  
contemporary  
art society

# West Cambridge Public Art Strategy Framework Presentation July 2017

# PUBLIC ART STRATEGY – UNIVERSITY DRIVERS

**Relationship between Academic and Commercial** has significant impact on character and culture of a campus - appropriate proximity and sharing of facilities provides benefits to both communities and helps viability

**Knowledge transfer (exchange of knowledge between organisations)** beyond planning for businesses to be located on the site it is important that facilities and support are delivered to encourage research and R&D growth through collaboration

**Connectivity** is important both to attract businesses and to reinforce unity between the academic sites

**Evolution from car based environment** is required to create conditions for collaboration

**Open space:** quality and success rely on activities that happen on and around them

**Shared social spaces** are necessary to provide gathering space and space for interaction

**Soft infrastructure** a number of sites have dedicated teams in charge of management and events

# PUBLIC ART STRATEGY – CONTEXTUAL RESEARCH FINDINGS

## **SITE CONTEXT:**

Enhanced public realm is a focus – connectivity, pedestrian priority, high quality outdoor social space

Long term development (potentially 15 years) - the public art strategy must set up an approach, principles and methodology but can only set out detail for the first say 5 years. There will need to be a strategy review and process of detailed planning through Phasing.

Strategy objectives are aligned with the masterplan vision, alongside public art principles

## **NORTH WEST CAMBRIDGE DEVELOPMENT:**

Research collaboration with artists has been welcomed by the University and provided a variety of outcomes that showcase knowledge for audiences – however require intensive management and infrastructure

Phasing and forward planning have had significant impact on an ongoing programme

Governance is highly structured and appropriate for a place that lacked a community – is this the right model for West Cambridge?

## **CAMBRIDGE BIOMEDICAL CAMPUS AND OTHER CAMBRIDGE STRATEGIES:**

Planners emphasis on public art for the public realm – a unified approach approved

Budgets for public art based on floorplate for building development

# PUBLIC ART STRATEGY - AIMS AND OBJECTIVES



## DEFINED PUBLIC REALM

A distinct identity reinforced by public art programming – creating a narrative of place

Supporting intuitive wayfinding and exploration of the campus – reinforcing destinations and routes

Human scaled and people focused – encouraging pedestrian activity

## ANIMATED PUBLIC REALM

Providing dynamic and engaging experiences – a place where there is something going on

Social realm – welcoming and active, providing reasons to gather and encouraging collaboration between departments, commercial and academic

Public art that generates events and activation

## A CONNECTED PLACE

Enriched social and cultural life for West Cambridge

Responsive and interactive – connecting people and utilising technology, data and information

A place to visit - attracting audiences locally and more widely

# PUBLIC ART STRATEGY – ART PROGRAMME PRINCIPLES



## RESPONSIVE TO CONTEXT

Research and its relationship to commercial context inform the strategy for public art

Commissions designed to encourage cross-disciplinary collaboration and exchange

People are a part of this place already and can be engaged in the art programme

Environment and landscape are integrally tied in to the programme



## HIGH QUALITY PUBLIC ART

Attracting high calibre, critically endorsed artists

Commission briefs encourage creative process – open, inspiring & generating collaboration and knowledge transfer

Contemporary practice – across media, technologies & people

Acknowledging audiences – public art that is for its public



## SUSTAINABLE & FLEXIBLE

Structure acknowledges changing phases of masterplan development

Key sites identified to provide ‘through lines’ across the life of the development

Programmable spaces and commissions provide a responsive framework and the potential for adaptation

Best practice commissioning and management guidelines

# PUBLIC ART STRATEGY – CENTRAL THEMES

*Interesting things happen at the edges of expertise*

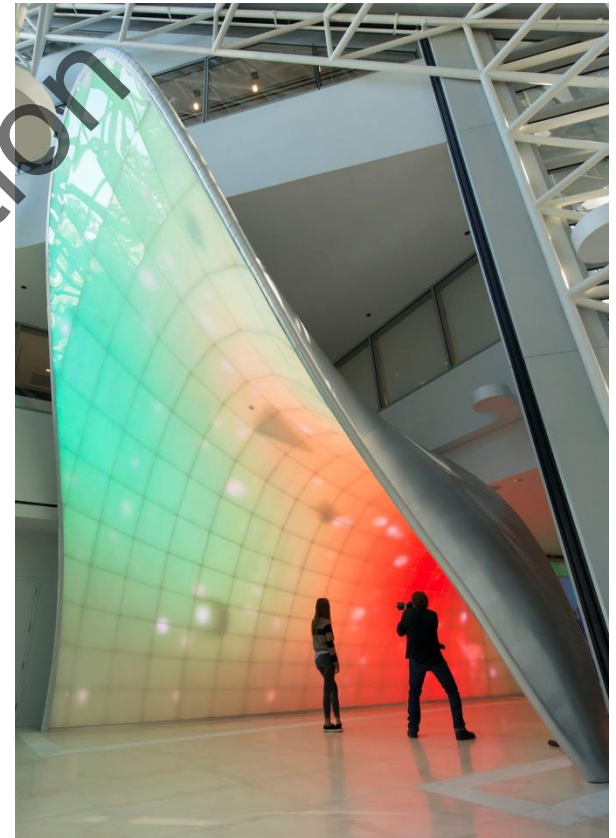
PROMOTING RESEARCH

VALUE OF SCIENCE

COMMERCIALISATION OF  
KNOWLEDGE

TECHNOLOGY AND MATERIALITY

DRAFT  
for Consultation



# SITE WIDE STRATEGY: PHASE ONE

Three site focal points



# PHASE ONE PROJECT PLANS: THE GREEN



Providing animation to public realm – supporting wayfinding and enhancing social use of green spaces, human scaled, providing a series of encounters and animation in the landscape

Responding to communication and networking within the research community and particularly the Cavendish Laboratory– themes of scientific breakthrough, exchange and research inform the brief

Linking through into the public spaces of the Shared Facilities building and Cavendish public realm

An ongoing programme through phases – resulting in a distributed collection of unique artworks through the main pedestrian route. Potential to tie into water management will be explored.





# PHASE ONE PROJECT PLANS: CAVENDISH AND SHARED FACILITIES

Pooled Contribution to enhance shared public realm and spaces between buildings



Cavendish Laboratory themes inform artist brief, developed through engaging with the Department

The Green and Shared Facilities public areas are key sites for locating artwork – porosity between landscape and public buildings

# PHASE ONE PROJECT PLANS: ECOLOGY CORRIDOR



Long-term commission to develop creative interpretation and interventions into the landscape

Promoting conservation and ecology on site and in relation to the wider environment

Phased alongside the masterplan construction programme – a through line across the development

Developing a coherent narrative for the ecology corridor – a secondary route

Cross disciplinary collaboration with natural sciences



# PHASE ONE PROJECT PLANS: WEST FORUM



Key aim is to create an active and dynamic social space – an outdoor venue (i.e. Serpentine Pavilion). West Forum is underused currently and can be enhanced as a multi-purpose public space

Commission for an architectural / sculptural intervention that can host programming and events – staging, pavilion, landscape intervention, windbreak/seating. Lead artist/design team collaboration - invited competition for proposals

Innovative use of materials and structural thinking – potential for collaboration and reuse – a ‘kit of parts’

During Phase One and Two a programme of temporary commissions and programmed activities will animate the space



# SITE WIDE STRATEGY: PHASE TWO

Expanding Programming across the site – East Forum focus



# SITE WIDE STRATEGY: PHASE THREE

A network of animated, connected spaces – extending the green and Ecology Corridor

