



Speed



Prepare for the journey

PUBLIC ART AND PUBLIC SPACE PROJECT
ΠΡΟΓΕΚΑΤ “PUBLIC ART AND PUBLIC SPACE”



Summary

Subject of Public Art & Public Space project is redefinition of urban public space use and design. With that purpose this project has been promoting multidisciplinary work of different professions and their strong collaboration with the local community on different projects in the civic realm.

This project has also one very significant purpose - education of new generations of urban planners and designers who are supposed to accept and make use of this multidisciplinary approach in their future work.

Key words: Public Space, Public Art, education...

Motive, Initiation and Institutionalization of the “Public Art & Public Space” project

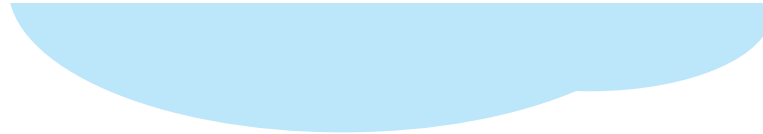
Important parts of urban design quality today are the possibilities to achieve high aesthetic qualities of urban form and urban furniture as well as the possibilities to integrate various forms of Public art into city life. Exactly these topics are the focus of research and action of Public art Public space (PaPs) project, founded on Faculty of Architecture University of Belgrade in 2003. Though Faculty of Architecture is the founder of the project, University of Art - Belgrade and Faculty of Forestry, Department of Landscape Architecture - Belgrade, participate in it on equal basis.

PAPS project explores possibilities for redefinition of public spaces use and design. Therefore it intends to:

- a) Promote interdisciplinary work of different professions and their strong collaboration with the local community on different projects in the civic realm.
- b) Inform, educate and encourage public awareness of public art (conferences, symposia, workshops, artist's lectures, community meetings ...) and to activate and involve local community and City government into urban design process
- c) Educate the new generation of design professionals through promotion of interdisciplinary work of students form different faculties in the field of urban design and public art (architecture, art, landscape architecture, social sciences...)

This approach is important if you take into account Serbian context with its contrasts, uncertainty, constraints and potentials:

- Presence and quality of art in public spaces in Serbia is on a very low level as well as the level of the maintenance of existing public art. On the other hand, there are some lovely public and semi-public spaces that wait to be rediscovered, some ordinary public spaces that can be improved and some historical and natural treasures that can be emphasized. The capability to recognize the potentials of small and big, ordinary and unique, green and built... various public spaces and their specific context of genesis and development is a skill that can be developed and enhanced and therefore becomes an important part of design education of future professionals.
- On the other level, higher educational reform in Serbia is based on general principles of Bologna declaration: the system is essentially based on two main cycles, easily readable and comparable degrees, a system of credits as a means of promoting student mobility, European co-operation in quality assurance, European dimensions in higher education, particularly in regard to curriculum development, inter-institutional co-operation, mobility schemes and integrated programs of study, training and research. Accordingly, this means that the strong divisions among faculties at the University of Belgrade will disappear and some integrated, interdisciplinary programs will occur. Being interdisciplinary by definition - *public art is certainly one of the fields that should be explored through this way of collaborative institutional work.*



Due to an unstable political situation, a poor national economy and numerous problems of transition, it is unrealistic to expect much public funding in public art. Meanwhile, it is possible to design and present some small, incremental projects to gain more public attention on the field that can inevitably improve the quality of urban life.

With this thesis in mind, Public art and Public space (PAPS) project was established with the aim to prepare a basis for stronger integration of public art in the civic realm by working on human potential and knowledge in a context of educational, social and economical reform in Serbia.

PAPS activities are various and aim to:

- affirm public art
- educate students, experts, institutions and public in the field of public art while promoting interdisciplinary work and public participation in process of planning and design of public spaces
- carry out public art projects

These are realized through:

- planning, design and realization of public art projects through interdisciplinary students workshops and actions that involve experts and public in all stages of work
- public presentations of all stages of work on public art projects
- lectures about public art, design of public spaces, public participation in public space design process
- support to activities and presentations that promote public art

International character of this project is achieved through active participation of domestic and foreign experts that work together with students on different projects that explore important themes for the public space development in cities and towns in Serbia.

Organization

PAPS project is founded and organized by Faculty of Architecture in Belgrade and was coordinated by New York City Percent for Art program. The project gathered large number of participants from different levels: academic (students and teachers from several faculties of Belgrade University and University of Art), governmental (Ministries, City of Belgrade, municipality), public institution (cultural institutions, public communal enterprises,...), local community groups and freelance experts from different fields of work (TABLE 1).



The selection of refferent sites for the PaPs projects

PaPs projects are most often connected with public spaces in central urban areas. There were many reasons to choose these locations. On one hand they are chosen because of its central position and cultural and historical meaning. On the other hand many problems and obstacles for their use were identified too. This area is usually central business, commercial and cultural area with various public spaces and tourist attractions and therefore generator of pedestrian movement.

Unfortunately, this concentration of city activities and movements exists only in narrow area around pedestrian streets. Activity level declines as you move away from central axis. That way, some of the most beautiful and historically valuable areas of the city stay passive and forgotten. Lack of activities and attractiveness make these areas become barrier instead of connection between city areas. Surprisingly, these areas are very rich in various charming public spaces.

For that reason we widened the field of action to *exploration of potentials for enhancement and activation of paths that connect city centers with their broad surroundings*. Most often used strategy for that purpose is generation of dispersion of public art interventions and activities and by using these newly activated city spots as magnetic dust that shorten and intensify connections between public spaces in the area. So the strategy is not to fasten the movement but to make it more attractive so that people can enjoy the walk throughout the area.



Terms and Methodology on PaPs Program Activities

Individual actions were mostly realized by organizing interdisciplinary student teams that affected particular problems of local community in various manners supported by experts-mentors of different professions, domestic and foreign, as well. The aim was to activate or to create public spaces with as much quality as possible. An intensive cooperation of student teams and local community on generation, developing and realization of ideas and projects, as well as the public presentation each of the phase was realised.

Starting, limiting factors were mostly:

- nonexisting budget
- lack of cooperation between faculties of the University of Belgrade
- limited time for preparations and realizations of the actions



Considering this, the projects are designed as experiments that should confirm the following starting assumptions:

- Interdisciplinary cooperation between students is possible despite of no official cooperation between faculties of Belgrade University
- In limited circumstances for work, a motivation to realize one's own idea is a represent of a great strenght. In limited circumstances for work (no budget, lack of experience in interdisciplinary work, inactivity of local community...) it is possible to initiate students to realize interdisciplinary actions of public art in public space.
- It is possible to realize massive 'public art' interventions in public space by work of multidisciplinary student teams
- It is possible to realize the variety of public art in public space interventions by work of multidisciplinary student teams
- Students can be the initiators of work with local community
- Students can animate the citizens to take active role in realization of the projects

The controle of previous assumptions, as well as the realization of the individual projects is mostly developing through three phases:

- initiation
- generation and developing the ideas



- realization
- реализација



PROJECT PHASES

Phase 1 - initiation

The idea about activating a great number of places and a lack of studies and research reports about public art and public spaces in Serbia, had as a consequence that we usually first need to identify characteristics of public spaces in the chosen area. This first, initial phase of the project aims to animate students of different faculties, broad public, professionals and institutions to take a part in public art projects.

This phase is usually organized on two levels:

1. *identification and analysis of networks of public spaces and public buildings* in research area (historical development of the area, functional and physical characteristics, network of events, activities, communication, tourist attractions, landmarks, identification, significant views, relation with natural characteristics and morphology of space...)
2. *research on individual locations* (each location is identified by its position in area and in public-space network, functional an physical structure, historical development, significant buildings, natural and morphological features, potentials, ambiances, views)

This research was followed by intensive communication with local community and research on bibliography on this city area.

Most often this phase results with *Catalogue of public spaces* of the chosen area and with presentation about its values and potentials.

These presentations and publication are used to as a base for formation of multidisciplinary student teams as well as to inform public with PaPs project and goals.

Phase 2 - conceptualization - design

Phase 2 starts with formation of multidisciplinary teams. They are formed in relation to student's affinities towards certain public art forms. Student teams generate the ideas and work together with international group of mentors on their conceptualization and design. Again, they worked together with local community and different institutions on development of their design proposals. Part of educational process in this project phase is various lectures on public space and public design.

With a purpose to enhance communication between students, mentors and local community, participants of each workshop are supposed to define their project in specific way:

1. Project title
2. Subject and contents (including explanation and definition of:
 - a) motives for work,
 - b) idea, concept,
 - c) choice of location, paths, areas,
 - d) relation with spatial context and local community,
 - e) project in relation with theme and subprojects – specific interventions in space)
3. Goals and expected results - form of project presentation
4. Working method
5. Working sources and materials
6. Mode and time for presentation of final project

This Project definition phase is important:

- a) in order to focus attention of participants of broader meaning of the project task as well as to the projects feasibility
- b) to help team of mentors to understand the ideas and anticipate its feasibility
- c) to present project to local community, potential investors and broad public in clear and acceptable way

Uncertainty considering financial source, implied project definition on two levels:

- The first level: "grand vision" - related to the proposal of best solutions for the place in chosen art media (light, movie, music...) these were the simulations of how cans the place look like in ideal conditions of realization.
- The second level: "small but possible" related to the project proposals in chosen art media that can be realized with minimum funding.

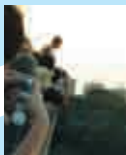
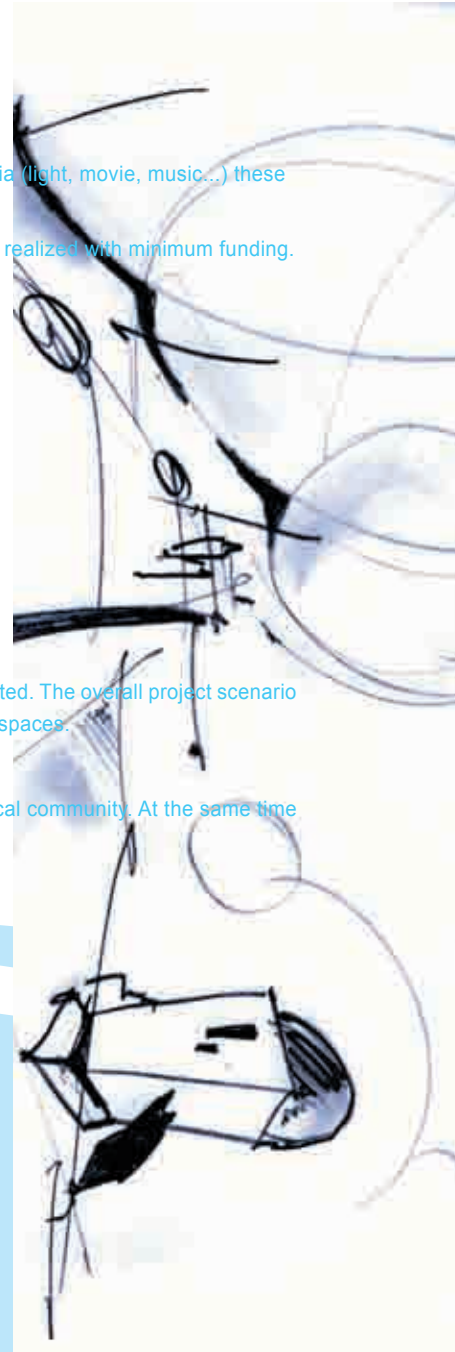
The working results of student's workshops in the second phase are presented as:

- publication: *Conceptual design layouts*
- Public presentation of *multidisciplinary students workshops: Conceptual design proposals*

Phase 3 - project realization

The last phase starts with a selection of individual public spaces and paths - connectors that should be activated. The overall project scenario is defined with a purpose to reach synergetic effect of simultaneous realization of projects in chosen public spaces.

Each student's workshop is supposed to work out the plan of realization with mentors, professionals and local community. At the same time additional activity of students is their participation in the process of fund raising.



The realization of workshops proposals finally results as a Project presentation with a specific name and meaning.

On a chosen area a serial of public events (music, theatre, video art, light installations etc...) are presented. A wide range of public art performances also include: physical redesign and lighting, introduction of natural elements into urban environment, projections of experimental video and movie art works, interior and exterior redesign of public transport, fashion shows of abandoned wagons, choir concerts, creative workshops with children,etc.

The effects of PaPs projects are usually strengthened by its simultaneous realization with other events that take place in the same space at the same time.

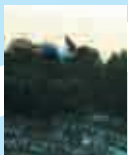
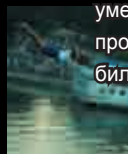


Table 1 presents initial Public art Public space (PAPS) organizational scheme. Though academic and cultural institutions made the initial steps, the idea is to turn this scheme upside down. Our aim is to do all that is necessary to gain strong public participation in public art and urban design process, make local community initiate projects and work thorough local government on different projects in the civic realm. In this way, professionals will no longer be leaders that impose their visions of public space treating public only as the audience but will become public service in a way that they'll have to produce kind of space that people need, appreciate and accept.

На слици је приказана основна организациона схема ПАПС-а. Иако су академске и културне институције направиле иницијалне кораке, идеја је да се ова схема преокрене. Циљ је да локална заједница иницира пројекте уметничког обликовања јавних простора и ради на њима кроз локалне институције. На тај начин, професионалци више не би били они који само излажу своје визије већ би у условно постали јавни сервис како би реализација уметничког обликовања јавних простора у конкретној средини била прихваћена и цењена.



local communities

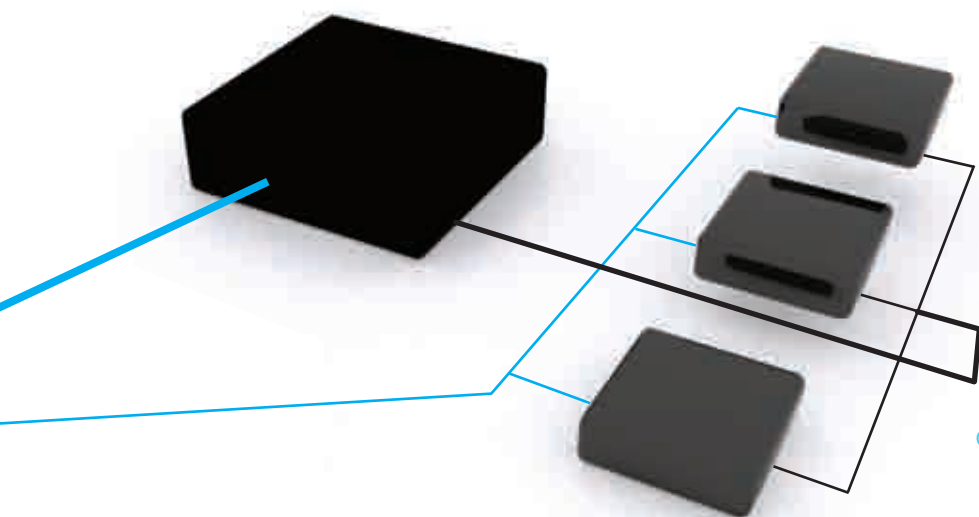
non academic institutions and authorities

independent experts and artists

INTER-DISCIPLINARY STUDENT TEAMS



Faculty of ARCHITECTURE University of Belgrade



University of ART Belgrade

LANDSCAPE DESIGN dpt Faculty of Forestry BU

Other domestic and foreign academic institutions

RESULTS

Recent results

More than 300 students from Belgrade University, more than 50 domestic and 20 experts from all over the world (USA, Australia, Japan, Great Britain, Austria, Netherlands, Switzerland, Slovenia...) took part in projects organized by Public Art & Public space. The importance of the PaPs project was recognized and supported by most important Serbian and lot of foreign institutions (see the list) but also by several thousand citizens of Belgrade, Pancevo, Florence... Public performances, exhibitions and presentations visited more than 100 000 visitors and 150 journalists.

Due to their creativity and mutual cooperation there has been realized by this moment:

Annual campaign.....	4
International workshops.....	8
Domestic workshops	30
Exhibition	28
Lectures	62
Public presentation.....	32
Congress presentation	11
Competitions	5
Publication (in the work progress)	2
Expert's studies	2
Awards	4

The most important results of this project are available at
www.publicart-publicspace.org



Support

„Public Art & Public Space” project is working with support and cooperation with:

- Ministry of Culture and Media, Republic of Serbia
- Ministry of Trade, Tourism and Services, Republic of Serbia
- City of Belgrade – the cabinet of the Mayer
- City of Belgrade – executive board
- City of Belgrade – municipality of Stari Grad
- City of Belgrade – municipality of Savski Venac
- City of Belgrade – municipality of Čukarica
- City of New York – Department of Cultural Affairs - “Percent for Art” program
- UN Habitat
- ICPDR - International Commission for the Protection of the Danube River - UN
- ISF“DRC” International Scientific Forum “Danube River of Cooperation”
- University of Art of Belgrade
- Faculty of Forestry, University of Belgrade
- Faculty of sport and physical education
- City of Pančevo – the cabinet of the Mayer
- City of Pančevo – the cabinet of the city architect

Подршка

Пројекат „Public Art & Public Space” ради уз помоћ и у сарадњи са:

- Министарство културе и медија Р.С.
- Министарство туризма, трговине и услуга Р.С.
- Град Београд – кабинет градоначелника
- Град Београд – И.О. Града Београда
- Град Београд – С.О. Стари Град
- Град Београд – С.О. Савски Венац
- Град Београд – С.О. Чукарица
- City of New York – Department of Cultural Affairs - “Percent for Art” program
- УН Хабитат
- ICPDR - International Commission for the Protection of the Danube River - UN
- ISF“DRC” International Scientific Forum “Danube River of Cooperation”
- Универзитет уметности у Београду
- Шумарски факултет Универзитета у Београду
- Факултет спорта и физичког васпитања Универзитета у Београду
- С.О. Панчево – кабинет градоначелника
- С.О. Панчево – кабинет градског архитекте



- City of Belgrade – Secretariat of Urban Planning and Construction
- Tourist Organization of Belgrade
- Belgrade Urban Planning Bureau
- City of Belgrade – Secretariat for Utilities and Housing Services - Power Administration
- Urban Public Transport Enterprise "Beograd"
- Museum of applied art, Belgrade
- Yugoslav river shipping company
- "Ada Ciganlija", PE
- Pancevo Youth center
- Pančevo Urban Planning Bureau
- Pancevo Cultural center
- Greenery - Pancevo, PE
- Splin theater – Pančevo
- Coca Cola company
- Mobtel
- Alma Quarto
- Communis
- McCann Ericson
- EXPEDITIO, Kotor, Montenegro
- EIF, European Integration Fund, EU
- ...
- Lot of media enterprises
- More than 50 public and private enterprises and institutions
- Countless good people

Public Art Public Space project would like to thank them all for their extraordinary support and contribution. Without them, this project would have been senseless.

- Секретаријат за урбанизам Града Београда
- Туристичка организација Београда
- Урбанистички завод Београда
- Дирекција за енергетику Града Београда
- Градско саобраћајно предузеће Београд
- Музеј примењене уметности – Београд
- Југословенско речно бордарство
- Ј.П. Ада Циганлија
- Дом омладине Панчево
- Ј.П. Дирекција за изградњу и уређење Панчева
- Центар за културу Панчево
- ЈКП Градско зеленило Панчево
- Сплин театар Панчево
- Coca Cola company
- Мобтел
- Alma Quatro
- Communis
- McCann Ericson
- EXPEDITIO, Котор, Црна Гора
- EIF, European Integration Fund, EU
- Бројне медијске куће
- ...
- Још преко педесет јавних предузећа, приватних и друштвених предузећа и институција
- Небројено много добрих људи

Свима њима Projekat Pubic Art & Public Space дугује незмерну захвалност, јер без њиховог учешћа читав овај посао не би имао смисла.

THE CONCLUSION

In the recent work of PaPs activities it has been proved that every kind of interdisciplinary work is possible and desirable. This is specially related to the process of education for, during the work on the projects, students were exchanging their experiences and introducing with various perceptions of problems conditioned by professional differences.

Very important component of educational process was cooperation with local community that enabled wider, more complex, yet in many aspects deeper recognition of problems of realization and coordination different affinities, needs, financial and technical limitations.



In addition to interdisciplinarity and cooperation with local community and public institutions – specific characteristic of educational process of PaPs was the fact that unlike of the majority of unrealized students works – the ultimate goal was compulsory realization of designed projects in real space according possibilities. This has been done, and, for the most participants, it was a special motivation.

At the end it is possible to claim that, despite the problems and limitations, this program fulfilled the main goal – activation of treated public space potentials through animation of local community and institutions by use and affirmation of creativity that students of various disciplines have. The animation followed the efforts to include local community and institutions in making more cheerful and more vital spaces and to reveal forgotten beauty of neglected and often demolished places to its inhabitants.

However, the question that one inhabitant, active participant in one of the PaPs projects, asked at the day of final presentation of manifestation still remains unanswered: *'We feel great now, but what will happen tomorrow, when all this ends and you leave? Then we will stay alone again...'*

The answer to this question can offer only a real future that we must design for the real world and the real people. Student were there, and will come again. But the real and effemeral effects can only be expected when the battle for these spaces becomes more serious and when the beauty and necessity of public space becomes rediscovered as a significant factor of quality of urban way of living.



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