



## Open House launches new website for Art in the Open initiative

A new web-based resource for London's public art was launched at the RSA yesterday by 'Art in the Open', London's first advocacy and advisory initiative for art in the public realm. Designed as the first point of reference for those involved in the development of art in London's public spaces, the site - [www.artintheopen.org.uk](http://www.artintheopen.org.uk) - offers practical tips, guidance and case studies.

Art in the Open, which is an initiative from London's leading architecture education organisation Open House, aims to support and develop the vision of London's art in the public realm as the capital continues to change in the lead up to 2012 and beyond.

Exemplary art in the public realm can significantly enrich our experience of public spaces – from enlivening our historic environment to enhancing areas of renewal, such as East London. The website is aimed to help anyone involved in the process of creating public art including policy makers, local authority officers, councillors with culture, planning and regeneration portfolios, developers, artists, architects and other creative professionals.

The website was officially launched by Elliot Lipton, Chair of Art in the Open and Managing Director of urban development and investment company, First Base. In his speech Lipton welcomed the introduction of the new resource and said:

"First Base is a great supporter of Art in the Open because, as a developer, we understand the important role of public art in creating great places to live and work. It can be used to transform the design of shared spaces and makes a significant contribution to how residents and local people experience and enjoy their homes and surrounding communities.

"Art in the Open plays a fundamental role in the creation of exceptional public realm design in London by bringing together the built environment and the visual arts sectors: clients, commissioners, artists and architects. It also works strategically to influence policy and inform the development of vibrant shared spaces across the capital."

Louise Trodden, Head of Art in the Open at Open House added:

"Interest in art in the public realm is incredibly high with both the Fourth Plinth and 7/7 Memorial generating a huge amount of interest and coverage throughout the media making this an exciting time to launching the new site.

“Art in the Open differs from other initiatives involved in public art as we are not involved in the actual commissioning process. Rather, we wish to be an enabler and advisor – an independent voice which will help make the development of high quality public spaces an inspirational and enjoyable experience for all those involved.”

## For more information



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## NOTE TO EDITORS:

### About Art in the Open

As London's independent advisor for art in the public realm, Art in the Open, as part of Open House, works strategically to influence policy, raise debate and inform how London's creative opportunities develop. It has identified a number of key themes/current opportunities for London through its work with London's public realm stakeholders.

These include: Light London, town centres and commemoration and celebration. Recent activity includes Light London forums at City Hall and the ICA (Light London is a city-wide initiative developed with the **London Development Agency/Design for London** to influence the capital's public realm and its creative opportunities through the theme of light), the launch of a toolkit for Town Centre Managers, 'Creative Approaches for Town Centres', and a public survey asking what Londoners think of commemoration and celebration in the capital's public realm. Art in the Open is supported by Arts Council England.

### Art in the Open Advisory Board members:

Chair: Elliot Lipton, Managing Director, First Base Ltd  
Peter Bishop, Director, Design Development & Environment, London Development Agency  
Achim Borchardt-Hume, Chief Curator, Whitechapel Gallery  
Tania Kovats, Artist  
Fred Manson, Open House Trustee  
Cllr Guy Nicholson, London Borough of Hackney  
Jason Prior, President, EDAW  
Victoria Stark CBE, Chief Executive, Look Ahead Housing & Care, & Chair, London Housing Federation  
Victoria Thornton, Director, Open House  
Louise Trodden, Head, Art in the Open

### About Open House

As an organization Open House advocates for excellent spaces and places for the capital by connecting Londoners with the practitioners who create them and with the decision-makers who oversee them. The breadth of our programmes and research allows us to highlight previously unarticulated or unrecognized views and approaches. Art in the Open is one of Open House's Design Advocacy initiatives working with decision-makers across the capital.