

Euston Town Cultural Strategy

EUSTON
TOWN

Euston Town Cultural Strategy

Euston Town is a partnership funded by local business, tasked to ensure that all stakeholders and communities benefit from the major construction taking place.

This arts and culture strategy represents our commitment to helping to create a thriving creative scene, driven by the people who use the public realm.

The strategy is devised in partnership with MTArt Agency, an award winning talent agency who is passionate about the development of public art projects, and supported by Camden Council's Art Development team.



‘Euston Town’s Cultural Strategy rises to the challenges that Euston faces now and in the years to come. It champions our community, by making their experience a visible presence, and by creating cohesion during this period of unprecedented disruption. I am really looking forward seeing the installations as they appear, to meeting with the artists who create them, and the residents who inspire them.’

Keir Starmer
MP for Holborn & St Pancras

CAMDEN PEOPLE'S THEATRE

Euston Town Cultural Strategy 4

Mass Cloud Gallery



CPT NEW
ADVENTURES
IN THEATRE
CAMDEN PEOPLE'S THEATRE
CPT is dedicated to creating and sharing new and exciting
opportunities for emerging artists. We're here to support and work with
artists, to create new work, to share it with the world, and to give you
a glimpse of the future of theatre.
CPT is also proud to be part of the Black Euston and Camden community and
to help to build and create a new role in the city.
We CPT see everyone as part of the team, so come along, take a look - and take part.
There's a lot to see, a lot to do, and a lot to imagine. Please don't be shy - we'll be
there to give you a great night out.
OPEN MON-FRI 10am-6pm AND MOST EVENINGS
HOURS: 10am-6pm MON-FRI, 10am-6pm SAT, 10am-6pm SUN. WWW.CPTHEATRE.CO.UK

WHAT'S ON THIS WEEK
For full details about
our artistic programme,
visit our website
CPT is also available + FREE!
Email: admin@camdenpt.co.uk
WWW.CPTHEATRE.CO.UK
@camdenPT

Vision

A dynamic arts and culture scene that responds to Euston's rich history and spirited communities, placing them at the centre of an exciting future London.

Euston is positioned in the future Alt.Cmd zone – a district purposefully defined as the centre for pioneering technological trials that help us to face our new and developing societal challenges. The development of a world-class station will further establish Euston's position in London's role on the global stage.

Not to mention the wealth of world-renowned institutions, powerful and active community organisations, and leaders in technology, medicine and academia.

Our arts and culture scene will flourish to reflect this appetite for innovation with art commissions that push boundaries and experiment, offering learning opportunities and exploring new ideas. It will represent the broad local demographic and offer a fully inclusive platform on which to have honest and open discussions. It will mean identifying current cultural activity, allowing it to inspire commissions that ask important questions and carry pertinent messages. It will also mean nurturing smaller organisations and supporting them as they grow and form partnerships.

The Euston Town Culture Group

The commissioned arts and culture scene will be guided by the specially formed Euston Town Culture Group. This group will combine community with professional representation to ensure a carefully considered Cultural Strategy and programme. Working with the Euston Town Culture Group we will establish a holistic plan that builds on the area's existing cultural provision to offer new creative talent and provide entrepreneurs with opportunities to emerge, establish and prosper.



**Euston Road,
Drummond Street &
Chalton Street**

Jennifer Abessira, *Don't Think Twice*

From 15 September to late November 2017, more than 70 bollards located on St Thomas Street were temporarily covered with prints of Abessira's photographs, which were a combination of repurposed archival images and impressions of important local symbols, such as the London Bridge itself and surrounding buildings.

It has been created to help commuters, locals and tourists alike develop a better understanding of the area's diverse cultural identity.

We aim to emulate this approach in busy commuter spots, encouraging people passing by to explore the community, culture and public realm that sits beyond Euston Station.

The value of art to Euston

This cultural strategy is a part of our multi-pronged response to the challenges that face Euston as development continues.

Art and culture will drive sustainable economic development, attracting a wider audience to visit and explore the area's offer.

It supports day and night time activity and encourages spending by both residents and visitors, as cited by the Arts Council. Community resilience and togetherness will come from true inclusivity, by which we mean to hand place-shaping decisions

and responsibilities to members of the local community. We aim to instill a sense of control among the community over the future of their neighbourhood, creating a joint vision and cultural trajectory for the area that we can all be proud of. The cultural strategy should help to express a shared history and aspirational hopes for the future. With cultural activities now built in to public health strategies, we are further encouraged to use art to express the experiences of local stakeholders. Surrounding activities can address isolation and mental health, whilst encouraging people to dwell in their social public spaces and engage in healthier travel options.

Constructions sites, hoardings and changing traffic routes are a reality for Euston's future. For the health of the local economy and the invaluable community of independent businesses, we must ensure effective press campaigns surround our cultural events and installations. We must raise the profile of

Euston and challenge traditional perceptions.

Ultimately, this cultural strategy seeks to establish a sense of place. Two high streets flank Euston station and they are buzzing with independent businesses, vibrant community organisations and cultural activity. London desperately needs to retain this pocket of character amongst the ever sprawling developments, and putting this stamp of identity on the place will ensure that its value is properly understood and protected.



**The British Library,
Euston Town's Humans
of Camden Campaign &
Chalton Gallery**



Euston Town, **MAKE SPACE**

An initiative making creative use of vacant spaces. The first iteration *Hope for Tomorrow* hosted exhibitions, workshops and panel discussions that explored the complex issues of contemporary city life. The three week program brought together the varied demographics of local stakeholders around issues that highlighted common ground and encouraged new perspectives.

Definitions

Euston Town BID uses 'culture' as an umbrella term. It includes the creative industries, arts and cultural organisations, and sectors from visual and digital art, to theatre, film, music, dance, literature, public art and fashion. Culture has a pivotal role in defining the character and identity of the places we live, work and visit. It brings us together, helping us enjoy our places and flourish individually. It also fosters creativity and innovation, provides jobs and celebrates heritage.

Public Art will be a key instrument for cultural development across Euston Town.

Euston Town BID uses the term Public Art to refer to:

- both the process and impact of artists in creating temporary or permanent artwork in and for public spaces.
- artists, designers and makers working within the built, natural, urban or virtual environment to create works that are accessible to the public.

Regardless of its form, public art commissioned under the Arts & Culture Strategy will have three things in common:

- It will involve artists
- It will be made specifically for the place in which it is located
- It will be made specifically for the people who use that place.



Euston Town's *MAKE SPACE* interactive show by Haylee McGee, exploring art & science with Invisible Dust, *MAKE SPACE* panel discussion

A close-up photograph of a person's hands holding a white, marble-like sculpture of a face. The person is wearing a red dress and a gold chain bracelet. The sculpture is held in front of the person's chest, and the background is a blurred grey.

Jasmine Pradissitto, *Breathe*

Euston Town's commission of *Breathe* by quantum physicist and sculptor Jasmine Pradisitto as part of the Euston Green Link initiative.

In partnership with Alsitek, the artist uses a sustainably sourced geopolymer NOXtek which absorbs harmful NOx from the air and turns it into a harmless gas.

The piece, which will be installed on Camden People's Theatre, is reminiscent of Greek and Roman sculptures in marble and stone.

Ambitions

We envisage that in ten years Euston Town's cultural organisations and creative industries will have evolved into world-class economic assets. Our resident flagship creative organisations (existing and new) will be significant national and international players and will understand their duty to nurture Euston Town talent and to function at the centre of Euston Town's creative networks.

Euston Town BID will work with cultural organisations, artists, businesses and residents, to contribute to:

- **Place-shaping** — using our collective knowledge of the area to help build a bold and thriving neighbourhood in which innovative cultural entrepreneurs flourish and communities enjoy a shared space that reflects their stories.
- **Place-branding** — establishing an identity for Euston that empowers the local business and resident, confirms

their place in the context of the changing landscape and attracts new footfall.

- **Business development** — recognising culture as an economic driver that helps to uplift the local trading environment, supporting the day and night-time economies.
- **Affordable spaces** — helping to identify opportunities to provide affordable or free event, studio or art space and where possible managing those spaces and using them to host cultural events or installations.
- **Community** — focusing on community development, personal wellbeing and quality of life. We acknowledge that a strong cultural offer builds community resilience and social cohesion.
- **Creative programming** — running activities that highlight the location's unique offer, raises its profile and brings

an artistic or cultural moment to the local area.

Through our cultural programme we will help to:

- Revitalise Euston Town - the public realm and public spaces
- Support the growth of local cultural industries
- Develop cohesive communities
- Develop talent (local, creative and or entrepreneurial)
- Attract visitors
- Retain and attract new businesses

Principles

Euston Town Public Art guidelines

- Artwork must create a sense of place and build on key visions and programmes
- The development of the cultural scene will respond to the needs of the people who use the space
- The artwork must be site specific
- The artwork must be relevant to the area and the community, enhancing its sense of identity

Public art commissions must respond to these values:

- **Inclusivity**
Artworks will become a part of the area's social fabric and entice shared ownership. They will represent the local community with inclusive growth, open discussion

and diversity as key requirements.

- **Transparency**
Ensuring the audience understands the process and the involvement of various stakeholder representatives in reaching a commission decision.
- **Partnerships**
An integral part to the culture strategy, partnerships will enable us to further our reach, enhance learning opportunities and expand the potential for community and identity building.
- **Quality**
To be defined by three criteria; technical, conceptual and response to the area and community. This includes the quality of the materials, the messaging and the relevance of a piece.
- **Sustainability**
To be aligned with Euston Town's environmental values, materials,

longevity and building processes must be sustainable and have no negative impact on the environment.

- **Learning**
Complementary activities, learning opportunities and the creation of a digital footprint will not only foster a sense of ownership but directly benefit local community groups with opportunities to learn, investigate and explore new ideas.

A little more on partnerships and stakeholder engagement:

- Consultation in some form will always be a part of the process. The type and depth will depend on the site, scale and sensitivity of the commission. It must be embedded early for the community to help shape the brief.
- We consider community groups our potential partners with whom we can commission art that resonates with our audience.
- Partnerships can help us to uncover new opportunities for funding and resource sharing.
- Successful engagement will encourage public ownership and social cohesion through the notion of shared values amongst all stakeholders.
- Partnerships and engagement will give us a holistic, broad view of the context and how art can best serve the needs of the community.
- Learning opportunities will help us to achieve ongoing engagement, and partnerships with community organisations and schools will be essential in order to reach the groups we want to and facilitate the most effective manner of educating.



**Euston Town's community
photography classes,
Camden Inspire Awards,
place-branded window
installation**



Saype, *In the World Hands*

We take inspiration from MTA Agency artist Saype. *In the World Hands* is a 5,300m² work of 100% natural paint in Buenos Aires. It brings attention to the importance of giving the younger generation the tools and knowledge around recycling and waste, nurturing and protecting the planet and its resources.

We intend for art in Euston Town to bring the same educational opportunities, spark thought provoking discussions and position the local community within contemporary discussions.

Our work

Making meanwhile use of temporary space

Our project MAKE SPACE is specifically dedicated to identifying temporary opportunities - whether that's a vacant retail space or a temporarily exposed wall - and using it to the benefit of creatives. Short term installations create a buzz that attracts a new audience whilst providing a cultural and learning event for local people.

Identifying opportunities for permanent installations

Permanent art in the public realm must become integrated within the community, resonate with stakeholders and take in to account the history, architecture and culture of the area. We will find opportunities for permanent pieces of art that become a part of Euston's exciting future. These opportunities will help us to retain a sense of belonging

and place as the environment around our communities changes.

Working with construction

We will be surrounded by construction assets for many years to come. We consider these as opportunities to partner with contractors and commission artists or community groups to put their stamp on the area. Hoardings, exposed walls, pockets of green space - all will come and go, and can be used as a platform to showcase the work of artists and the identity of Euston.

Linking performance art to our vision

We will be flexible in our thinking of where performance art can take place. We will aim to gather online attention, utilising social media, but it's also an opportunity to invite an audience to enjoy Euston's art scene instead of

just passing by. We can target commuters and immerse them in a cultural experience they may not expect in Euston.

Hosting or supporting events

Events invite community participation in a way other installations may not, with stakeholders contributing to every step including the execution, helping to showcase Euston Town. A food festival for example, would celebrate its vibrant and exciting scene of businesses and residents, bursting with both innovative and traditional offers. Events like this can open a dialogue between different communities and invite newcomers to take part.

Searching for pioneering art & science links

Euston is rich with artistic organisations, education and medical institutions. Our arts and culture scene can help us to capture the

value of this position, when we seek artists who use innovative methods to convey messages around our modern day challenges - climate change, air quality, public realm design and regeneration. Artistic installations like this could be a test bed for future technologies, which will have started in Euston.

Maximising civic return on cultural assets

We will work to ensure maximum civic return – social and economic - on the incredible institutions and creative venues that already call Euston home. We will continue to work with the British Library, Wellcome Collection and RCGP on exploring new ways to connect with the local community, and continue to promote the work of local theatres and galleries to a wider audience. Our local communities will take up the benefits of a rich and diverse culture scene on their doorstep.

Plugging the gap in cultural investment

Whilst local authorities are increasingly unable to invest in arts and culture, the sector continues to have high potential for returns and benefits that create a sustainable local economy, drive inclusive growth and improve community physical and mental wellbeing. Innovative solutions to cultural investment are needed. We will promote the value of corporate social venture investment to larger local companies, enabling them to connect with the community, fulfil CSR objectives and see the returns of their investment in their immediate area. We will help to relieve the financial pressure on artists and creative organisations by identifying opportunities to share resources, and where possible offer temporary free space when it becomes available.



Invisible Dust, *Human Sensor LDN* by Kasia Molga

In 2018 Euston Town sponsored Invisible Dust, a climate change summit that brought women to the forefront of environmental discussions and explored how art can best be used to mobilise communities in to climate action. *Human Sensor LDN* was a performance along Euston Road and Drummond Street, with dancers wearing pollutant-reactive outfits that highlighted the damage London's air does to our bodies.

Legacy

For our arts and culture scene to evolve and adapt to a changing environment, we must effectively measure the success of commissioned art and adapt as we move forward.

Value & wellbeing

Our commissions will be assessed via a cultural data analysis approach pioneered by Vishal Kumar and MTA Art Agency. We

will use interviews to gauge the value stakeholders put on art in the public realm, and how they believe it benefits them and the neighbourhood. This approach lets us evaluate a project's success and continually adapt our commissioning practice, keeping people at the core of the process. It may also support further investment and more emphasis on public art in a policy context.

Economic impact

We will use figures from local businesses to estimate the effect an installation has on an area's footfall and how this impacts business turnover.

Learning opportunities

Exploring a piece's theme will provide opportunities for the artist to work with schools and community organisations to consider its message and keep the installation relevant to

the area's community.

Information on the work and its artist will be readily available online for all future viewers to understand the message and purpose.