

Grizedale Arts

A Public Art Strategy for Egremont

Grizedale Arts

One of the UK's leading arts organisations, which has developed a significant and highly regarded approach to presenting the visual arts in the public realm

Leading a movement to rethink the way art and artists operate within society

Taking work out of the gallery or museum context

Working in a more engaged way, in participatory, democratic and constructive activity.

A Public Art Strategy for Egremont

An approach which stands in opposition to older models of public art

Not relying on stand-alone sculpture, big art world names or single impact events to pull in the visitors

Establish a consistent level of cultural activity which will enhance the overall culture and economy of the town

Utilise the creative energy which is already present in the town's indigenous culture

Establish a framework which can be built upon by the community on a sustainable and appropriate scale

Playing on Egremont's Strengths

The geographical location of Egremont, its close relationship with Sellafield and the industrial past

A unique culture

Markedly different from the classic tourist 'honey pots' of the central Lake District

Make the most of its dynamism and individuality

Sellafield as a positive asset to the town

Aims

Develop a culture of enterprise, using local skills, local talent and local business

Focus on making product to 'go out', rather than relying on the economics of the short term visitor

Use the historic Crab Fair as the back bone to a programme of development

A new approach to culture which combines both the local and the global

Develop the indigenous culture of the town in exciting and new directions

Enable Egremont to build its own distinct voice

Make the town known as a place which is consistently active

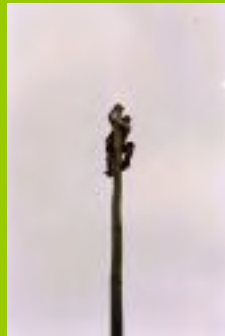
Attracting people and investment for the long term

A joined up approach, incorporating the town plans for regeneration, tourism and the market square redevelopment.

Year One: Ten Areas of Activity

Ten areas to set up regular activity.

The Greasy Pole



The Greasy Pole

A public sculpture by Jeremy Deller and Alan Kane,
returning the historic Greasy Pole as
a permanent structure to a new site in the market place

A Public Art Conference



Grizedale Arts and Wordsworth Trust conference at Grasmere Sports

A Public Art Conference

A three day international academic conference in Egremont. Run by Grizedale Arts and Lancaster University, showcasing Cumbria as a cultural destination and a contemporary cultural former

Using a range of venues - Egremont Castle, Market Hall, Marquee on Crab Field and broadcast to satellite venues

Launch of Greasy Pole

International speakers

Discussion

Exhibitions - realised as an art fair in the market hall

New display of municipal planting around the town by local gardeners

Weekend trips and fringe events



Community Involvement

Tea dance to celebrate the donation of Jeremy Deller and Alan Kaness' Souped Up Tea Urn to Watet Yeat Village Hall

Community Involvement

Highlight the rich grass roots culture of Egremont

Involving local groups and societies in the growth of the town

Expose and include the vernacular and folk arts as part of an overall creative and democratic vision

The Crab Fair Archive playing a pivotal role

Promote a consistent and visible level of diverse activity

Incorporate local arts initiatives and conservation



A television and radio station for Egremont

**TV Chef Hugh Fearnley Whittingstall being interviewed
by Ruskin School Pupils for Grizedale Arts' Radio Coniston**

A television and radio station for Egremont

An outlet for creative projects, music, discussion, documentary, information and as a profile of the area and its community.

www.creativegremont.org

art strategy

creativity

opportunity

artists' projects

events

features

music

gardening

wildlife

audio archive

radio

history

profiled links to the Crab Fair Archive and related sites

Town Gateways

To rethink the roundabouts, at the north and south ends of the town, on the A595, as signposts or markers for the town as a site of significant cultural interest

Signpost the town in an idiosyncratic way

Indicate the uniqueness of the town

A distinctive visual statement

Artists Commissions

Invited competition with public consultation

Allotment Roundabout

A dramatic configuration of allotments produced by local horticulturalists contained in the central island

Garden Roundabout

Local gardeners to collaborate on a dramatic feature for the town which highlights the cultural and historical interests in the town.

The Crab Fair Archive



The Market Square with Proposed Crab Fair Archive building

The Crab Fair Archive

A new kind of arts centre for Egremont

In a prime position overlooking the market square

A core collection of archive material relating to the historic Crab Fair

Represent the uniqueness, creativity and energy of the community

Not a museum, a living archive

A central creative hub for the town

Expanding and developing the indigenous culture through participation and activity

The Crab Fair Archive

Social centre, artists' studios, library, gallery, museum, drop in centre, park, sculpture court, think tank, recording studio, open resource, village hall, information centre and bureau

Rooted in the history of the town

Pioneering new approaches

Applying new technology - free wireless broadband for Egremont, Open Source software as a viable option for the local community

The Crab Fair Archive

Crab Fair Archive Display

Temporary Exhibition Space

Function space

Garden – as zone of activity

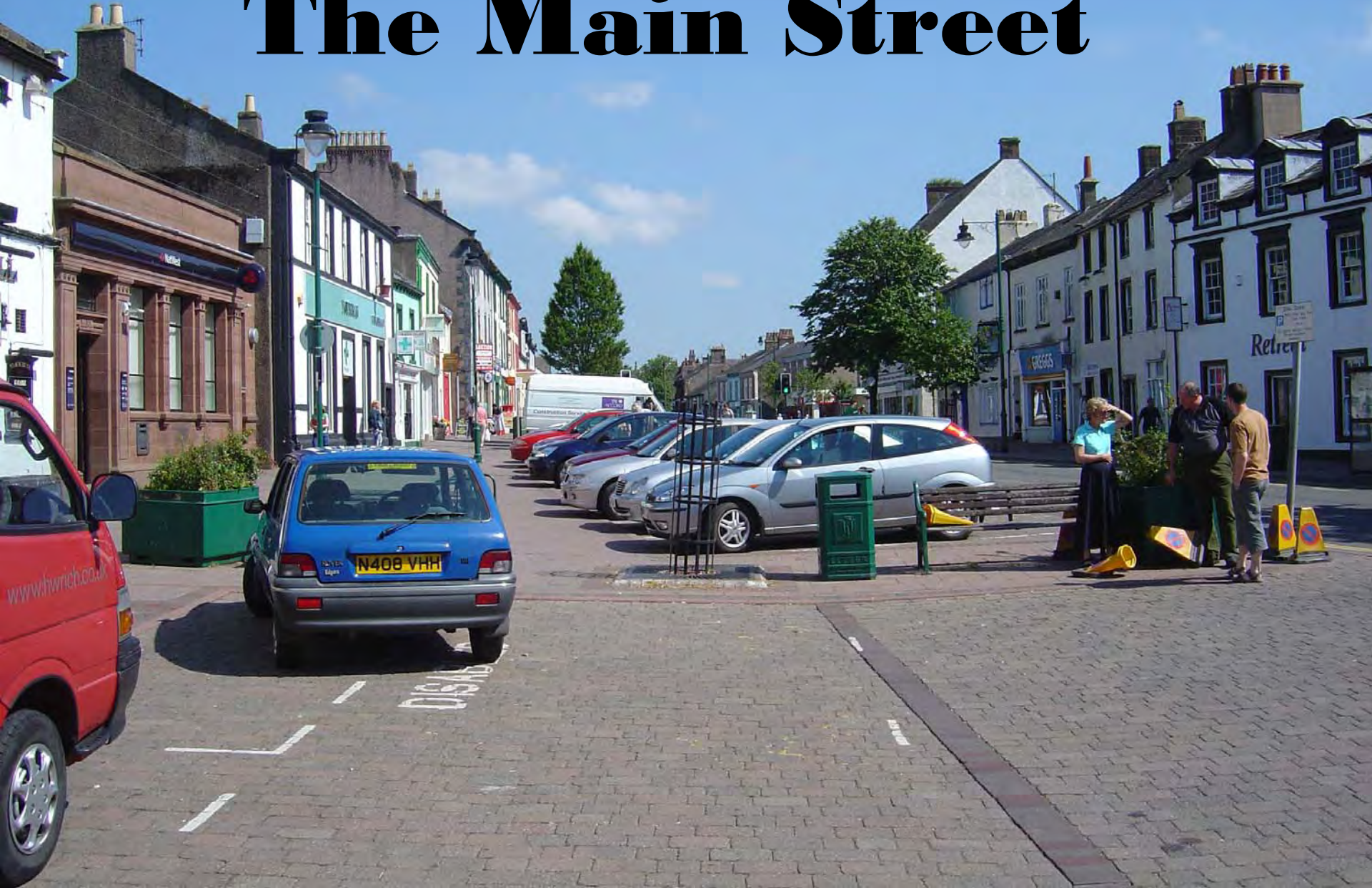
Curator/artist/craftsperson in residence

Office

Creative facilities

Café with garden seating

The Main Street



The Main Street

Focus for the town's creativity

View the main thoroughfare as a public space which can be closed off for special events and performances

Service points to be added to enable the street to be used for concerts and events

The image shows the ruins of a stone castle under a clear blue sky. The main structure is a wall with several large, arched openings. The stone is weathered and brownish. In the foreground, there is a grassy area and some low-lying, reddish-brown vegetation. A large tree with sparse, brown leaves is on the left side. The text 'The Castle' is overlaid in the center in a bold, black, serif font.

The Castle

The Castle

Enormous potential as a venue in addition to its value as a heritage site

The lawned area within the castle wall as a spectacular arena for live events

An important asset to the town

A number of music and visual art events using a temporary stage erected at the Eastern end of the keep

A longer term strategy to commission three leading architects/artists to come up with proposals for a conservation scheme and temporary structure for the castle

Twinning Project



Twinning Project

As a new take on the twinning concept as creative dialogue



Events for 2006

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May

Public Art Conference and unveiling of The Greasy Pole

June

Main Street Sports – Street Golf Championship, Wheelbarrow Racing, Terrier Racing, Pigeon Racing, Ferret races, Skateboarding etc

July

Concert Series –Legends of Rock, Alison Goldfrapp, British Sea Power, Artists Performance, Local musicians, in castle and main street.

September

Crab Fair (pre-existing event)

October

Eurasian Link-up: A live event in the main street with a live up to Grizedale Arts' Projects at the Echigo-Tsumari Triennale, Japan and the Liverpool Biennial

November

Theatre production in the Castle

December

Torchlight parade (pre-existing event)

Future Projects

Clints Quarry – events, wildlife centre, tours

Florence Mine –artists’ projects

Crab Fair Field – artist’s commission to design Crab Fair Arena


Cemetery – Lighting Scheme

2nd phase commissions for town gateway roundabouts –artists’ commissions

Realisation of Castle Architecture Commission

Funding

Arts Council England
West Lakes Renaissance
The Henry Moore Foundation
Northern Rock Foundation
Carbon Media/Channel4
Esmee Fairbairn Foundation
Copeland Borough Council
Cumbria County Council
British Nuclear Group
Cumbria Vision
English Heritage



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