

Geoff Wood CV – Director of Working pArts public art consultancy 1997– present. Deputy Director, Public Art Commissions Agency, Birmingham 1988 – 1997. Whitefriars Development Officer, Coventry City Council, 1986 – 1988. **BA(Hons) Fine Art. Lanchester School of Art**

25 yrs specialising in the effective integration of art into the working lives of towns, cities and landscapes, including :

- Developing policies and strategies at national, regional and city level in England and Wales
- Harnessing creativity and developing ideas for the purpose of regeneration
- Setting up and leading complex art in architecture and art in landscape programmes
- Developing mechanisms to involve local people in art's creative processes
- Setting up collaborations between artists and other design disciplines
- Piloting artists as design team members on public transport systems
- Exploring and developing the role that art can play in enhancing legibility
- Pioneering Citywide artists' lightworks to improve safety, orientation and image
- Using art and artists to humanise roadside environments
- Funding strategies, PFI, Lottery, Local Authority, Sponsorship, ERDF/ESF.
- Occasionally also Lead Artist on public projects

Geoff provides client support through advocacy among elected members, officers, business and community forums and the wider public. Vital skills include mentoring client representatives through critical and often sensitive development stages of projects, when external pressures are at their greatest. Has highly developed spatial and site analysis skills, and effective methods of consultation, evaluation and appraisal. Collaborates effectively with other artists, design and regeneration professionals and is highly respected by those who have worked with him.

Selected Projects :

Chesterfield Cultural Renaissance. Creative Lead and project manager on strategy for art to increase footfall into conservation area. Ideas focused on guiding people into spaces and providing a stimulating and rewarding experience. Has shepherded through stakeholder consultation and feasibility. Input is creative and curatorial. Artists include Chris Cornish, Ann Catrin Evans, Mike Gadd, Holly Hyams. Introduced creative greenwalling.

Kirkby Town Centre Regeneration. Leading a team to create a series of art interventions to enliven the town centre and encourage exploration. Part of a large regeneration scheme, collaborating with disciplines including highways, lighting, landscape design, architecture, public transport and retail. We are consulting with communities across Kirkby and key stakeholders across a range of agencies. Also proposing an extensive animation programme.

Pennine Prospects. Art consultant for a series of artworks to support the interpretation of the Rochdale Canal, the M62 of its day. Working across 4 communities in the South Pennines, this project will help draw people towards the canal network and help enrich the experience for users on foot, on cycles and on the water.

Guys and St Thomas's NHS Trust. Consultation, strategy and commissioning plan for introducing art into two new atria to be created as part of the refurbishment of the East Wing of this Central London Hospital.

Castleford Heritage Trust. A project to tie the Aire River Corridor to Castleford Town Centre and provide a community resource based around a wide range of creative activities and a much loved heritage building.

Pooley Country Park. Strategy, commissioning plan and implementation of a project to integrate art into the revitalisation of a former coafield, now a country park. Priorities included consultation and then carrying the public along with the project, selecting, appointing and managing artists Matthew Dalziel and Louise Scullion. Managed construction, advising on the aesthetic improvement of the park including integrating new seats, poetry trail, improved access, signage, services and branding.

Manchester City Council. Led the Strategy, stakeholder consultation, commissioning plan and project management for 3 major new memorials for City Centre, commemorating: *The Bicentenary of the Abolition of the Slave Trade Act; Women's Suffrage and Emmeline Pankhurst; 1819 Peterloo Massacre.* The strategy introduced a new thread to the city's tourism offer, focussed on adding a depth to Manchester's offer and which is now endorsed by the City Council, key interest groups and private partners. Now taking forward a major project based on Anti Slavery with Manchester Cathedral and partners.

Manchester Oxford Road Corridor Partnership. Led a strategy to introduce art and creativity to articulate the 'knowledge corridor', a cluster of the most important cultural organisations in the city. This includes 2 universities, Manchester Museum, Cornerhouse, Royal Northern College of Music, Contact Theatre, Whitworth Gallery, 2 hospitals and the school of art. Has set up and run competitive collaborations with landscape architects, architects and design students at Universities in Manchester

Workington, Cumbria, Creative and curatorial lead on the development and commissioning of a £2.7m public art programme elevating local aspirations, creating a series of linked public art spaces, thus animating the town and giving people something to be proud of. He set up a consultation process, oversaw the involvement of multigenerational input into the programme. Other commissioned artists included Ed Allington, Simon Hitchens, Tom Lomax, Tess Jaray, Alex Beleschenko, Andy Plant, Alan Dawson, Paul Scott, Flora Gare.

Northstowe Public Art Strategy for HCA/Gallagher Estates. Strategy for integrating creativity, art and creative industries into this prospective Cambridgeshire new town planned to host 25,000 people. The strategy focusses on Public Art's ability to deliver on mainstream issues of community consultation; capacity building; cohesion between new and existing populations; place making; transport integration; image development; architectural, landscape and

lighting design excellence; play provision; animation of spaces/places; creative industries development. The team has been retained to lead and deliver the programme.

HCA + Coalfields Regeneration Trust, Coalfields Community Campaign and Arts Council England, National Strategy for Creativity in the Coalfields to integrate creative practices into regeneration programme for the English Coalfields. This strategy addressed the policy context including the expectations of the joint planning authorities and partners; it also described the impact on local centres, open spaces, leisure assets, new build developments, infrastructure projects, residential areas, retail and commercial schemes. Geoff has since developed pilot projects including a new landmark artwork in Salford using wind energy and symbolising colliery community cohesion; and an art-led park revitalisation at Polesworth.

Milton Keynes. Public art strategy and implementation recommendations for MK's growth areas including the City Centre. This involved assessing the achievements of the existing process and making recommendations about the priorities, resources, and relationships between the key partners, including HCA over the coming years.

2012 Cultural Olympiad/Regeneration of Weymouth and Portland. Public Art Strategy including art led refurbishment of the Esplanade, the commissioning of designs for 3 new waterfront buildings and a Light Art strategy for the Esplanade. Helped formulate funding bids and developed a Public Art Planning Policy. Delivered the programme with artists Vong Phaophanit, Claire Oboussier, Richard Harris, jointly with Mererid Velios.

London Borough of Barking & Dagenham A13 Artscape. Public Art Strategy for A13 Corridor. Secured £3.9m Arts Lottery + £7m from PFI, LA and private sources. The strategy improves drivers' and pedestrians' experience; raises Borough's image whilst creating a series of extraordinary artworks. Set up Barking Town Square Art and Design Competition resulting in a new Library, Public Art Square and revitalised Town Hall. The principles of the Artscape are now extending throughout the borough. Programme Artists include Tom de Paor, Graham Ellard, Stephen Johnstone, Clare Brew, Pat Kaufman, Jacqui Poncelet, Shelagh Wakely, Alberto Duman, Thomas Heatherwick, Jason Cornish, Phil Power, Andrew Darke.

Onyx. Public Art Consultant to Waste Recycling Plant in Sheffield. Set up implemented a new art lighting programme designed with Clare Brew for this dramatic industrial building near to the City Centre.

Landmark Wales. Led strategy, design commissioning and funding strategy for a series of major Art based gateways to Wales via ports, roads and airports, working with 8 LAs, Welsh Assembly Government and Visit Wales.

SA1, Swansea. Public Art Strategy and implementation for Prince of Wales Dock regeneration area. Highly collaborative approach harnesses the innovative capacity of art to change places. Develop ideas for making the best use of existing resources, particularly the water, and integrating SA1 into the city. Several projects now complete.

Poole Bridge Regeation Project. Public Art Consultant and Procurement Advisor on £19m opening bridge and art integrated into 50 Hectares of streetscape and development. Recognised potential of the bridge as major sculptural landmark for Poole Harbour. Through advocacy convinced politicians, partners and officers. Ran 2 International Design Competitions for Bridge and Streetscape, guiding Council through unfamiliar process. Bridge now in place.

Bristol City Council. Public Art Consultant for Legible City Initiative. Lead Art Consultant for a City wide strategy to improve the information and orientation environment for business/leisure tourists and local people. Led the introduction of art and landmarking as a stimulus for mental mapping and intuitive orientation.

North Somerset Council, Public Art Consultancy to Weston super Mare, Connecting Spaces, Places and People Initiative. Provided a strategic creative and artistic plan for bringing ideas into regenerating the central area and promenade of WsM as part of a major capital bid for funds, which succeeded in attracting £11m.

Birmingham City Centre and ICC. Managed delivery of image changing art projects throughout city centre including Centenary Square, the ICC public art program, Anthony Gormley's Iron:Man in Victoria Square and many others. Programme helped Birmingham reinvent itself as a meeting place city and to shed its unwelcome post industrial rust belt image. Artists Tess Jaray, Tom Lomax, Ron Haselden, Alex Beleschenko, Ondre Nowakowski.

Arts Council England Chaired panel that selected the North West's 'Artists Taking the Lead' commission for the 2012 Cultural Olympiad, Anthony McCall's 'Column' and continues to chair the monitoring group.

Member of CABE Space's Enabling Panel and HCA National Public Art Consultancy Panel. Vice Chair of the South Pennines Leader Local Action Group. Non executive director of Outtaplace, an arts organisation focussed on providing opportunities for young people from underprivileged backgrounds to express themselves.

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