

Fit art to the place

Public Art can make a major contribution to giving a place character and identity, bringing people into and through places. An extra layer of quality can be obtained for a small proportion of the total project budget.

For a large scheme, there are usually great benefits in preparing a public art strategy. This identifies locations and types of work and provides a framework for commissioning artists and seeking funding. Cardiff Bay Development Corporation, for instance, has a five per cent public art levy on all projects in their area, although one or two per cent is a more usual requirement.



Street sculpture, Bratislava



Mural, New Orleans



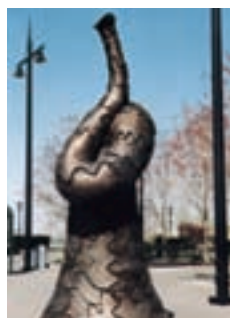
Steel Kangaroos, Brisbane



Quayside, Newcastle-upon-Tyne



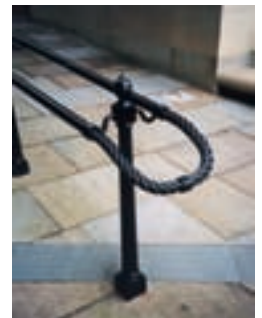
Wall of water, Seattle



Imaginative sculpture



Birmingham



Newcastle-upon-Tyne