

FOUR

Public Art Strategy

Summary and Guide to Part 4

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Summary and Guide to Part 4...

The public art strategy forms a stand-alone strategy in relation to the PRDG for future public art projects and commissions. This strategy will form part of the wider public realm strategy for Cheshire West and Chester, which is currently being worked on along with an implementation plan for the PRDG public art elements. Part 4 should be referred to when approaching the design of public realm schemes to ensure that opportunities are taken to successfully integrate art elements from the outset.

Section 4.1 - Background

Provides a brief background to the public art strategy.

Section 4.2 - Benefits of Public Art

The strategy begins by identifying the benefits of public art to place making, tourism, retail and movement and stopping.

Section 4.3 - Existing Public Art Position in Chester

Sets out the existing public art position in Chester with a review of current relevant public art documents, existing cultural infrastructure, existing pieces of public art and previous temporary and performance based art.

Section 4.4 - Examples of Artworks in Urban Environment

11 comparative examples of artworks in urban environments are provided for suggested locations/specific contexts in Chester.

Section 4.5 - Public Art Strategy - Commissioning Public Art and Public Art Opportunities in Chester

The proposals section of the strategy is divided into two main parts. The first part looks in detail at the best practice process involved in commissioning of public art from the role of artists, to community engagement, types of public art, stages to commissioning, training and advocacy.

The second part of section 4.5 presents proposals for new public art opportunities for Chester city centre. They include proposals for interpretive artworks, permanent pieces and events, festivals and performances. A commentary and outline briefs are provided for artworks identified in the Chester Heritage Interpretation Masterplan (IMP) along with new proposals for other key locations. These proposals are followed by a table which prioritises these projects based on their importance, deliverability and cost.

The final part of the strategy sets out recommendations for the way forward for public art in Chester under the headings of interpretation and storytelling, events and festivals, permanent pieces, quality and appropriateness, a curated approach to commissioning and community consultation.