

## Public Art Strategy

### 4.2 Benefits of Public Art...

#### Place Making

Public art can contribute to all aspects of urban design. With community involvement, it can be effectively employed to:

- Contribute to local distinctiveness and a sense of place.
- Create a stimulating environment to live, work, invest or visit.
- Enhance important public spaces.
- Involve the community directly in new developments, creating a sense of local pride and ownership.
- Interpret the place in a creative way and aids legibility.
- Help to develop strong cultural identities and civic pride
- Contribute to the quality and enjoyment of a place.
- Encourage people to value their surroundings, contributing to a reduction in vandalism and fear of crime and creating a healthier, safer and sustainable environment.
- Develop people's interest in, and understanding of, public art and places

#### Tourism

Public art can encourage inward investment by:

- Providing a focus and stimulus for tourism.
- Contributing to the local economy by creating employment opportunities for local artists, craftspeople and associated businesses.
- Aiding economic and community regeneration.
- Reflecting well on the organisations involved in its development.
- Providing identity and market differentiation.
- Aiding regeneration, by developing a positive identity for an area and improving its image.

#### Retail

Private sector development companies are already investing in public art within their regeneration projects and some are developing corporate public art policies and strategies

- Demonstrating social, cultural and economic confidence, thereby stimulating investment and economic growth.
- Helping to integrate new development within the existing built fabric.
- Added value is recognised by developers

#### Movement & Stopping

- Creating landmarks that provide reference points and enable people to orientate themselves.
- Defining routes and pathways, making connections between places and spaces.
- Emphasising entrances, gateways and key junctions.

Artists working in the public realm may contribute to the understanding, ownership and quality of the environment in a wealth of ways. Each project should generate new and unexpected working relationships. Collaboration is about shared visions underpinned by robust ideas. A successful project is one that ensures that the vision and ideas are protected throughout the delivery of a development.