

The Public Garden

Art - Landscape - Environment

The Effect of Art and Regeneration in Shaping Green and Public Spaces

Wednesday 18 October 2006
Burlington House. London W1



Organised by

Art&Architecture.Journal



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Conference Partners





Why you should attend

The Public Garden is concerned with the collaboration of landscape architects and designers with artists on public realm projects. It will explore: the current experience of visual art programmes - installations and events - the effect of art and regeneration in shaping experiences of rural and urban parks - projects for diverse natural and managed green public and private space.

Drawing on experience from a range of professionals in the field and focusing on current developments, the conference will consider: catalysts for change concerned with the identity of site and place - artists involved in the process of engaging a new audience for art and environment through tourism and marketing - the role of local and regional public bodies in the development of public space - emerging attitudes towards ecological and sustainable land use - the legacy left to future generations.



Programme

09.30 Registration and coffee

7 Developments – Current Picture - Collaboration

10.00 Introduction and Welcome

Jeremy Hunt, Editor, Art & Architecture Journal

10.10 Art into Landscape: A Shared Vision

Confirmed speaker from Landscape Institute

10.30 Re-inventing the city as a new physical and psychological landscape

Peter Fink, Artist and Igor Marko, Architect, Art2Architecture

10.50 Question and discussion

11.20 Morning coffee

2 Programmes - Place – Re-Invention

11.50 Redefining Space: Large Scale Sculptures for Diverse Places

Danny Lane, Sculptor

12.10 Alternative State in a Common Land: Exploring the Physical and Social Aspects of Open Space in Our Society

Eileen Woods, Artistic Director, & Tony Beckwith, Creative Development Director, Gunpowder Park & Landscape+Arts Network Services

12.30 Displacement

Eelco Hooftman, Founding Partner, Gross Max & Senior Lecturer at Edinburgh College of Art

12.50 Questions and discussion

13.20 Lunch

3 Approaches - Concept - Vision

14.25 'Welcome to the North': Cross Regional Programmes & International Marketing Campaigns

Kirsteen Thomson, Sustainable Regeneration Manager, IGNITE & One North East

14.45 Creating the UK's Biggest 'Shared Space' Scheme: Developing the Concept + Involving Artists in the Ashford Ring Road Project

Richard Stubbings, Regeneration and Projects Co-ordinator, Kent County Council & Andrew Knight, Public Art Consultant and Manager, RKL Consultants

15.10 Renegotiating Derelict and Unutilized Urban Spaces: Talking Cities in Essen, Germany

Urban Drift Productions Ltd (invited)

15.30 Question and discussion

16.10 Close of conference

Book by 15 September 2006 for £30 discount

The Public Garden (CO 209)

3 WAYS TO BOOK

Please complete one registration form for each delegate

1. Book online at **www.landorconferences.co.uk**
2. Fax the completed booking form to
+44 (0)845 270 7966
3. Post the booking form with payment to
**Landor Conferences, Quadrant House,
250 Kennington Lane, London SE11 5RD**

Please complete clearly in BLOCK CAPITALS

1. PERSONAL DETAILS

Title (Mr/Mrs/Dr/Other – Please specify) _____

Name _____

Position _____

Department _____

Organisation _____

Address _____

Postcode _____

Tel _____ Fax _____

Email _____

Special or dietary requirements/access needs _____

2. PRICE INFORMATION

The fee is inclusive of refreshments, lunch, conference documentation and a CD ROM sent out after the event including all the speakers' papers and/or presentations.

Commercial organisations

- Early bird rate – £315 + VAT = £370.13 (ends 15/09/06)
- Standard rate – £345 + VAT = £405.38

Public Sector organisations

- Early bird rate – £265 + VAT = £311.38 (ends 15/09/06)
- Standard rate – £295 + VAT = £346.63

Small businesses (upto 10 staff) and practising artists

- Early bird rate – £145 + VAT = £170.38 (ends 15/09/06)
- Standard rate – £175 + VAT = £205.63

Special Rates for voluntary organisations, registered charities, full time students and group discounts are available on application. Please call +44 (0)845 270 7965 for details.

3. 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. Delegates who have not paid will be required to provide credit card details or supply a company cheque at registration. Payment can be made by cheque, credit card or BACS transfer. Cheques should be made payable to Landor Conferences. **Payment terms are strictly 7 days.**

- I enclose cheque no _____ for £ _____
(NB cheques made payable to Landor Conferences)

- Please debit my Visa/Mastercard/American Express/
Eurocard/Delta card

Card no _____

Start date ____/____/____ Expiry date ____/____/____

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Cardholders name _____

Signature _____ Date _____

Cardholders address (if different from overleaf) _____

Postcode _____

- Please invoice quoting order reference no _____
(NB Purchase orders **must** be provided before we can process bookings)

VAT Registration No (for international bookings only) _____

Important Note: In addition to your purchase order number, please provide details below of the contact to which invoices should be sent. Otherwise invoices will be sent to the registered delegate who will be held responsible for ensuring that the invoice is redirected for prompt payment.

Contact name _____

Department _____

Address _____

Postcode _____

Tel _____ Fax _____

4. ADMINISTRATIVE DETAILS

Landor Conferences, Quadrant House, 250 Kennington Lane, London SE11 5RD. Tel: +44 (0)845 270 7965 Fax: +44 (0)845 270 7966 Email: conferences@landor.co.uk Website: www.landorconferences.co.uk

For accounts queries please call +44 (0)845 270 7866

Venue and Date

Wednesday 16 October 2006
Burlington House, Piccadilly, London W1J 0BG

Confirmation

You will receive a receipted VAT invoice and joining instructions which includes a map, directions and travel information. If your booking has not been acknowledged 7 days prior to the event please contact us to confirm your booking has been received on +44 (0)845 270 7965.

Cancellation

If for any reason you are unable to attend, cancellations received in writing by 04/10/06 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.

Accommodation

We have appointed Hotel Options as the hotel reservations bureau for this event. They have negotiated special rates at a number of hotels and will be pleased to make the necessary arrangements on your behalf. Telephone +44 (0)807 55 22 01 for more information. A written confirmation will be sent to you. This is a free service.

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 the Database Manager at Landor Conferences at the above address.

Who should attend

- Landscape Architects
- Town Centre Managers
- Environment Officers
- Artists
- Regeneration Managers
- Planners
- Urban Designers
- Public Art Officers
- Landscape Designers
- Architects
- Consultants
- Cultural Services Managers



Colour-UDL is an urban design led landscape architecture practice of international perspective - we understand the dynamics of cultural regeneration. We actively promote the synergies of successful collaboration with artists, architects, local authorities and developers from masterplan to detailed levels.

As project sponsors, we have a message :
'Believe in the potential and create a sense of wonder.

Change will inevitably happen.'

www.colour-udl.com



The A&AJ is the UK's leading professional journal of contemporary art and architecture with a campaigning ethos as a catalyst in the development of successful high quality cross cultural and multi-disciplinary public art commissions, projects and collaboration linked to areas of urbanism and regeneration.

The A&AJ is printed quarterly as a 64 page colour magazine publishing over 40 articles per annum to establish an important reference resource for contemporary art in the public context.

www.artandarchitecturejournal.com



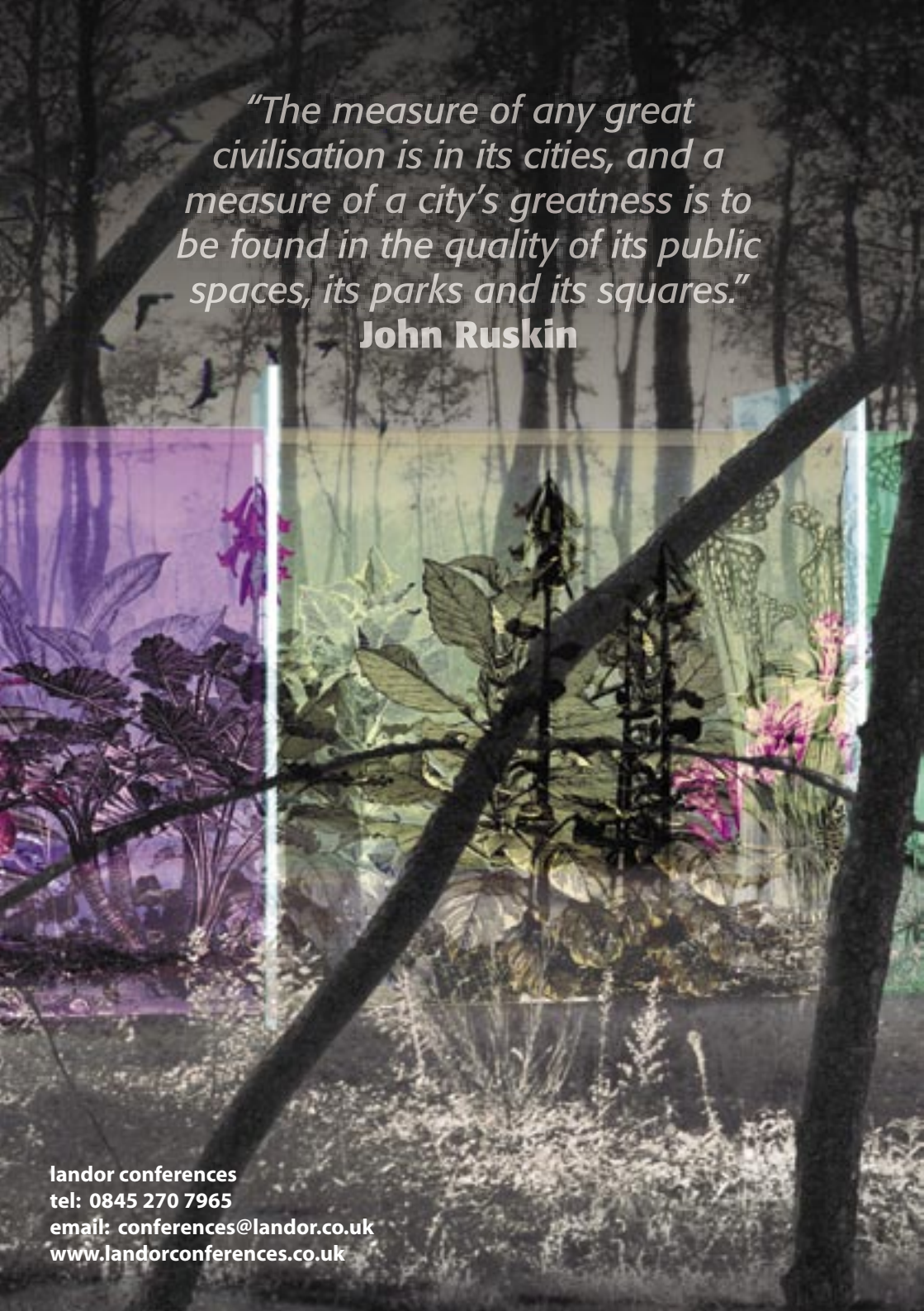
Sponsorship & Exhibition Opportunities

Landor Conferences consistently attracts high quality focussed professional audiences of between 70-140 people. If you wish to carefully target your marketing consider the advantages of sponsorship, taking exhibition space or inserting relevant promotional material into the delegate packs with rates that represent real value.

Call Matthew Knight on +44 (0)845 270 7969 or email matthew.knight@landor.co.uk for full details.

Conference CD ROM's will be made available for the conference. Please visit www.landorconferences.co.uk for information on these after the event.

This conference could also assist professionals with their Continuous Professional Development points (CPD) requirements.



*"The measure of any great
civilisation is in its cities, and a
measure of a city's greatness is to
be found in the quality of its public
spaces, its parks and its squares."*

John Ruskin

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