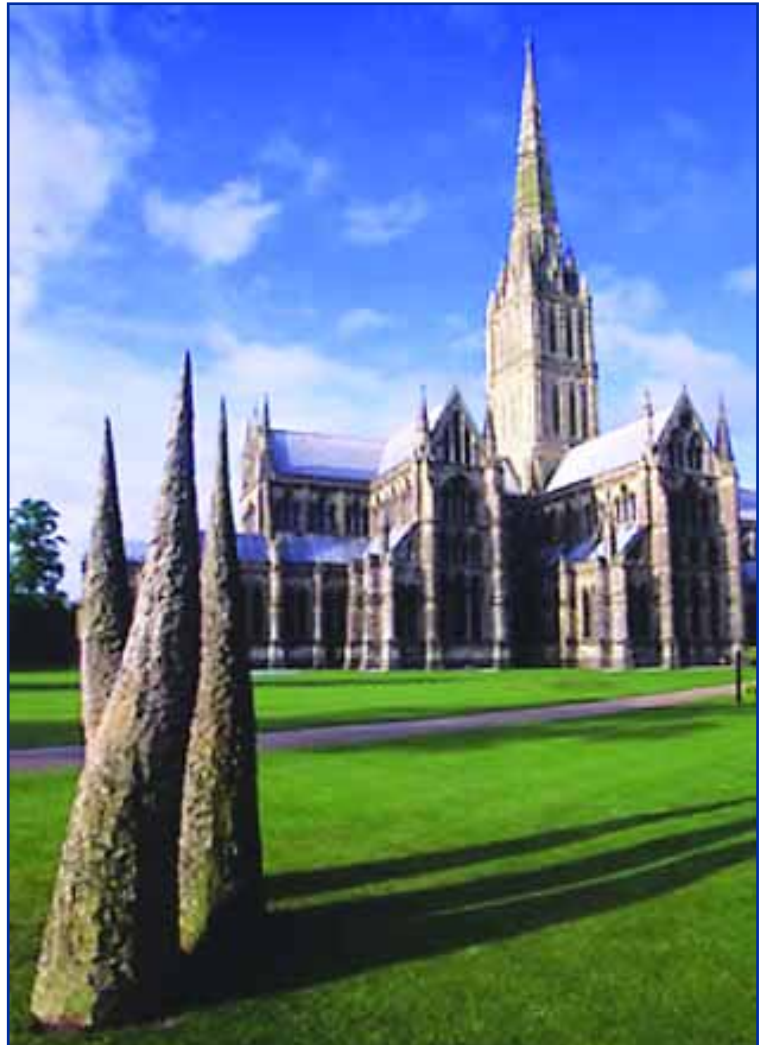


## **The importance of public art**



*Sculptures on display in the Cathedral Close*

Public art is not an art form; it is a principle and a mechanism of improving the changing environment through the arts. It is a term given to the practice of involving artists in the conception, development and transformation of a public space. Public art is specifically commissioned for a known site and its audience is the public or community, be it social or working, occupying that space. It can be sited permanently or temporarily. It encompasses a wide range of art forms including mosaics, painting, sculpture, lighting, landscape designs, textiles, glasswork, video installation, ceramics and performance art.

Public art has a significant impact on the local environment and can be used to encourage regeneration and enhancements of public or private spaces. Public art also plays an important role in our everyday lives as it can enhance and complement our environments, bring communities together, offer social and educational opportunities and promote tourism.

## Good Practice Guidelines

Public art and design provide unique opportunities for artists to contribute their conceptual and practical skills to the development of public spaces and places. These can include urban and rural developments, new and refurbishment schemes, movement and transportation. Although public art contributions have been used to fund 'stand alone' artworks such as sculptures and paintings, it is now more widely used in the following ways:

- Funding artists, design professionals and craftspeople to become involved within the design process at master planning or design team level, especially working alongside architects and engineers. The result of this collaboration may lead to commissions or may purely influence the overall design. Artists and design professionals can influence building form and layout, transportation and traffic issues, lighting and wayfinding, landscaping, interpretation, creative consultation, and others.
- To integrate quality art and craft elements into the design and fabric of buildings and environments, including landscaping, way finding, boundary treatments, internal treatments and fixtures, furniture, lighting, glazing etc.
- Involving local residents/ businesses/ communities in specific commissions
- The inclusion of educational activities by commissioned artists with local schools, groups and the general public to enhance understanding and increase awareness of the commissioned artworks
- The encouragement of locally based artists for very local commissions
- Where relevant, contracting of a lead artist to facilitate the process of advocacy, consultation and education

## Implementation



Public art should be used as a tool to reflect and promote local identity and enhance buildings and open spaces. The Council is keen to encourage developers to include the involvement of artists and public art as part of their overall design proposals.

The district council will encourage proposals for public art that are of a high standard and quality and are based on the good practice principles above.

**Objective 10**

Salisbury District Council will encourage the use of public art in new proposals to enhance the local built or natural environment.

**Note**

You may find more detailed help on all matters relating to public art in the Council's public art policy, "Creating Opportunities for Public Art" which may be obtained on our website: [www.salisbury.gov.uk](http://www.salisbury.gov.uk) or by calling the Principal Art Officer on 01722 434307