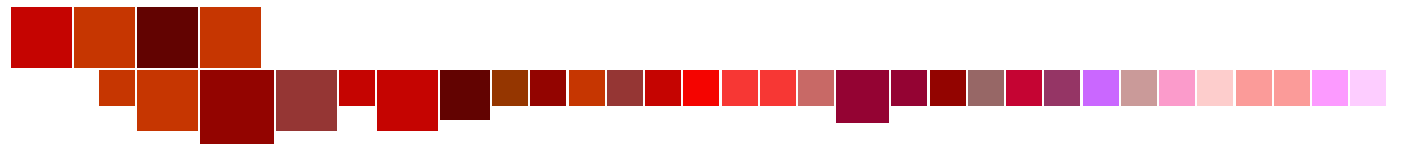


Pal Svensson | Sky Bowl

In discussion with the parishes, it emerged that the Connétables entertained misgivings about works of art being produced without consultation with the municipality. Engaging with the parishes and voluntary networks - and in particular the Connétables, individually and through the Comité des Connétables - will be crucial to the principle of establishing an Island-wide strategic approach and to ensuring that the policy is understood and positively perceived.

Recommendations:

- The Public Art Panel, working alongside the Comité des Connétables, should establish an approach to Island-wide public art commissioning [see 4.3].
- In appropriate circumstances and in accordance with the relevant Supplementary Planning Guidance, the option to contribute to a pooled fund to support an island-wide programme should be offered to developers by the Planning Department and Environment Department during Percentage for Art negotiations.



■ 5.3 St Helier Development and Regeneration Strategy

Commissioned by the States of Jersey and published March 2007, the EDAW document 'Strategy for the Future Development and Regeneration of St Helier' sets out the principles for regeneration for the next 15 years, establishing a vision for St Helier which aims:

To create a vibrant, compact and characterful town that is worthy of its role as Jersey's capital and principal settlement with an economically sustainable future and which offers the highest quality of life for its communities'

In the context of the Public Art Strategy for Jersey, the EDAW report incorporates the following principles:

- Encouraging the development of an Arts Quarter that may be focussed on St James and the surrounding area and include residential, gallery, workshop and studio spaces
- Definition of 'urban arts' and heritage trails
- A rolling programme of activities, education, publicity and information
- The definition and consolidation of two distinct areas for arts and cultural activity,
- Addressing the Weighbridge/New North Quay and Fort Regent areas

Although there has been a steady reduction in tourism since the 1990s, the emphasis is now on consolidating Jersey as a 'short-break destination', re-positioning tourism within the Island's economy. To enhance the perception of St Helier, artists' commissions should respond to the urban architectural setting, focus on linking areas, improve legibility and the understanding of the anecdotal histories and urban character of St Helier. Opportunities will include cycle networks and footpaths, and the public realm in urban residential areas that will be upgraded.

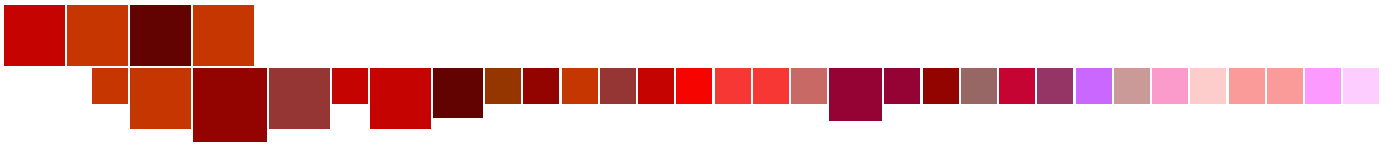
As part of the strategy for the future development and regeneration of St Helier and in line with its seven areas of change, artists should be integral members of design teams as proposals are taken forward. This Strategy highlights the following as prime opportunities: the Weighbridge, the Town Park and Fort Regent.

5.3.1 The Weighbridge

The Weighbridge is a work in progress. It affords an important opportunity for public art in a key historic location, close to the Esplanade Quarter site, led by the Waterfront Enterprise Board. The nature of the space created by moving the bus station lends itself to a substantial art work; indeed, such a work would help to define what is otherwise a very large open area. Considerable progress has already been made.

In 2006 the Jersey Public Sculpture Trust was approached by the Waterfront Enterprise Board and contracted to procure a work for this space. The Trust prepared a brief and advertised the opportunity; it received responses from 47 artists, including 15 who were local or who had local connections. A long list of eight was invited to interview, producing a maquette and designs of their proposals. Participation in the selection process was expanded by the Trust with invitations to a number of associate members including the Connétable of St Helier, the Principal of Highlands College and the President of the Association of Jersey Architects.

Subsequently, the Trust produced a shortlist of three from which a preferred artist has emerged and the Trust is now in negotiation with the Waterfront Enterprise Board to bring the project to completion.



The process followed by the Trust reflects good practice (as set out in appendix 4.3); it involved producing a brief for the site, advertising the opportunity, inviting artists to take account of the particular circumstances of the commission, and employing a thorough short-listing process.

It has resulted in designs for a piece which are informed by an understanding of the historical and cultural context of the site: the proposed work will be unique to that site and will contribute to wider goals of celebrating local identity. Such an approach is to be encouraged and it is hoped that the project will be completed in the near future.

Recommendation

- The Weighbridge public art project embarked upon by WEB and the Jersey Public Sculpture Trust should be brought to fruition with opportunities considered for engagement with the public, and in particular schools, to reinforce the contextual relevance of the piece.

5.3.2 The Town Park

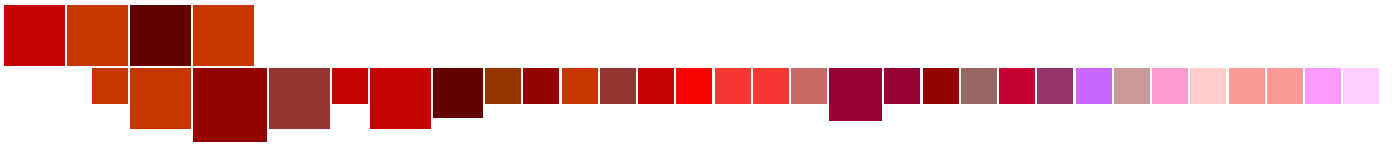
An initiative involving a number of agencies and dating back to the turn of the millennium, the Town Park has significant public support and its realisation will provide a much-needed new public space close to the centre of St Helier.

The creation of a significant public amenity such as this offers the opportunity for the early integration of artworks, which could include not only free-standing work but perhaps Land Art conceived through close collaboration between the landscape design team and a suitable artist. It will also offer significant opportunity to engage local citizens in the development of artworks through temporary programmes and participatory activities that may in turn lead to the creation of permanent work.

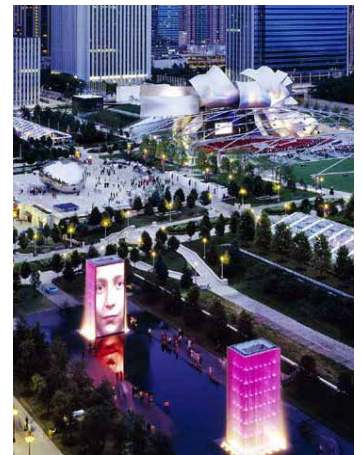
In responding to the location and developing site specific work, local distinctiveness should be highlighted. An example lies in the fact that one of the roads leading into the site, L'Avenue et dolmen du Pré des Lumières de Bas du Mont-au-Prêtre, indicates the previous presence of a dolmen in the heart of a now developed area of St Helier.



Francois Schein, Jochen Gerz & Alexander Beleschenko | Millennium Place Phoenix



Mooch | Road Ribbon



Jaume Plensa | Crown Fountain

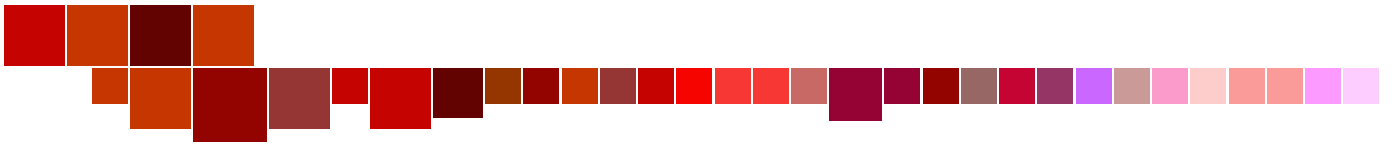


Anish Kapoor | Cloud Gate

Recommendations:

A minimum of two artist commissions are developed as part of the programme of development as follows:

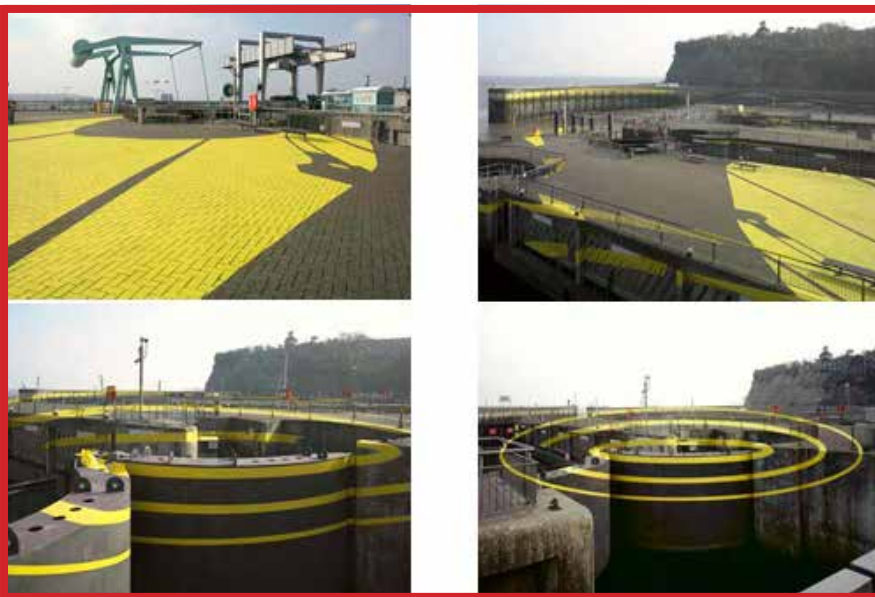
- Lead artist/ artists should be commissioned to work alongside the Landscape Architects to integrate physical artworks, free-standing and/or integrated through the Park.
- An Artist, or artists, should be engaged to develop a participatory programme linked to the Park's opening event and an ongoing programme. This may also result in physical artworks or may simply provide opportunities for engagement.



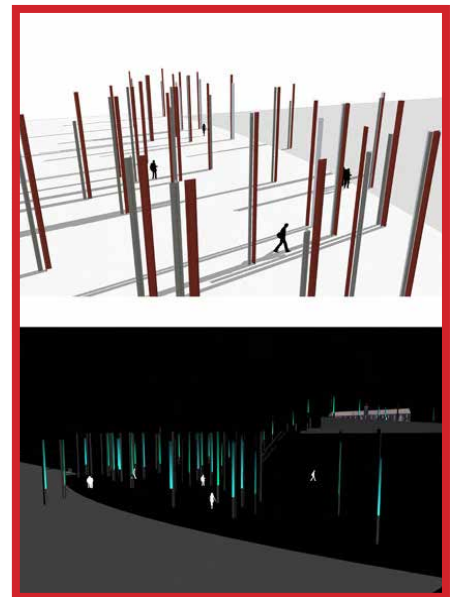
5.3.3 Fort Regent

It is understood that the future of Fort Regent is currently under consideration. Its redevelopment would offer scope for creating a landmark work, or series of works. Listed as a Site of Special Interest, Fort Regent and South Hill Battery, La Mont de La Ville, maintain a prominent location overlooking the harbour and the town centre.

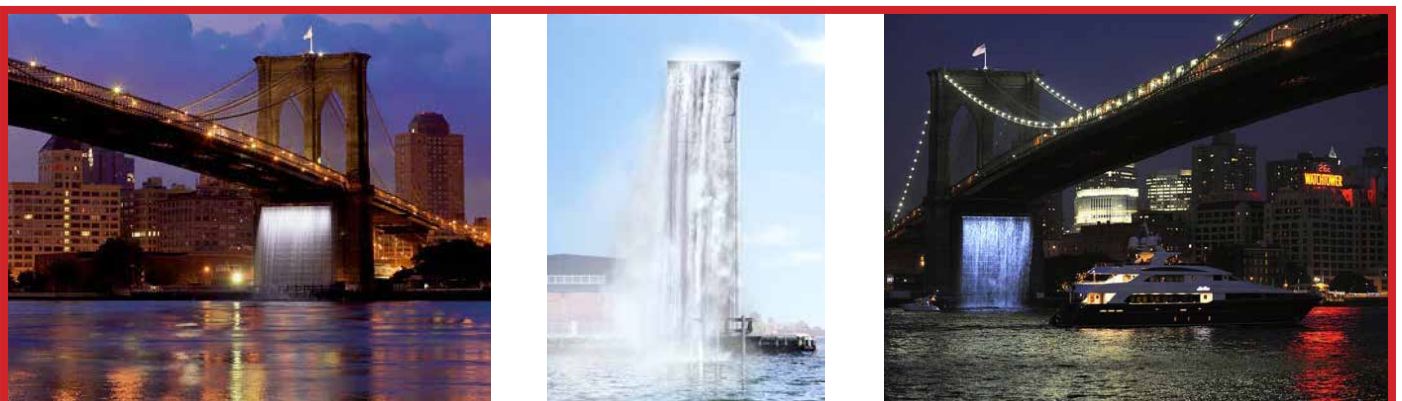
Integrating artworks into historic structures can provide a memorable backdrop for artists as demonstrated by the following:



Felice Varini | 3 Ellipses for 3 Locks



Vong Phaophanit & Claire Oboussier | Mute Meadow



Olafur Eliasson | New York City Waterfalls

Recommendation:

- Should Fort Regent be subject to redevelopment the prominence of the location and public usage would require a bold approach to commissioning artists. Consideration should be given to a work or series of contemporary artworks that enhance its landmark status.