

Who should attend:

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



Art & Architecture Journal

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

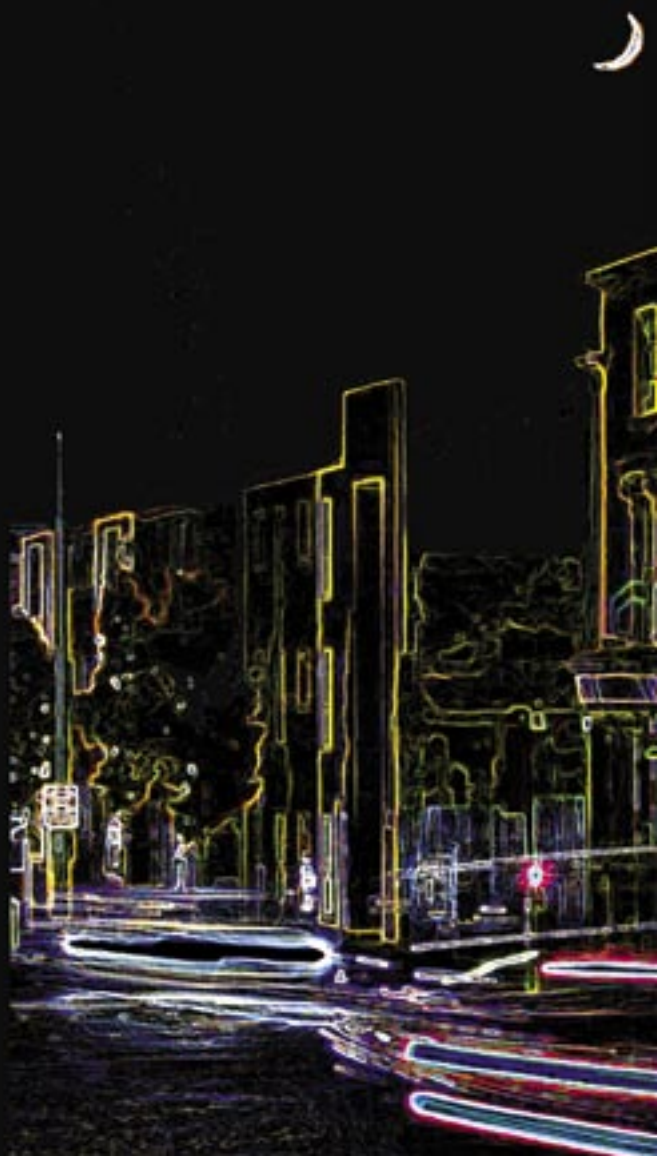
Sponsorship & Exhibition Opportunities

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.

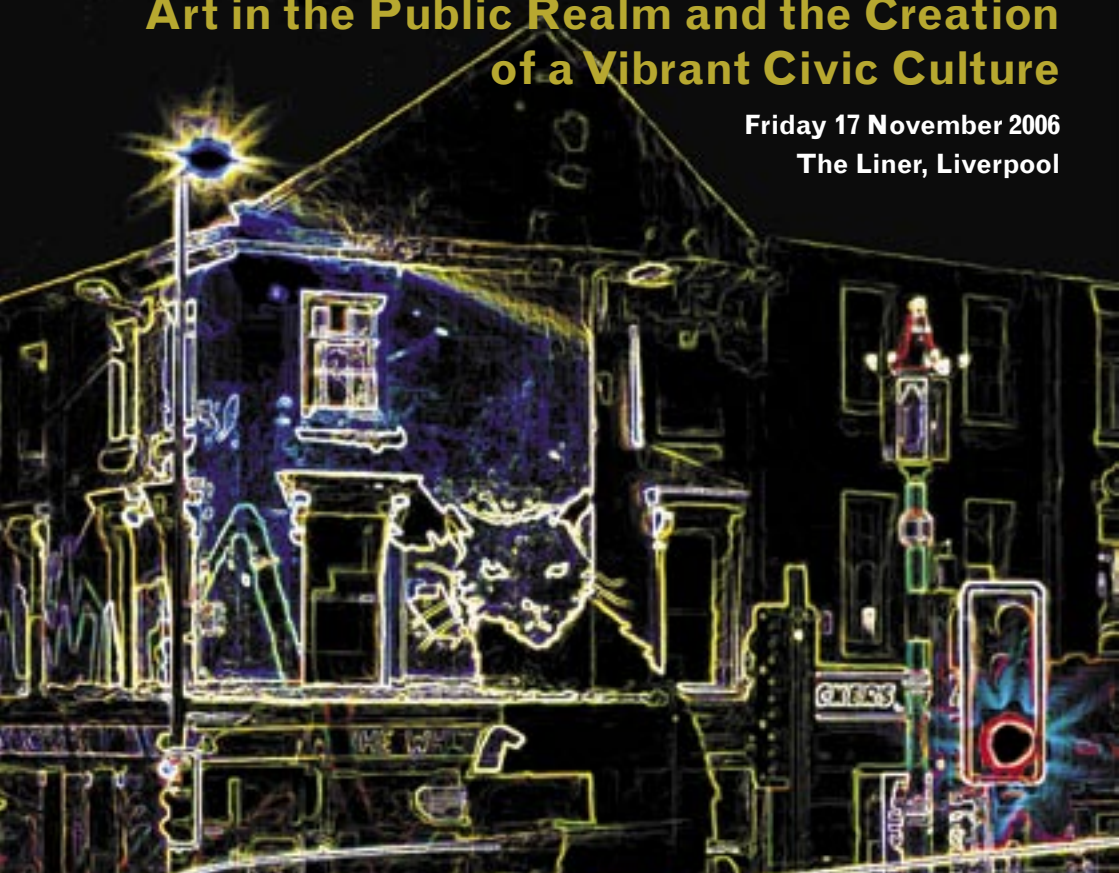


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tel: 0845 270 7965
email: conferences@landor.co.uk
www.landorconferences.co.uk

The City in **Transition**

The 2nd Annual National Public Art Conference
**Art in the Public Realm and the Creation
of a Vibrant Civic Culture**

Friday 17 November 2006
The Liner, Liverpool



Organised by

Art+ArchitectureJournal



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for professionals by professionals

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ASSOCIATION OF CITY NOCTURNALS



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BRITISH
SOCIETY OF
SCULPTORS

Book online at www.landorconferences.co.uk



Placemaking ‹ Art and culture led approaches to the built environment

Transformation ‹ Art and culture as catalysts for change in shaping regional identity

Enabling ‹ Information, case studies, documentation

Why you should attend

The City in Transition examines the role of using art in the public realm to create a vibrant civic culture. It is concerned with issues of placemaking and transformation and how art, media and culture act as catalysts for change in shaping regional identity within the contemporary urban renaissance.

Key speakers will present the links between culture, marketing, media, tourism and economic prosperity within the government's Northern Way Strategy and support for the development of cultural programmes in the regeneration and renewal of cities across the North of England.

The conference will address the definition, procurement and delivery of culture in relation to urban regeneration with hard information, documentation and discussion from leading progressive real-world art projects and urban developments.

The event promotes a greater public understanding of how the creative and positive vision of art and culture-led approaches, working across disciplines, can provide wider social and economic benefits which affect people, places and communities.

The choice of Liverpool establishes an active partnership with the Liverpool Biennial and programme of art commissions and the positive energy and aspirations of a city in the process of being rebuilt in it's 800th birthday year.



DAY 1

09.30 **Registration**

10.00 **Welcome**

Jeremy Hunt, Editor & Publisher,
Art & Architecture Journal

10.05 **Keynote & Introduction**

Lloyd Grossman, Deputy Chairman,
Liverpool Culture Company and Chairman of
National Museums Liverpool

1 **Policy & Overview - Cultural Transition
& Regeneration**

Morning Chair

Lloyd Grossman, Deputy Chairman,
Liverpool Culture Company and Chairman of
National Museums Liverpool

10.30 **Areas of Opportunity: Raising Profile,
Rebuilding Confidence**

Vince Taylor, Regeneration Professional &
Director of Implementation,
The Northern Way

10.50 **Evaluation of PROJECT: Engaging
Artists in the Built Environment**

Fred Brookes, Director, Comedia

11.10 **Catalysts for Change: Re-thinking
Place & Space**

Joe Doherty, Chief Executive, Tees Valley
Regeneration & Trustee of the BALTIC
Centre for Contemporary Art

11.30 **Questions & Discussion**

11.50 **Morning Coffee**

2 **Ideas & Projects - The Art &
Architecture Experience**

12.20 **Taking the Lead, Shaping a City**

Alfredo Jaar & Charles Quick, Lead Artists,
The Tithebarn Development, Preston

12.40 **Urban Recovery: Concepts in Progress**

Karsten Huneck & Bernd Truempler, OSA
(Office of Subversive Architecture)

13.00 **Questions & Discussion**

13.20 **Lunch**

3 **Ideas & Projects - The Response to Art**

14.15 **Introduction by Afternoon Chair**

Lewis Biggs, Director, Liverpool Biennial

14.20 **Beyond the Northern Way: A
Framework for Development**

Robert Powell, Director, Public Arts.

14.40 **Be Modern or Die**

Isabel Vasseur, Director, Art Office &
Consultant to Channel 4, The Big Art Project

15.00 **Questions & Discussion**

15.20 **Afternoon Coffee**

4 **Forward Thinking - Future Vision**

15.50 **Regenerating Blackpool: £25m Big
Lottery Living Landmarks**

Reg Haslam, Director, Blackpool Council
ReBlackpool

16.10 **A New Cultural Vernacular: Special
Places in the City**

Nick Johnson, Executive Director,
Urban Splash (invited)

16.30 **Market the North to the World**

Gary Topp, Chief Executive,
Yorkshire Culture

16.50 **Questions & Discussion**

17.10 **Bar & Close of Conference**

18.30 – 20.00

Launch of Liverpool Biennale event

Animal by Ron Haselden. Three neon
sculptures in Liverpool City Centre (optional)

DAY 2 10.00 - 16.00

**Tour of Public Art in Liverpool
/ Biennial highlights / Art &
Architecture projects in Liverpool
(optional)**

Includes:

- Tour of the International 06 city centre
public realm highlights
- Lunch
- Public art bus tour of Liverpool
- Discussion session and drinks

The events on day two are organised by
Helen Whitehead

Visit www.biennial.com, call 0151 709 7444 or
email helen@biennial.com for more details.
4th Liverpool Biennial. 16 September - 26
November 2006

Book by 13 October 2006 for £30 discount

The City in Transition (CO 207)

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 13/10/06)

Standard rate – £345 + VAT = £405.38

Public Sector organisations

Early bird rate – £265 + VAT = £311.38 (ends 13/10/06)

Standard rate – £295 + VAT = £346.63

Practising artists and small businesses (up to 10 staff)

Early bird rate – £145 + VAT = £170.38 (ends 13/10/06)

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.

I would like to attend the launch of the Liverpool Biennale event (17 November)

I would like to attend the tour of the Public Art in Liverpool on 18 November (**£5.00 - Cheques payable to Liverpool Biennial of Contemporary Art Ltd**)

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 ___ / ___ / ___

Security Code _____

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

Friday 17 November 2006

The Liner Hotel, Lord Nelson Street, Liverpool L3 5QB

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 03/11/06 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)8707 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.