

Art in Public:

Sculpture Parks & Land Art Commissions *at Yorkshire Sculpture Park*



Wood Room, Andy Goldsworthy, 2007

Art in Public: Sculpture Parks & Land Art Commissions

02.11.07

Tour of Yorkshire Sculpture Park

03.11.07

Yorkshire Sculpture Park

West Bretton

Wakefield WF4 4LG

Organized by the Art & Architecture Journal as part of

Art in Public: The National Public Art Conference Programme 2007/08

Art in Public:

Sculpture Parks & Land Art Commissions

This conference will present current thinking with examples of successful sculpture park administration and recent trends in the development of artists' practice, curating and exhibition management.

The increasing interest in 'open air galleries' offers a growing role for art and creativity in the landscape, including private and public sculpture parks, and rural and urban trails. Public as well as private bodies are developing new strategies and exciting programmes to enhance the visitor experience and generate new land use.

Public organizations such as the National Trust, English Waterways and the Forestry Commission have created art programmes within their environments, while sculpture parks such as Yorkshire Sculpture Park, Grizedale and Keilder and organizations such as Sustrans have extended the concept of artistic practice in the landscape.

New Rural/Urban Parks such as Gunpowder Park are developing innovative artistic strategies within the site of the 2012 Olympics and ACE London are planning an Art in the Parks programme with London boroughs.

Private sculpture parks such as the Cass Foundation and the New Art Centre have created new audiences for large scale sculpture and there is an emerging interest in dedicated sculpture programmes within the grounds of stately homes.

Highlights

The conference is a forum for dialogue between sculpture park managers, artists, collectors and commissioning organizations to examine:

Relationships and partnerships between arts organizations and artists, looking at the role of sculpture parks to support the art of sculpture where artists can freely develop their work through new commissions and studio work placement.

The educational role of information, workshops, public consultation and participation to widen the audience and increase the general understanding and appreciation of sculpture.

The recreational role of sculpture in the landscape as part of a tourist and visitor attraction within the art, culture and heritage economy and adding value to the leisure experience.

Inspirational public / private sculpture park models of practice.

Professional and commercial issues, concerning funding, sales and income, education and marketing and the development of innovative sculpture park management.

Leading architects discuss their designs for exhibition spaces and galleries, visitor reception and educational buildings.

Conference dinner for delegates and guided tour of the YSP.

Programme

Chair : Oliver Lowenstein Editor
Fourth Door Review

Morning Session 1: Cultural Transition
– The Changing Nature of Sculpture

10.00 **Peter Murray** Executive Director
Yorkshire Sculpture Park

10.20 **Charles Jencks**
Landform – Between the Categories

10.40 **Peter Sharpe** Curator, Keilder Partnership
Keilder Water & Forest Park in Northumberland
Visual art & architecture programme

11.00 **Clive Adams** Director
Centre for Contemporary Art & the
Natural World, Haldon Forest Park, Exeter

Questions to speakers

11.30 **Coffee**

Morning Session 2: Idea Generation: –
Marketing the Sculpture Experience
Broadening the Audience Appreciation

12.00 **Judith King** Curator
Contemporary Programme, English Heritage
Martin Allfrey Head Curator of Collections
English Heritage

12.20 **Mollie Dent-Brocklehurst** Director
Sudeley Castle, Gagosian Gallery (invited)

Questions

12.45 **Lunch**
– view Andy Goldsworthy exhibition

Afternoon Session 1:
The Importance of Architecture

14.00 **Peter Clegg**
Feilden Clegg Bradley Architects LLP
The Underground Gallery, YSP

14.20 **Craig Downie**
Studio Downie Architects
Cass Foundation Centre

14.40 **Alfred Munckenbeck**
Munckenbeck+Marshall Architects
Mount Stuart Visitor Centre, Bute

Questions

15.00 **Tea**

Afternoon Session 2:
Alternative Strategies
Forward Thinking - Future Vision

15.30 **Eileen Woods**
Creative Development Director
Gunpowder Park

15.50 **Adam Sutherland** Director
Grizedale Arts

Questions
Close of Friday conference

16.30 **View**
Andy Goldsworthy exhibition

19.30 **Conference Dinner at YSP**

YSP Event and Booking Details:

/ Event Details

Art in Public: Sculpture Parks
& Land Art Commissions
Friday 2 November 2007

Tout of Yorkshire Sculpture Park
Saturday 3 November 2007

Yorkshire Sculpture Park
West Bretton
Wakefield WF4 4LG

/ Ways to book

We accept payment via cheque or credit card.

1. Book by calling 01924 832500
2. Please complete the attached booking form and send to:

Art & Architecture Administration
Yorkshire Sculpture Park
West Bretton
Wakefield WF4 4LG

Please complete one registration form for each delegate

/ Delegate Pricing Information

The fee is inclusive of refreshments, lunch and conference documentation

Standard rate

£175 + VAT (£205.63)

(includes annual subscription to the A&AJ)

Concessionary rate

£135 + VAT (£158.63)

Conference Supper

£25 + VAT (£29.38)

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Booking Form:

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Please complete clearly in BLOCK CAPITALS

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/ Postcode	

I wish to book the conference at Standard Rate — £175 + VAT (£205.63)

I wish to book the conference at Concessionary Rate — £135 + VAT (£158.63)

I wish to attend the Conference dinner at YSP on Friday 2nd November — £25+VAT (£29.38)

I wish to attend the YSP Tour on Saturday 3rd November

/ Payment Details

All fees are payable in advance of the event. Delegates may be refused admission if payment is not received prior to the event. Cheques should be made payable to Yorkshire Sculpture Park.

Please accept my cheque (enclosed)

/ Cheque number

/ Amount (£)

Please debit my Visa / Mastercard / Delta Card

/ Card number

/ Cardholder's name

/ Start date

/ Signature date

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Cancellation

If for any reason you are unable to attend, cancellations received in writing by 19/10/2007 will receive a refund less an administrative charge of £50 + VAT. There will be no refunds for cancellations made after this date. Substitutions can be made at any time at no further cost.

Data Protection Act

The data you provide will be held on a database in accordance with the *Data Protection Act (1998)*. Your details may be passed to other companies who wish to contact you for marketing and communication purposes. If you do not wish your information to be passed on, please write to Art & Architecture Journal, 70 Cowcross Street, London EC1M 6EJ, United Kingdom.

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Further information

This conference has been organized by the Art & Architecture Journal as part of *Art in Public: The National Public Art Conference Programme*.

For further information regarding the conference programme for 2007/08 please contact;

Tom Evans
Conference Manager
E. events@artandarchitecturejournal.com

Design

February