

# A MANIFESTO FOR THE ARTS IN PLACE

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**WE ARE PASSIONATE  
ABOUT THE IMPORTANCE OF  
PLACE IN OUR SOCIETY AND  
COMMITTED TO PROMOTING  
THE ROLE OF ARTISTS AND  
THE ARTS IN PUTTING CULTURE  
AT THE HEART OF PLACEMAKING.**

We define the arts as any creative cultural activity taking place in a public context - visual art, performance, procession, music, carnival, digital art, spoken word, temporary installation, pyrotechnics, and much else - often including local participation and always responding to a sense of place.

**A MANIFESTO FOR  
THE ARTS  
IN PLACE**

Credits: **Artist** / Photo (opposite side):  
**Anthony Gormley** / Thierry Bal

Credits: **Artist** / Photo (Cover, top to bottom)  
**Cornelia Parker** / Creative Foundation  
**Boa Mistura** / Beam  
**Morag Myerscough** / Bob Collier  
**Wolfgang Buttress** / Mark Hadden

**WE BELIEVE...**

- The consideration of culture through the arts in place should be seen as a joyful obligation that is fundamental, not ornamental, to every significant initiative impacting the public realm.
- The arts in place have the potential to help regenerate and revitalise all of our urban spaces, towns, and parks, and to play a vital role in stimulating a successful people-centred economy in the service of a democratic society.
- Artists, performers and cultural practitioners can contribute creative thinking and design and placemaking skills; help engage people of all ages and backgrounds in debating, understanding, planning, and designing the public realm; help animate and enhance a meaningful sense of place through their individual vision and working with communities.



# WE ARE CALLING FOR...

## 1 A step change

in how our built environment and public spaces are regarded and in the knowledge and skills needed to making ordinary places better, with the arts at their core.

## 2 Arts in place to be re-defined

and practised in an imaginative, multi-artform, cross-disciplinary and participatory way, recognising the individual vision of artists within a dynamic mix of professionals and citizens.

## 3 The education system to recognize the value

of giving young people participatory access to the arts within a creative democratic education.

## 4 The inclusion of the arts in place

in education and ongoing skills development of built environment professionals, engineers, public realm managers, and local authority officers and members.

## 5 A greater encouragement of the arts

and culture in the implementation of the National Planning Policy Framework.

Credits: Artist / Photo (top to bottom):  
Peoples Architectural Office / Ian Tilton  
Pablo Bronstein / Stuart Wilson  
Lubaina Himid / Thierry Bal  
McCloy Muchemwa



## 6 The introduction of an Artistic and Cultural Strategy

in Local and Neighbourhood Plans, and within or alongside Design and Access statements in all planning applications of significant scale or impact.

## 7 Well-considered technical infrastructure and strategic cultural planning

to underpin newly built or regenerated spaces as creative hubs for communities.

## 8 An innovative and more robust approach to financing

the arts in place, developed by the sector with Arts Council England and other key organisations.

## 9 Government at all levels to play an enabling role

through developing, funding and implementing effective policy that promotes the public arts through its own procurement system and as part of the overall context for placemaking.

## 10 A new gathering of 20 sector leaders

artists, cultural and built environment professionals, educators, politicians, business people, and active citizens - to champion the role of the arts and artists nationally.

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WE ARE CALLING FOR...  
A RENAISSANCE OF  
THE ARTS IN PLACE AND  
CREATIVITY INSPIRED BY  
IDEAS, EXPERIMENTATION,  
LEARNING, AND PARTICIPATION.

Credits: Artist / Photo (top to bottom):  
Richard William Wheeler  
Mark Wallinger / Martin Wills  
Morag Myerscough / Bob Collier  
In Certain Places  
DSDHA / Beam



# THE ARTS IN PLACE

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The national Arts and Place working group emerged from the Farrell Review of Architecture and the Built Environment 2014, and has now been adopted as a working group of the Place Alliance.

The group is comprised of a range of cultural professionals and artists, supported by the arts organisation Beam, in collaboration with Farrells architects. It was formed to address and promote the role of the arts and artists in placemaking.

We champion the role of artists and the arts in great placemaking. We do this by:

1. Promoting the benefits of the arts in place
2. Working to influence policy and practice
3. Showcasing good examples
4. Encouraging discussion and debate



Credits: **Artist** / Photo (top to bottom):  
**Richard Wilson** / Martin Wills  
**A K Dolven** / Thierry Bal

[www.artsandplace.org](http://www.artsandplace.org) @ArtsandPlace

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**PLACE  
ALLIANCE**  
campaigning for place quality